ANNUAL SPRING NUMBER

DRY GOODS REVIEW

Vol. XXXII | Publication Office: TORONTO, JANUARY, 1920 | No. 1



LONGCLOTHS, CAMBRICS AND SHEETINGS

SOFT TO THE NEEDLE, LAUNDER BEAUTIFULLY, STRONG IN TEXTURE.

RICHARD HAWORTH AND COMPANY, LIMITED, ENGLAND --- MILLS ON MANCHESTER SHIP CANAL --- THE SHOW MILLS OF LANCASHIRE



Stylishly Tailored---Well Cut---Beautifully Fitted---for Town and Country Wear

Never before have we offered such an elaborate and brilliant showing for Spring. The very latest fashionable fabrics and styles in almost endless variety.

The new Sports idea, as developed in these beautifully tailored and fitted coats and suits for Spring, does credit to our wonderful staff of Master Artists and Designers.

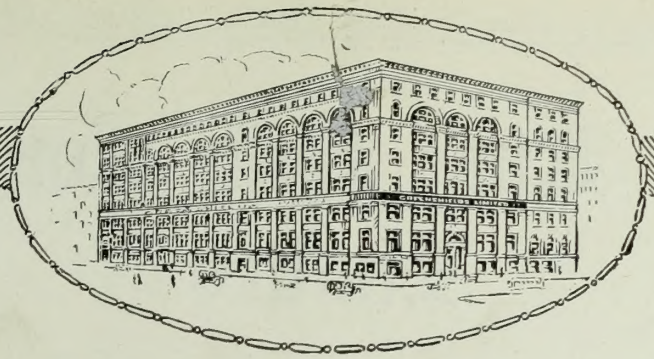
If you cannot come to Market, ask us to send you, at frequent intervals, special Digests featuring our newest styles and fabrics.

NEW YORK
5th Avenue Building
5th Ave. and 23rd St.

C. Kenyon Company, Inc.
NEW YORK

CHICAGO
Congress and
Franklin Streets

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AT LAST

"REAL RIBBONS" BACK AGAIN FOR IMMEDIATE DELIVERY

SWISS

Taffettas - Satin - Lingerie

All Widths and Colors

FRENCH VELVET RIBBONS

Our No. 333 - All Widths - Black Only

LARGE ASSORTMENT

AMERICAN - DRESDEN - FANCY RIBBONS

"Everything in Dry Goods"

GREENSHIELDS LIMITED

SEVENTEEN VICTORIA SQUARE

MONTREAL

A. S. King Silk Company, Limited

Silks
that are
distinctive
in
colorings
and
designs



Silks
that are
dependable
for
quality
and
service

Silks for Spring

Duchess Satins	Charmeuse Satins
Crepe de Chines	Georgettes
Fancy Stripes and Plaids	Fancy Trimming Silks
Chinese Silks	Japanese Silks

Our stock for immediate delivery is large and well assorted

THE SILK HOUSE OF CANADA

A. S. KING SILK CO., Limited

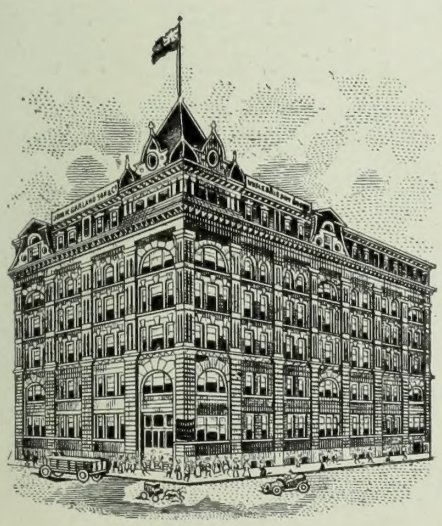
59-61 Wellington St. West Toronto

Foreign Offices:

Zurich, Switzerland	Lyons, France
Yokohama, Japan	Chefoo, China

ALL our representatives are out for 1920. One of them will call on you soon and you will do well to complete your entire Spring requirements.

AT this time of year, our stock has never been so large as now and we hope our friends will avail themselves of this opportunity to get immediate delivery on many attractive and seasonable lines of Dry Goods.



JOHN M. GARLAND SON & CO.
LIMITED
OTTAWA - - CANADA

Wholesale Dry Goods

To the Trade

Every Department Assorted as Fully as Possible

For the Assorting Trade:

Staples
Linens
Dress Goods
Hosiery and Gloves
Ready to Wear Goods
Men's Furnishings
Smallwares
House Furnishings

Our travellers are now on the road with a full range of samples. We solicit through them your esteemed orders.

Our letter order department is fully equipped with a competent staff to forward your daily orders with prompt dispatch.

We shall be pleased to have you

Visit Our Warehouse

JOHN MACDONALD & CO., LIMITED

TORONTO

Special This Week

TO THE BUYER

MEN'S FURNISHINGS

Men's Lined Leather Mitts, $6.50 per dozen.

Men's Horse Hide Front, Pullover Mitts, $12.00 per doz.

Men's Heavy Grey Wool Socks, at $5.50 and $6.50 per doz.

Men's Heavy Jumbo Knit Sweater Coats, in brown, maroon and myrtle, $64.00 per doz.

READY-TO-WEAR

Hosiery Seconds, Ladies' Hose, 15 in., fibre silk boot, with cotton top. Spliced heel and toe. Black and white. Sizes 8½, 9, 9½, 10. Put up in 1 dozen to a box, solid size. Special at $6.50 per dozen.

Boys' 2/1 Rib Black, Heavy Union Hose. Size 6, $4.25; 6½, $4.45; 7, $4.60; 7½, $4.80; 8, $5.15; 8½, 9, 9½, 10, $5.40. Put up in ½ doz. to a box, solid size.

Ladies' White Flannelette Nightgowns, high or low neck, embroidery trimmed. Sizes 56, 58, 60. Put up in ½ dozen boxes assorted sizes. Price $24.00 per dozen. Scarce goods.

DRESS GOODS

36-in. Mercerized Poplin, 35-yd. pieces. Colors: Ivory, Taupe, Old Rose, Copen, Heliotrope, Brown, Myrtle, Garnet, Navy, also Black, at 75c per yd.

STAPLE DEPARTMENT

S5, 35-inch Striped Flannelette, 31c per yd. Large range of patterns.

LINEN DEPARTMENT

Bordered Crash Roller Towels, assorted borders. Length, 2½ yds. $9.50 per dozen.

CARPET DEPARTMENT

Congoleum piece goods, 3 yds wide, in three good selling designs. 65 sq. yds. in a roll, at 85c sq. yd.

Bungalow Curtain Nets, 30-in., 19c; 34-in., 21½c; 36-in., 24c and up.

Tapestry Rugs, 1½ yds. x 2 yds., at $6.50 each.

Velvet Rugs, 1½ yds. x 2 yds., at $11.50 each.

Heavy Jute Pile Fringed-end Hearth Rugs, 27 in. x 54 in., $27.00 per dozen; 24 in. x 48 in., $21.00 per dozen. Also made in hall runners, 2 ft. 3 in. x 7½ ft., $5.00; 2 ft. 3 in. x 9 ft., $6.00 each; 2 ft. 3 in. x 10½ ft., $7.00 each; 2 ft. 3 in. x 12 ft., $8.00 each. All Oriental designs.

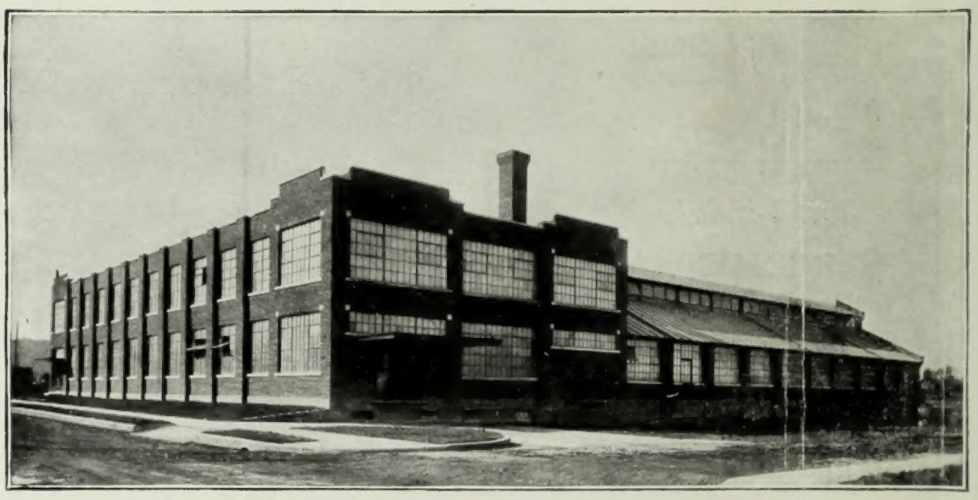
Yours very truly,

JOHN MACDONALD & CO., LIMITED

TORONTO

Made in CANADA, *by*

"HOOVER"
Will Be the Big
"BUY-WORD" here
for Electric Cleaners



The HOO

ELECTRIC SUCTION

CANADIANS *for* CANADIANS



WITH The Hoover's new big factory in operation at Hamilton, Ontario, with its 30,000 square feet of floor area entirely given to the complete manufacture of Hoovers by Canadians, The Hoover will rapidly parallel, throughout the Dominion, its United States record for tremendous sales.

National advertising in all leading Canadian magazines supplements the advertising which will circulate in Canada through the medium of twenty-three United States periodicals.

Canadian dealers will have at their disposal the entire array of local publicity helps, the all-inclusive variety of which has created an enviable reputation for The Hoover.

The famous Hoover method of dealer co-operation that has made fortunes for dealers elsewhere, and bars the United States factory from adding new dealers, although output has been *tripled*, will be available for the profit of Canadian dealers.

Be assured that we did not lay foundations sufficient for adding two more floors on our new factory here without knowing from past experience that we would need them.

You will find us all over Canada in a year—why not profit from the outset rather than lose months by delay?

Send for the particulars now and be in on the ground floor!

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, Limited

Factory and General Offices: Hamilton, Ontario

V E R

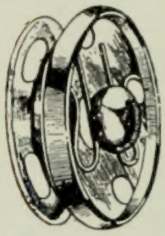
SWEEPER

It *Beats*... as it Sweeps as it Cleans

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.





GILBERT'S
NEW WHEEL TOY

Retails at $9.00, $15.00 and $22.50

Order this for May delivery and get benefit of our gigantic advertising campaign in Saturday Evening Post and all boys' magazines.



Order Your Wireless Sets for Spring Delivery.

Cash in on the summer Toy season.

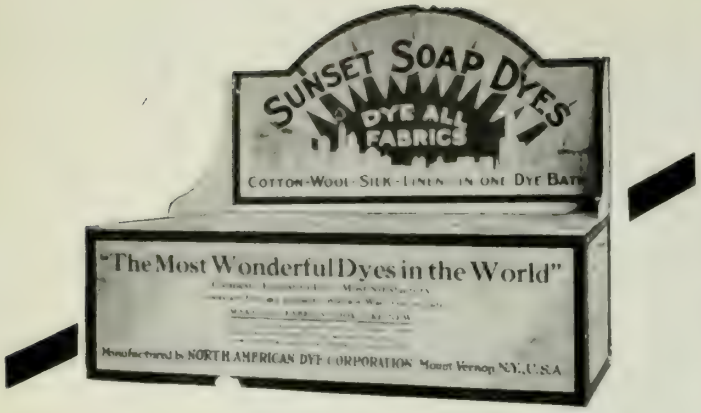
Sets from $7.50 to $97.50 retail.

These are all **Gilbert Lines.** *Erector* the famous steel construction toy. Electrical Sets, Wireless Sets, Tractors, Chemistry Sets, Magic, Puzzles, Phone Sets, Nurses Outfits, Carpenters Tool Chests, Soldering Outfits.

Send for Catalogue and let us book your Spring and Fall order NOW.

The A. C. Gilbert-Menzies Co., Limited 439 KING STREET WEST TORONTO

Manufacturers of Gilbert's Toys **Agents for Gilbert's Polar Cub Electric Fan**



WHY CARRY MORE THAN ONE LINE OF HOME DYES

when with this attractive counter container properly filled you can supply 22 colors from dainty pink to jet black and navy blue.

These colors are permanent, will not run, fade, crock or wash out. Sunset is the only soap dye that will permanently dye silk, wool, cotton or mixed goods the same shade and depth of color in the same dye bath.

Dyes and cleans in one operation.
Will not stain hands or utensils.

This Compact Attractive Container Sells

Sunset Soap Dyes

Selling at 15c, these dyes pay you more profit than any other home dye.

Extensively, truthfully advertised, Sunset is fast becoming the leading home dye. Are you getting your share of the sales and profits?

If you don't carry Sunset in stock—order a gross—now—in this sales stimulating container. Put it on your counter and watch the quick turnover. Sunset is a marvel in repeats.

Order from your jobber or write

Harold F. Ritchie & Co., Inc.
New York Toronto

NORTH AMERICAN DYE CORPORATION
LIMITED
Toronto Canada Mount Vernon, N.Y.

TRADE D J A MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

INFANT'S FOOTWEAR, LTD.
LONDON, ENGLAND

Canadian Branch:
GREENE-SWIFT BLDG.,
LONDON, ONTARIO

Soft-Sole Shoes, in Kid, Silk, Poplin, Wool, Etc.,

Hard-Sole Shoes; Children's Woolly-Wear, Bonnets, Gaiters, Mitts, Etc.



SPECIAL SPRING APRON DRESS

As Illustrated
From $11.00 to $14.00

Print House Dresses	$19.00	up
Children's Dresses	7.00	"
Rompers	6.50	"
Creepers	5.25	"
Aprons	8.35	"

Send in a letter order—prompt shipment.

Travellers now out.

D. Ginsburg & Company
515 College St., Toronto

What About Spring Samples?

The satisfaction to your customer and the profit for yourself are both greater when you feature

ART CLOTHES
COOK BROS & ALLEN LIMITED

Made to Measure

A Large Range of

Dependable Materials

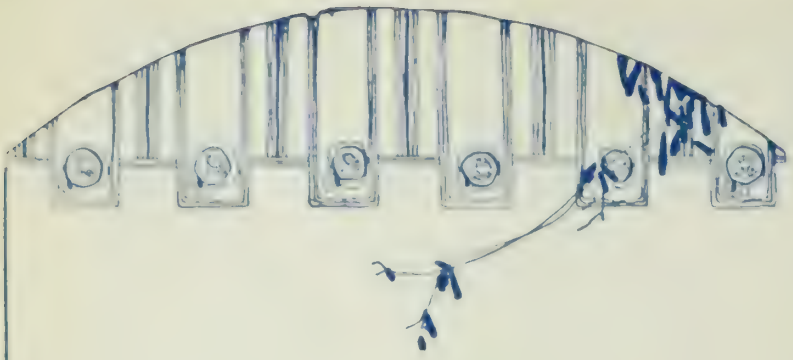
Trimmings of the best quality only. Styles and tailoring of the very highest class. We would like to have every retailer who does not know **ART CLOTHES** talk to any retailer who does.

The opinions of our customers are the frankest testimonials we can offer.

An alliance with us for Spring will assure you advantages.

We can accept a few more applications if they come from the right kind of merchants—**and sent at once.**

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO



Look for the Blue Star



The Guide to Style and Quality

Wise buyers of to-day have no trouble in finding what they require in every seasonable line—The Blue Star Range unquestionably stands first in presenting the smartest and newest fancies which fashion decrees.

LACES	WASH GOODS
EMBROIDERIES	RIBBONS
DRESS TRIMMINGS	HOSIERY
GEORGETTES	BRASSIERES
CHIFFONS	HANDKERCHIEFS

We are manufacturers and importers of Laces, Dress Trimming and Embroideries. Importers of Fancy Dry Goods.



Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall





For Spring and Summer 1920

The latest and most attractive designs and fabrics in popular colors that are exquisite—are of the unsurpassed excellence which has made the Blue Star line famous for its quick-selling qualities.

Our European agents are constantly in touch with the fashion-makers, and keep us advised of the newest trends on the continent.

We can give you immediate delivery on anything you want for present selling—Just let us know—*But* be sure and see our spring offerings.



Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

Racine Service

ALPHONSE RACINE, LIMITED, is more than a mere dry goods warehouse—It is an organization of buyers who go abroad to the markets of the world to select goods in quantities sufficient to meet the needs of their customers; in quality up to the Racine Standard.

—It is a service, a group of salesmen ever ready to co-operate with you and supply you with the latest information, who strive to their utmost to be of real service to you.

—Behind these men is a stock such as few can equal; large, complete, but everchanging; with the newest and latest always available; with the quality of completeness which makes it known as—

"The House with the Big Stocks"

ALPHONSE RACINE, LIMITED

MONTREAL

QUEBEC



Dress Goods
for
Spring and Summer

For the most profitable Spring and Summer season — select your merchandise where variety is largest—where deliveries are timely—and where quantities are unequaled.



Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woollens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-Wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

ALPHONSE RACINE, LIMITED

60-82 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

SAMPLE ROOMS:

SHERBROOKE	THREE RIVERS	SYDNEY, N.S.
OTTAWA 111 Sparks Street	QUEBEC 68 Church Street	TORONTO 123 Bay Street

CANADIAN-MADE

COTTON BATTING



Order
VICTORY BATS, NORTH STAR, CRESCENT AND PEARL.

Packed in Shipping Cartons, or in Bales.

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

Biggest Government Sale Of The Season

ALL NEW GOODS—TO THE TRADE

United States Navy Surplus Stock Consisting of the Following Articles:

Gents Furnishings and Piece Goods

260,000 Blankets.
60,000 prs. Woolen Drawers.
60,000 prs. Woolen Shirts.
84,000 prs. Woolen Gloves.
350 Muskrat Caps.
12,000 Rubber Hats.
10,000 Rubber Hats.
7,000 Rubber Hats.
168,000 prs. Woolen Socks.
27,000 prs. Arctics.
10,000 Cravats, C.P.O.
100,000 Jack Knives.
330,000 Jerseys
500,000 Lacers, silk, trousers.
245,000 prs. Leggings.
350,000 yds. 30-ounce Blue Cloth.
300,000 yds. Braid.
150,000 Whisk Brooms
180,000 Hair Brushes.
80,000 Scrub Brushes (fibre).
50,000 Shoe Brushes.
50,000 prs. Scissors.
45,000 Flannel Shirts (blue).

Address:—**Commander John D. Robnett, (SC) U.S.N. In charge Navy Surplus Stores, Navy Yard, Philadelphia, Pa. Telephone Dickinson 6300, branch 583.**

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION
OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, LL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.


A FINANCIAL RESPONSIBILITY of HALF A MILLION DOLLARS
Endorsed by all the really big wholesalers. 14,000 letters of appreciation from satisfied merchants. A field corps of 101 men—an office force of sixty—all personally interested in the forward movement of the Kelly System—all profit sharing workers; individually protected by our Mutual Welfare Society. Efficient Service can only be furnished by an efficient organization.


BUILT UPON HONOR
MAINTAINED
BY ABILITY
THE
GREATEST
SPECIAL SALES
ORGANIZATION IN THE WORLD
TWENTY-FIVE YEARS IN THE MAKING.
A quarter century of research and experience — the expenditure of unlimited capital — and the adherence to a standard of "Better Service" — Has resulted in a selling system that is "More than a Sales Company". These super-merchandisers—these master originators —amalgamated in one efficient institution have proven to be the world's greatest selling system.
This powerful force is what you get in Kelly Service. The best brains of the world in their respective lines are arrayed here. This is the paramount reason why the "one man" Sales Company has had to go—This is why Kelly Service grows stronger, bigger, better. These men hold profitable special selling campaigns, for merchants of the better class, from coast to coast—
Now booking for 1920.
T.K.KELLY SALES SYSTEM



KELLY
SERVICE:—
MINNEAPOLIS.

I'm interested in knowing what these men can do for me and my business—confidentially and without obligation, I'll consider your plans—

To Reduce_____

To Expand_____

To Close-out_____

Kind of Stock_____

_____

Amount $_____

Name_____

Address _____

"More Than a Sales Company"

MINNEAPOLIS, MINNESOTA U.S.A.











SERVICE THAT PAYS THE USER

A specially built, permanent home—A Market Survey Division—Advertising Department—Art Department—coupled with scientific methods and modern equipment, each contributing in making KELLY SALES the premier of all in selling supremacy—Each minute detail is handled by an executive that is chosen from his past performance of MAKING GOOD—Executives that are judged by the dollar guage only.

Honor built this service ability carries it on.



HOSIERY

Anticipating the demand for all classes of hosiery we have a splendid assortment in cashmere, cotton, lisle and pure silk. Special range of ladies' cashmere, $4.50 to $15.00. Good assortments in cotton and lisle children's hose and half hose. There is a scarcity in all classes of hosiery and we recommend you to order early.

Dept. C

Apron Gingham, 27 in., at 32c.
Aladdin Suiting, assorted stripes, and plain colors, 42½c.

Romper Cloth, 32 in., pink and blue, 52½c.

Dept. D.

Just received from Switzerland the following silks:—
Paillette, Duchesse, Wash Satins in blacks and colors, also a full range of 40 in. French Georgette Crepe, all at popular prices.

Write for samples.

Linen Dept.

This department is now replete with a full range of damasks, crashes, and all classes of household linens. Special, 16½ inch bordered crash, 18c yd.

Dept. U.

Our travellers are carrying a full range of children's and ladies' knitted vests and drawers, also a complete range of lisle, silk and chamoisette gloves.

Dept. M.

Mufflers.—We have in stock, for immediate delivery, a very full assortment of Brushed Wool Mufflers, Fringe Ends, from $7 per dozen to $32 per dozen.

Caps.—Knitted Wool for Women and Children, in "seconds" and perfect goods. "Seconds" from $3.50 per dozen upwards.

Laces. Our stock is now complete, in staple and novelties for year 1920.

Dept. W.

All Wood Serge 54 in., black and blue, $3.25.

Black Italian, 54 in., $1.15.

54 in. Tweed, $1.90, $2.10.

Full range of Men's Suitings for Spring.

WHITEWEAR

Some specials for your January whitewear sale.

White Cotton	Corset Covers	$3.50 to $16.50 doz.
" "	Drawers	6.00 to 12.00 doz.
" "	Petticoats	9.00 to 24.00 doz.
" "	Nightgowns	13.00 to 24.00 doz.

Exceptional values in "Ready-to-wear"

Immediate delivery

Child's Colored Dresses, No. 1010, sizes 2, 3, 4	$4.50
Child's Colored Dresses, No. 1013, sizes 6 to 12	13.50
Ladies' Print House Dresses, No. 596, sizes 36 to 44	18.00
Ladies' Print House Dresses, No. 597, sizes 36 to 44	18.00
Ladies' Stripe Gingham House Dresses, No. 601, sizes 36 to 44	18.00
Ladies' White Repp Skirts, No. 1177, sizes 23 to 30	13.50
Ladies' Print Kitchen Aprons (no sleeves), No. 593, assorted patterns	$6.50 special

We give special attention to letter orders, telegrams, and long distance telephone orders. If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

8391 St. Paul Street West - 21 St. Sulpice Street - 84-92 Le Royer Street

MONTREAL

SAMPLE ROOMS: **Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 28-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER.**

"The House of Dry Goods Values"

THIS is the reputation we have built up through 75 years of conscientious dealing with our customers. Our trade-mark stands for all that is best in quality, style, workmanship and VALUE.

Pursuing our usual policy of taking a serious interest in the welfare of our employees, we have recently inaugurated a plan under which each employee is given free life insurance, ranging from $500 to $5,000, thereby cementing the friendship and mutual goodwill of our staff. It is our endeavor to secure for our patrons the service and co-operation that only a loyal and painstaking staff can give.

P. P. MARTIN & CO., LIMITED

50 St. Paul Street West

MONTREAL

Our Linen Department

DURING the past few months of tremendously increased demand for fine white linens, we have been compelled to open a large department devoted to linens exclusively, where we have collected a varied and extensive range of linens, of excellent quality.

Toilet Articles

PERFUMES, Powders, Soaps of best makes which prove irresistibly attractive to your customers. A few of these lines are listed below:

Coty	Leutheric	Kerkoff
Rigaud	Taylor	Marceau
Houbigant	L. T. Piver	Jutras
Pinaud	Roger and Gallet	Colgate
Guerlin	Vivaudou	Mozart
D'Orsay	Arly	

House Furnishings

Carpets Curtains Blankets Towellings, etc.

SAMPLES GLADLY SUBMITTED

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Sherbrooke: 103 Wellington St.
St. Hyacinthe: 229 Cascade St.
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
Toronto: 152 Bay Street

MOTHER LAND TRADE SECTION

The House with over a century's reputation for value

GEORGE BRETTLE & CO LTD

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

The Brand trusted all  that is over the world

Before Buying for the Spring — See the

"OBERON"

1920 Range

It has been specially selected to meet the requirements of the Canadian trade—your trade.

It is a strong collection of lines that sell freely, attract new business, and add to the prestige of the house that sells them.

Further, all "OBERON" Goods are tested goods. They are trusted the world over for their reliability.

Each line in the "OBERON" Range, 1920, represents a profitable business opportunity for you.

Ask our representatives to show you the complete range.

Canadian Representatives:

EASTERN PROVINCES
Mr. Hugh D. Marshall,
Stair Building
Cor. Bay and Adelaide
Streets, Toronto

WESTERN PROVINCES
Mr. G. E. Ledder,
Grace Court,
Cornox Street,
Vancouver, B.C.

"OBERON" SPCIALITIES

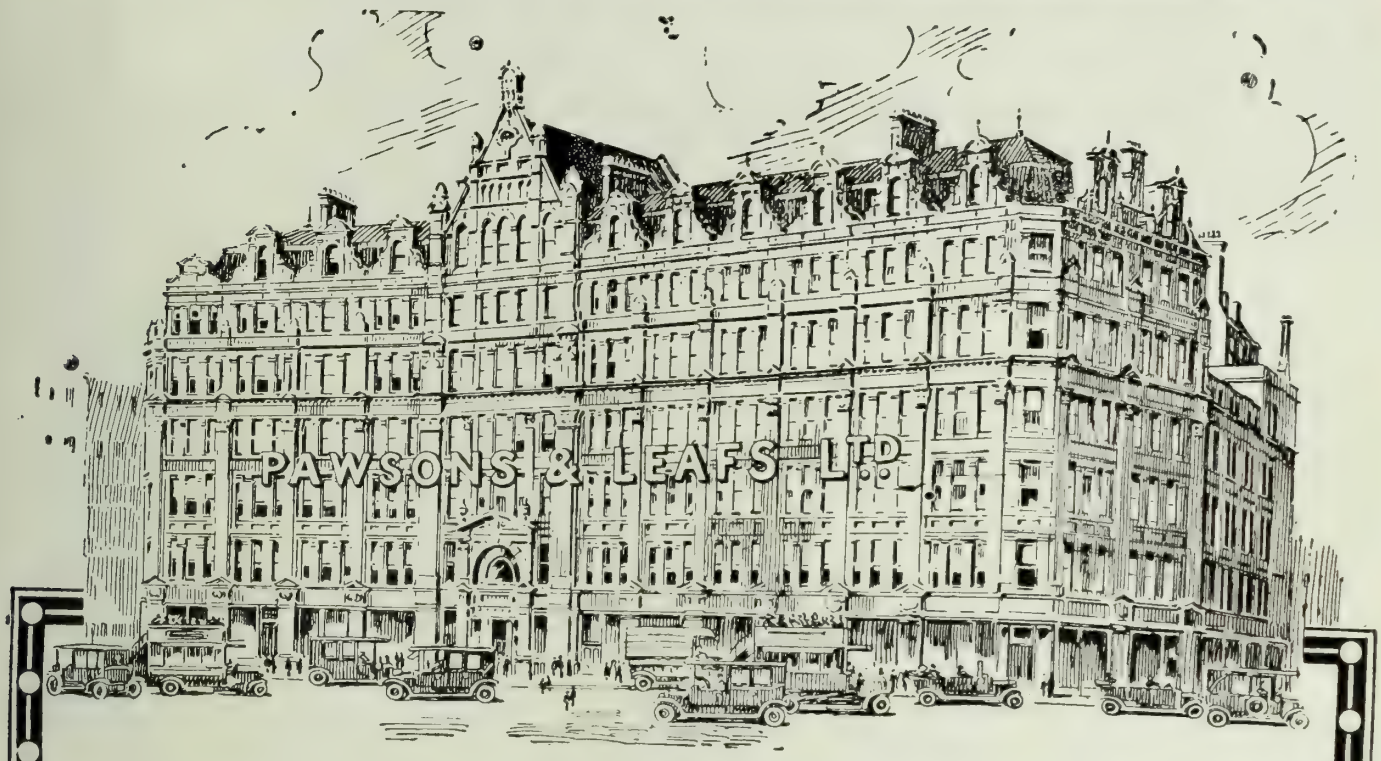
Hosiery,
Underwear,
Sports Coats,
Knickers,
Knitted Scarves in Silk,
Artificial Silk and Wool,
Ladies' and Men's Pyjamas,
Towels,
Quilts,
Rugs, Blankets,
Sheets, Linens,
Haberdashery,
Men's Shirts,
Dressing Gowns,
Ties, Braces,
Collars, Caps,
Ladies' and Men's Raincoats and Waterproofs.

George Brettle & Co., Ltd.

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ENGLAND

MOTHER LAND TRADE SECTION



RIGHT IN THE VAN OF DRY GOODS STORES

and every department under a SPECIALIST

DEPARTMENTS—

Calicoes, Flannels, Blankets	Dress Skirts	Gloves
Linens and Towels	Laces and Embroideries	Hosiery and Woven Underwear
Scotch and Soft Furnishing	Handkerchiefs and Neckwear	Furs and Umbrellas
Curtains and Curtain Nets	Ribbons	Haberdashery
Dress Goods	Silks and Velvets	Buttons and Trimmings
Printed Cottons	Flowers and Feathers	Blouses
Flannelettes (Dyed and Printed)	Trimmed Millinery	Sports Coats
Mantles and Costumes	Straws and Semi-Trimmed	Ladies' and Children's Outfitting

We call attention to **DRESS MATERIALS, SILKS, RIBBONS, PRINTED COTTONS**, of which we hold large and varied stocks, and in all of which we do a large Canadian business.

Every attention is given to all enquiries, and a cordial welcome is extended to those buyers visiting the Old Country this year.

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WAISTS
DRESSES
KNITTED GOODS
FANCY HANDBAGS

ORGANIZED FOR WORLD BUSINESS

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SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

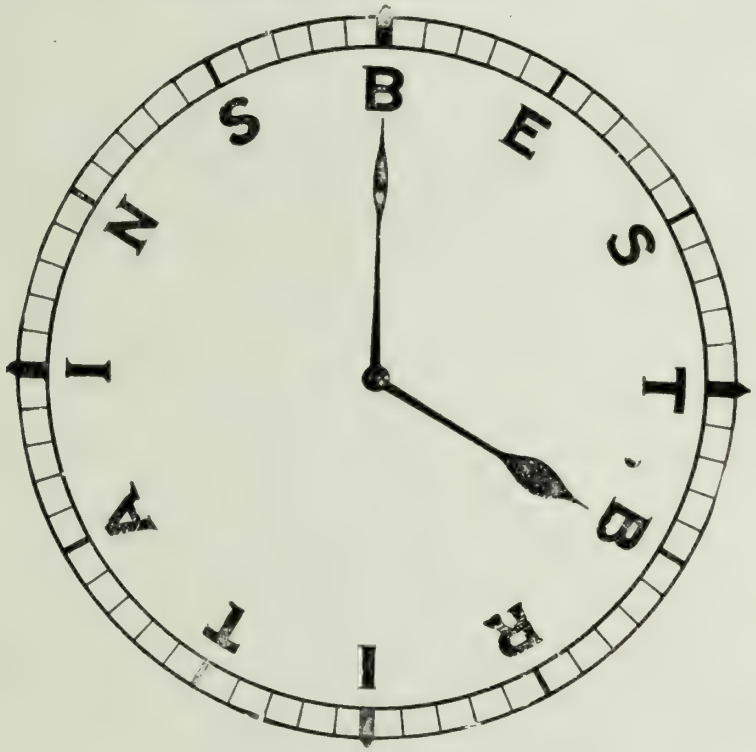
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CHEVIOTS **SUITINGS** **SPONGE CLOTHS** **FANCIES**
TWEEDS **COATINGS** **EOLIENNES**

Our new ranges for Spring and Summer, 1920, are now in the hands of Mr. H. D. Marshall, Stair Building, Bay St., Toronto, to whom all enquiries should be addressed.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

Crockers Bulletin

As we are reminded of the advent of ANOTHER YEAR, we are reminded also that we have, during those already gone, given our best services to our clients, and while this is a fact, it is not stated in any SPIRIT OF BOASTING, but rather as a reminder to ourselves and our customers that OUR MOTTO



is operative and compelling for both
PRESENT AND FUTURE.

CROCKERS LTD.
Friday Street, London, England



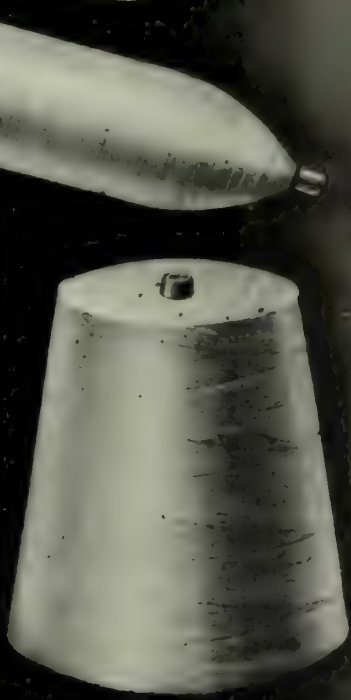
YARNS



Spinners of every description of yarn for Hosiery Manufacture

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24 KEIGHLEY		KEIGHLEY
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CODES:- A.B.C. 5TH ED WESTERN UNION.



J. & W. BASTARD

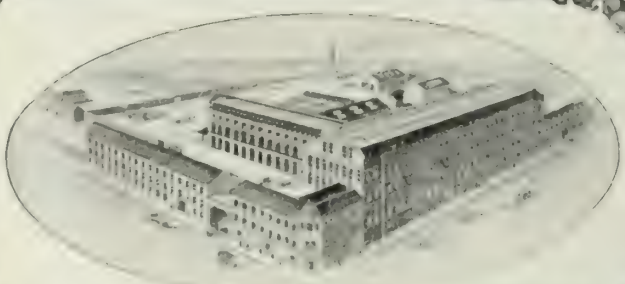
Stamford Street

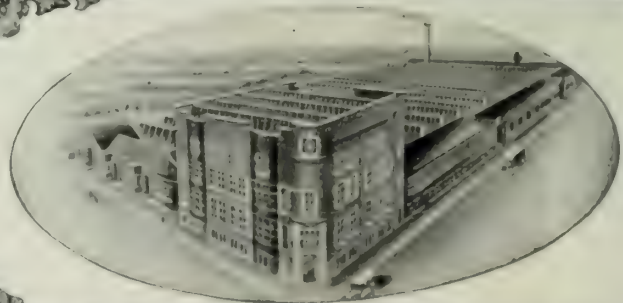
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AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

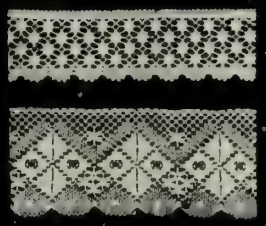
COMBING & SPINNING

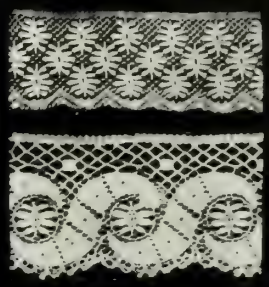
SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





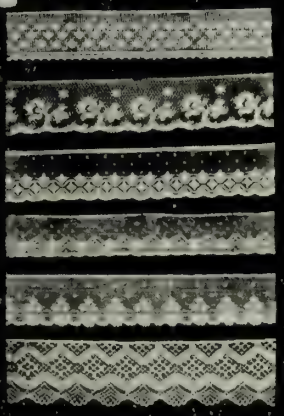
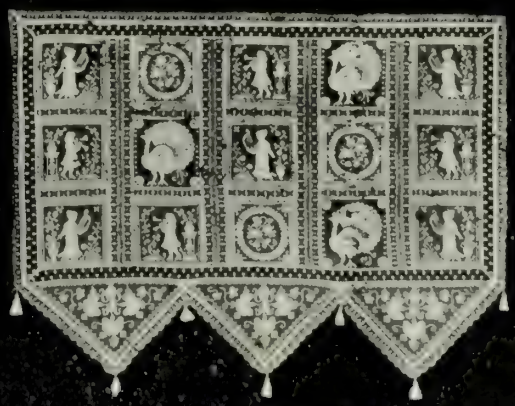
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Lace Cushion Covers,
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In LACES we have
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Write for Samples of
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Give Trade References.
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Finest Quality Valenciennes and other Lingerie Laces

Novelty Dress Laces

Manufactured by
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Founded 1827

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VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
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The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH



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J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.



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Tamborina, the Beautiful Lawn

For Beautiful Lingerie

Dorcas Cambric

The Finest Cambric in the World

OPALINE **OPALETTE** **SHINERETTE**

For Costume and Coat Linings, Draperies, Cushions, etc.

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A Special make and Finish for the Canadian Market

Galatea Stripes
N1 N2 N3

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S1 S2 S3

39/40" COTTON CREPE DE CHINE in all Leading Colours
29/30" INDOMITABLE NURSE CLOTH in 65 Ways
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SHEENORE

The dress fabric you cannot afford to miss.

Unique in its conception and execution.

You are reminded that samples of all C.P.A. brands can always be seen, and that enquiries addressed to

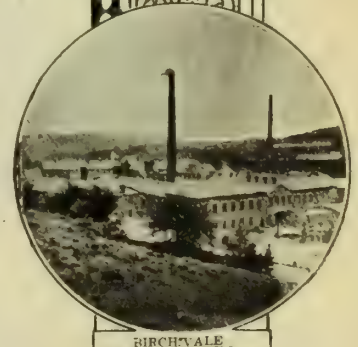
10, Coristine Buildings,
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or to 710, Empire Building,
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Millinery and Haberdashery Wire

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Dress and Mantle, Dress Cords and Girdles

Artificial Silk, Braids and Ribbons

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Made in Silk, Cotton, Wool, Etc.

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LISTA PURE SILKS

not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

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Agents:
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80 New Colour Designs

To create an effect at once arresting, pleasing and inviting is the essence of good salesmanship, especially at the opening of a new season. To pull up the casual shoppers with a delighted exclamation is to get your business talked about.

There is no line of goods to-day more effective for this purpose than "Vigil" Silk. It is a draw—and a big seller. It is known the world over as the **Pure** Silk with the maker's guarantee of purity, quality and fixity of colour. It is the silk that outwears at least four present-day Crepe de Chines, yet can be retailed at a reasonable price even in these times.

The demand in England for these new "Vigil" colours is enormous. We strongly advise you to cover your needs at once and to mark your order for "earliest possible delivery." By so doing you will not only ensure getting the best prices and a better chance of complete delivery, but also obtain the prestige which follows from an early display of goods in great demand.

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WOOLLEN AND WORSTED COSTUME CLOTHS

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Buntings, Serges,
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Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

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LADIES' and CHILDREN'S
KNIT SPORTS COATS AND SCARVES
Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers

ROBERTLAND MILLS

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"OZONIA" Model

PHILLIPS & PIPER

LIMITED

Manufacturers and Exporters
IPSWICH, ENGLAND

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"OZONIA" Oilskins in Silk or Cotton.
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"LAMBOURNE" FLANNEL Trousers.
"RANELAGH" Sports Coats.
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High-Grade Overcoats.



"PYTCHLEY" Model

Resident Canadian Representative:

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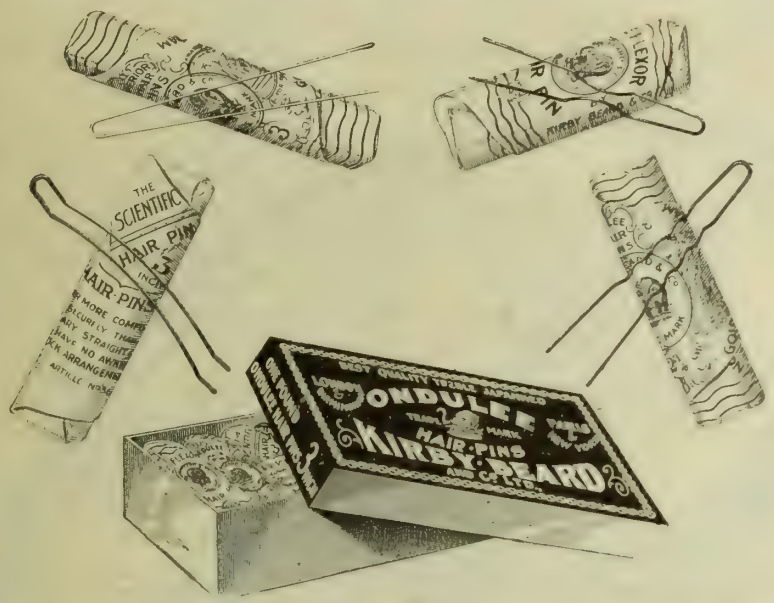
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Kirby, Beard & Co., Limited, Birmingham, England

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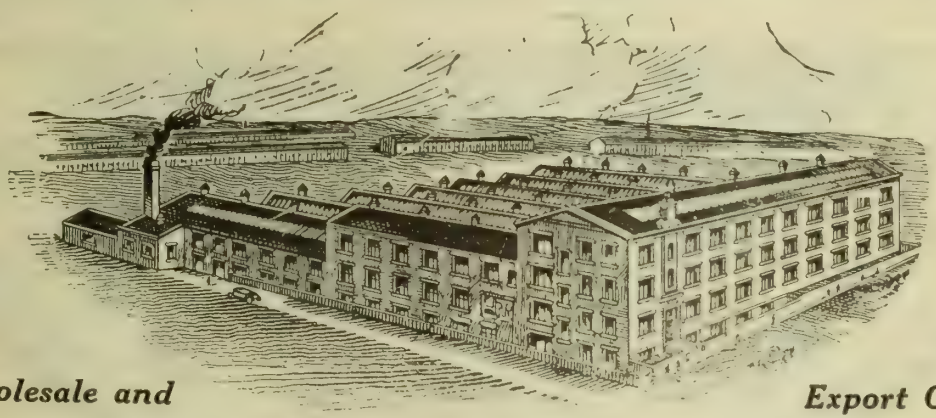


PINS
PIN SHEETS
HAIRPINS
HAIRPIN BOXES
and CABINETS
SAFETY PINS
NEEDLES
NEEDLE CASES
COMPANIONS
and WORK BOXES
MANICURE CASES,
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Produced as only the highest skilled labor and the finest quality materials attain.

Canadian Representatives:

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Wholesale and ***Export Only***

LADIES' WEAR

All Wool Serges
Union Serges
Cotton Serges
All Wool Dress Gabs.
Union Gaberdines
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Figured Dress Cloths
Voiles
Artificial Silks
Dress Poplins
All Wool Checks
Union Checks
Cotton Checks
Rainproofings, etc.

MEN'S WEAR

Serges
Fancy Suitings
Overcoatings
Trouserings
Rainproofings
Colonial Suitings, etc.

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All Wool Casements
Union Casements
Cotton Casements
Cotton Poplins
Cotton Repps
Figured Repps
Figured Cotelines
Figured Cabinet Linings
Figured Damasks
Figured Poplins
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"VITALITY
BRADFORD"
A. B. C. Code
5th Edition

BROWN, VICKERS & CO.

Proprietor—S. H. Vickers

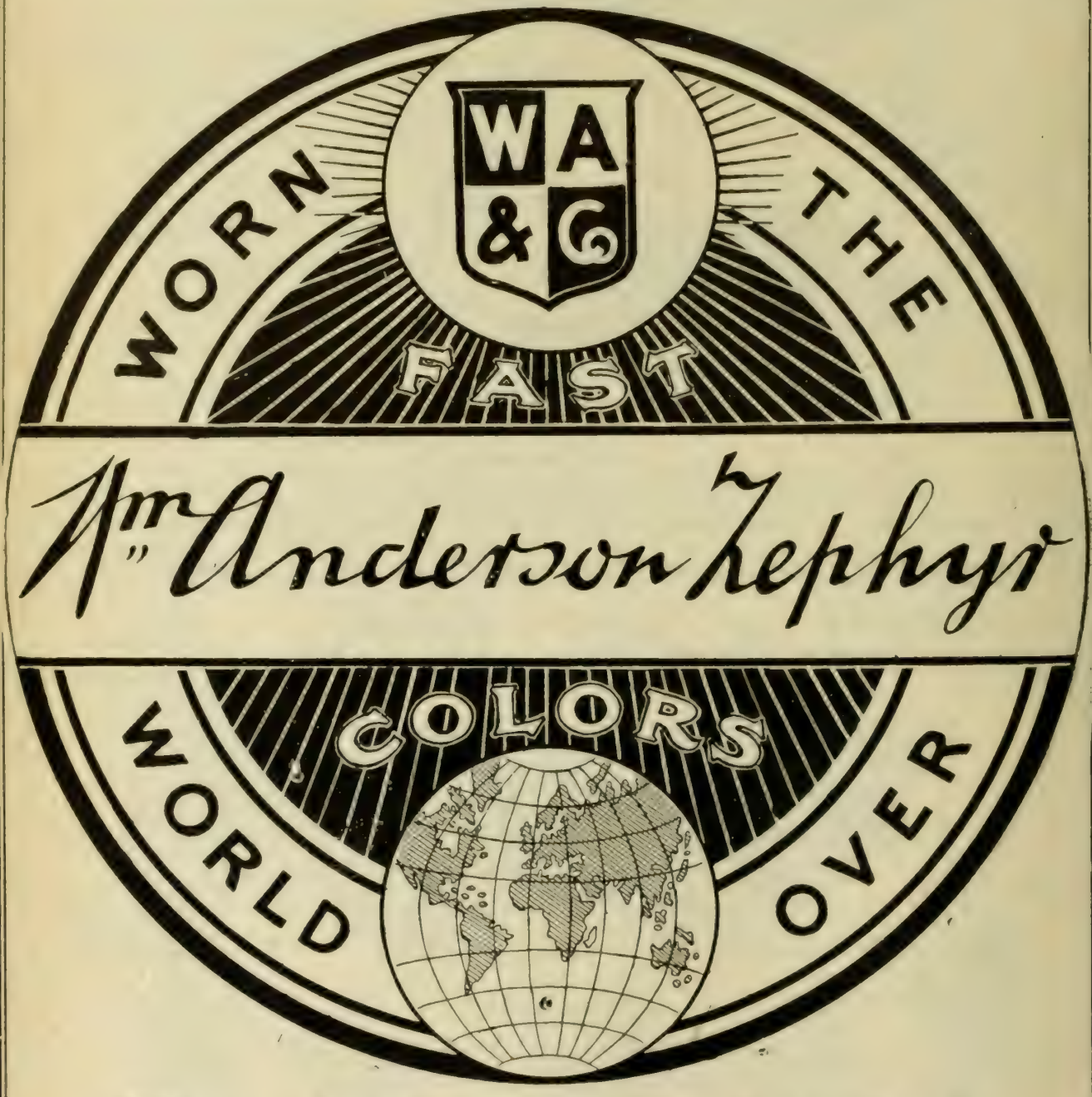
Manufacturers of Dress Goods for Men's and Ladies' Wear and Furnishing Fabrics

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Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

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MOTHER LAND TRADE SECTION

The Fine Scotch Underwear
with the Fine Scotch Finish



The Pesco Range

(Adapted for the Canadian trade)

In Pure Wool and Silk and Wool textures.

Guaranteed unshrinkable.

For Ladies—Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, etc.

For Children — Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc.

For Gentlemen—Shirts, Trousers, Combinations, etc.

Also
Pesco Hose and Half Hose in Black, Colours and Mixtures.

Pesco

PESCO, the best known **high-class** Underwear made and sold within the United Kingdom, is now available for Canada and dealers will do well, before ordering for Fall, to wait the forthcoming visit of the newly-appointed Pesco men.

THERE is a rich harvest of business in store for those who adopt this well-tried line. Its charm of quality is irresistible and makes buyers friends. In the Old Country it has an enthusiastic clientele and a sales-forcing reputation that is the envy of the trade.

ADD it to your range of specialties this season, and you will add to your business a powerful ally and to your store a fresh point of interest. Amongst the class whose custom is most desirable, Pesco compels attention and creates an immediate and permanent demand.

Now on the ground with samples

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MESSRS. THE HANLEY & MACKAY CO.
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Sole Makers:

Peter Scott & Co., Ltd.
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Sold direct to the retail.

Showcards, Window Tickets and Literature supplied.
Enquiries invited.

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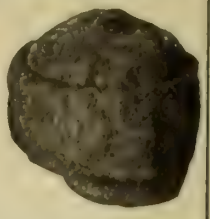
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Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
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Voiles
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LACE CURTAINS
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Cable Address:
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John Currie Son & Co.

Bridgend Works
STEWARTON, Ayrshire, N.B.

Makers of Scotch Knit Woollen Goods

Including

Ladies' and Gents' Fleecy Scarves in self and striped effects

Gents' Viator and Aviator Caps

Ladies' and Children's Machine and Hand Knit Caps and Tam O'Shanters.

Ladies' Spencer and Jumper Coats.

Sole Agent for Canada

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116 Mail Buildings **106 Bay Street**
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WILLIAM FORREST & CO., LTD.

Stewarton Lace Works

STEWARTON -- SCOTLAND

Lace Curtain, Woollen Cap and Hosiery Manufacturers

Lace Dept.	Cap Dept.	Hosiery Dept.
Curtains	Machine and Hand Knit	Children's Combinations
Vitrages	Tam O'Shanters	Children's Jerseys
Piece Goods	Aviator Caps	Fleecy Scarves
Brise Bise	Men's Turbans	Ladies' Coats
	Ladies' Caps	

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KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unshrinkable, fast colors and are unequalled for quality, and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

J. BARCLAY & CO.

STEWARTON, SCOTLAND

Specialities:

Ladies' Coats and Caps
Children's Coats and Caps
" Gaiter Suits
" Scarves
Ladies' and Gents' Scarves
Gentlemen's Cardigans, etc.



MOTHER LAND TRADE SECTION

"Craftana"

Registered No 262005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

REGISTERED HORROCKSES, CREWDSON & Co LTD TRADE MARK MANCHESTER

READY FOR SPRING?

The spring trade in fancy light cotton fabrics for light dresses, undergarments, etc., will mean a big demand for

Horrockses

Nainsooks, Cambrics, Madapolams, Calicoes, and Diaphalene—the wonderful new cotton that looks and feels like silk.

Your customers will ask for these fabrics, because they know that the name "Horrockses" has been the mark of "quality" in cotton cloths for a century and a quarter.
Order your spring stock through our Canadian agent.

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HORROCKSES, CREWDSON & CO., LIMITED
Cotton Spinners and Manufacturers
Manchester, England

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World.

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Calgary, Alta.	Ottawa, Ont.	Montreal, Que
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Reputation gained by long years of vigorous conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA.

Their address may be in the Buyers' Market Guide. Why not look it up and see?

MOTHER LAND TRADE SECTION

Telegrams, "PIN GLOUCESTER."
TELEPHONE No. 897.

Horton Road, Gloucester, ENGLAND.



The Gloucester Pin Manufacturing Co. Ltd.

MANUFACTURERS OF HAIR PINS AND HOOKS & EYES OF EVERY DESCRIPTION.

LONDON ADDRESS, 36 & 37, MONKWELL STREET, E.C.
GLASGOW " 11 MILLER STREET.
MANCHESTER " 17A, SACKVILLE STREET

ALSO AT PARIS, BRUSSELS, AND AMSTERDAM

MANUFACTURERS OF THE ORIGINAL "DONNA" HAIR WAVERS.

Christmas 1919.

To our Friends and Clients in Canada,

Hearty Greeting, and Best Wishes for 1920

May *Peace* Reign in *Righteousness*

We have now resumed full production of our Peacetime Manufactures of excellent and reliable qualities.

Our plant and machinery have been brought up-to-date, and we are able to compete for all requirements, viz:—

HAIR PINS, of all varieties.

PATENT "DONNA" HAIR WAVERS.

HOOKS and EYES, etc.

We beg to say we have appointed Messrs. Beck Bros. & Turner, Ltd., Montreal, Offices and Showrooms, 207 St. Mary Street, Montreal, as our agents in Canada, and they will be pleased to quote you and to send samples. All orders will receive prompt attention.

For and on behalf of

The Gloucester Pin Manufacturing Co., Ltd.

H. M. WILLIE,
Director.

New Novelty Dress Goods for Spring 1920



A wonderful collection of beautiful and exclusive sheer fabrics. See samples now in the hands of our representatives.

FANCY AND FLORAL VOILES

Four ranges in plain weave, comprising Light, Medium and Dark shades.

36-inch .....Per Yard, $1.00

MERCERIZED TUSSAH

The assortment includes Rose, Silver, Copen, Myrtle, Taupe, Tan, Brown, Navy and Black.

36-inch .....Per Yard, $1.00

SILK CHECK CHIFFON

In well-assorted range of Light and Dark shades.

36-inch .....Per Yard, $1.00

FIGURED AND FLORAL MARQUISETTES
Chiffon and Tussah

Fine range of color combinations in exceedingly attractive designs.

36-inch .....Per Yard, $1.25

SILK STRIPE AND PLAID VOILE

For exclusive, dressy wear. Seven desirable shadings for street and afternoon wear.

36-inch .....Per Yard, $1.35

MESSALINE FLORAL FOULARDS

Attractive fabric for waists or dresses, also makes excellent lining for coats, etc. Shades range includes Old Rose, Taupe, Saxe, Terra, Purple, Emerald, Navy and Black.

36-inch .....Per Yard, $1.35

SATIN STRIPE VOILE

Good weight sheer cloth. Staple shades, Bisque, Saxe, Copen, Myrtle, Tan, Navy and Black.

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BROAD SATIN STRIPE VOILE

With beautiful large all-over floral design. Shades include Silver, Reseda, Copen, Light Slate, Saxe, Navy, also Black.

36-inch .....Per Yard, $2.25

JUST RECEIVED
JERSEY SUITING CLOTH

Good weight, fine weave in colors which include Sand, Kangaroo, Taupe, Dark Grey, Copen, Russian Green, Mid Brown and Dark Navy.

CURRAH AND GOODWOOD STRIPE CHECK DRESS SERGES

Suitable for Golf Waists or Separate Skirts. In two-tone effects. An exclusive dress novelty.

50-inch .....Per Yard, $4.85

The W. R. BROCK COMPANY, (Limited)

TORONTO

Wash Goods for Spring 1920

PLAIN COLORED VOILES



ORGANDIES

MULLS

CANTON SILKS

FANCY PRINTED (Georgette Patterns)

BATISTES

VOILES

ORGANDIES

FOULARDS

SILK STRIPE VOILES TOBRALCO VESTINGS

Our new range of Wash Fabrics is the most extensive and complete that it has ever been our privilege to show. Having already booked fully 50% more business than our best previous record, we are still in a position to take care of your wants.

The W. R. BROCK COMPANY, (Limited)

TORONTO

It must be admitted that the supply of Dry Goods is limited for 1920. Stiffer prices, may also be counted on. Here are a few leaders at *present prices*, and while they last:

GLOVES

For Children, in Black and White Lisle
For Ladies, in Lisle, Black and White
in Silk, Black, White, Greys.

HOSIERY

Whites in Lisle, Italian Silk, Mercerized, Fibre Silk, all Silk.

Blacks in Lisle, Italian Silk, Mercerized, Fibre Silk, all Silk.

ALSO

Fibre Silks in Navy, Browns, Grey, Cordovans.

All Silks, Brown, Navy, Grey.

All the Above at Popular Prices

THE W. R. BROCK COMPANY, LTD.

MONTREAL

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

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A Spring Tailleur



Several of the new features are depicted in this interesting frock of navy serge. The sleeves are of the new fashionable length and the flaring sides from the waistline are considered good. The revival of gold braid trimming is decidedly new, and there's a bit of gold straw on the hat. Always one must have a "feminine" ruffle around the neckline.

Higher Price Range Almost Universal for 1920

Decreased Production the Chief Factor for Regrettable Conditions — Coal Strike Cut Capacity in Two.

By THEODORE MORGAN, Merchandising Manager for Henry Morgan & Co., Montreal

THE outlook for Spring is bad from whatever point of view we look at it. Prices are going to be higher in almost every department, and materials will be scarce. This is not the fault of the merchant, nor of the manufacturer; the fault rests with the whole community. At the bottom of all, as the chief factor in higher prices and scarcity, is the decreased production, and for this labor must be held chiefly responsible. Taking industries as a whole, I think it would be a fair estimate that production is not running over 60 per cent. of the capacity, and in addition to this, the quality is poorer. There has been a regular turmoil created through the demand for higher wages and shorter hours, and this has worked out in the inevitable vicious circles. The reaction is coming when the period of readjustment sets in.

Labor Has Not Met Capital

The biggest single factor, as I have said, is that labor is soldiering on the job. Capital has been forced to meet labor without labor meeting capital. The only way to secure a lower cost is to increase production, but the 8-hour basis has come in, with many employees coming to work at 10 a.m., and the manufacturer loaded with orders is forced to ask them to work overtime, say from 4 to 6.30, and pay at overtime rates. This adds to the cost all along the line.

Spoiled in the Making

Then there is a good deal of material spoiled in the making, through inefficient or careless workers. There are more flaws in the material by the yard; more errors in the workshop. Clothing manufacturers are complaining of this all the time. This is due to a great extent to a lack of interest, a lack of an intelligent, co-operative attitude between employer and employee.

Capital, as a whole, in my opinion, has been very generous to labor, and has acted very logically and reasonably throughout it all This is true of those in England, France, the United States and Canada, but they have not had the response on the part of labor that would have been justified under the circumstances.



Take the coal strike as an example of a cause of higher prices and scarcity of merchandise for the year 1920. A prominent manufacturer in the United States writes us that they will be cut down in capacity to 50 per cent. for the rest of the Winter as a result of this strike. So that the evils extend much farther than the few weeks of the existence of the strike. The cutting down of production through a scarcity of fuel will extend to all kinds of mills, to the looms, to the higher cost of materials by the yard. This thing comes in through many ramified angles. Conditions have thus been aggravated through a decreased output, where it should have been increased, or the normal, at least, been maintained.

To offset this there are being installed labor-saving machines, and better organization, but this naturally is a slow process, and the advantages will be slow in coming.

Dry Goods Review Wishes All Its Readers a Prosperous New Year

No Horizon for Lower Prices

Hence, I do not see any horizon for lower prices while demand continues at the present high level. The actual scarcity of goods has a tendency to force the manufacturer to work overtime in order to fill his orders, which in turn, increases the cost of production.

In one line, knit goods, since the opening prices have gone up 10 per cent. and twice in some cases. One manufacturer told me that his production was cut down 20 per cent. below normal.

Then the clothing manufacturers cannot get the skilled workers they need, nor can the dressmakers, nor the milliners, so in every direction a scarcity has developed.

In a good many cases the manufacturers are not getting a normal profit, because if they tried to make it, the cost of the goods would be so high as to prevent sales. There is, for example, a certain type of Spring coat for which we cannot pay more than $150, a coat that a woman would not pay more for, but on which the maker will receive actually less net profit than under normal conditions. Many manufacturers I know would be willing to close their shops rather than continue under the strain they are in now.

As an illustration of what is happening in every line of merchandise: I have just read a night letter from a Detroit manufacturer of cars who has notified us that there will be an increase in the price of $300 a car on the first of January, and probably another in the Spring. And the motor car, luxury or not, is an index of most commodities. When the prices of cars are going down, prices in general are declining; the increase in the price of cars indicates an increase in other lines of goods. This manufacturer states that strikes have held up his production; not necessarily strikes in all departments, but a strike in one will delay production in others. Then, too, the coal strike has lessened production, and added to costs as well. So it goes, in every direction.

Records that Master Details for the Dry Goods Dealer

A System Explained Whereby Full Details Are Always At Hand—To Increase Business And Spot Leakages Accurate Records Must be Kept—Merchandise Should All be Departmentized.

By WALTER ENGARD.

MANY a merchant, after he has footed up his annual inventory sheets, feels that after all has been said and done the information which the annual inventory affords him is entirely too indefinite. Ninety-nine times out of a hundred the net returns fall far short of what he had expected and what he was justly entitled to in view of the volume of business he has done through the year just closed. He takes his pencil and tries to figure out why it is his profits are so small. He just can't understand where his profits have gone. But there is nothing in his inventory that will tell him. It doesn't show up the leaks that have sapped away his profits, nor does it show the merchant what he can do to better the situation.

The result of this is that a great many merchants are making very little or no money, and in some cases dealers are actually losing money. At the close of the year, a year of long hours and hard work, they make the unhappy discovery that they have accomplished very little in the way of actual net profits for themselves; they have made very little money. About all they get out of the year's work is the work, and there can be but very little satisfaction to them in that thought.

The trouble lies in the fact that decidedly too many merchants are running their business in a haphazard fashion; they are leaving entirely too much to guesswork. They are sailing through the sea of business, but without a chart to guide them safely to Port Success. They are depending upon Providence to turn their efforts into results, and such a course is almost sure to lead to failure.

Cannot Do Good Business on Guesswork

During these days of keener competition, rising costs and narrower margins of profit, the merchant dare not leave the important details of his business to guesswork, he should have a system of records that will enable him to know whether or not he is making money, and exactly how much. Not at the end of the year, but at the close of every business day, week and month, but, most of all, he should have records that will show him every minute detail of his business in order that he may know just where to locate the leak that may be sapping his profits and enable him to apply a remedy before it is too late. These things are absolutely necessary if one is to get a fair return on his business.

The business man wants facts. He deals in facts, and when he operates his business in the realm of surmise and fiction, the results are apt to be disastrous.

The merchant who must wait until the annual inventory is taken in order to determine whether or not his business is making money; whether or not every department of his business has been conducted successfully throughout the year, and whether or not there has been some leak in his business, is taking a mighty big chance. He should make it a point to know these important facts and figures regarding his business at the close of each business day, and unless he does know he is not in a position to make his business return him all the profit that is possible.

Records Indispensable to Merchant

Records should be to the dry goods dealer what a thermometer is to a physician, or a carburetor is to the automobile—in other words—indispensable. Records are absolutely necessary at all times to the life of the dry goods store. Through his records the dry goods dealer should be able to tell just what is being done in every department of his business, whether or not that department is successful; whether or not there is some place in his business that needs quick action and prompt attention in order to apply a remedy to cure defects shown by his records. Such records afford the dry goods dealer an accurate means for promptly correcting errors or extravagances in policies and methods for checking the accumulation of otherwise inevitable losses, and for quickly developing plans which will result profitably. They will also keep the dealer posted upon the rate of turnover in each department and every up-to-date, progressive merchant fully appreciates the value of rapid turnovers, for they release tied-up capital and increase the profits.

Of course, to secure this information necessitates the installing of a proper system of records. It is utterly impossible to obtain accurate reports of your business without accurate records.

The best system of records for any business is one that will give the merchant all the information necessary for the efficient management of his business with the least effort. This system should be simple, yet accurate and complete. It should be convenient and economical. Such a system cannot be of such character that the cost of maintenance will be excessive, yet if it is not complete a very large part of its value is lost.

A Suggested System

With this article we are publishing a system of store records for the dry goods dealer, on which your daily transactions are summarized. Only a few entries are required daily, yet this system of records will at all times be a mirror of your business. It will show you every day, and any day, every important fact and figure of your business. This system is composed of:

(1) "Perpetual Inventory Sheet," Form No. 1.

(2) "Daily Record of Sales," Form No. 2

(3) "Purchase Record Sheet," Form No. 3

(4) "Daily Expense Sheet," Form No. 4.

Each of these forms provides for the daily entry of the figures for a month; that is, a new set of sheets must be used for each month, and on the extreme left-hand side has been provided a column for the entry of the date upon which the figures are entered.

In the very first place, before going into details regarding this system of records and its working, I wish to emphasize this one fact: that success will result only if the necessary care is given to getting the records started right, and keeping them going. Records can be made practically automatic, but they are bound to require some intelligent supervision; and they are not worth the paper upon which they are written unless you make them a practical guide for the future control of your business.

Begin With An Inventory

In starting this system of records the very first thing to do is to take a physical inventory of all stock on hand. This is the only way by which you can be sure that the future information shown you by these records is going to be accurate. This inventory cannot be too exact, and you should impress upon all those who participate in the taking of this inventory the absolute necessity

of counting and entering every item correctly.

Your Business Must Be Departmentized

If you should not already keep your stock by departments, I would advise that the first thing you do is to departmentize your stock. In order to operate any store at the highest point of efficiency, it is necessary that each small part of the business be operated successfully. One small part of the business, creating friction, may cause the entire store to come to a stand-still; that is, a leak, a loss, a waste, somewhere in the business may cause the entire institution to be operated at a loss. The successful merchant not only knows what results he gets, but he also knows just why he gets them, and he is in a better position to get the same results again and again, and to get better and better results.

The following department classification is suggested, although it can be changed to suit requirements, depending upon the size of the store and the various kinds of merchandise handled:

(1) Underwear and hosiery.
(2) Linens and domestics.
(3) Laces, embroideries, handkerchiefs, veilings, bags and purses, and gloves.
(4) Notions, buttons, toilet articles, etc.
(5) Patterns.
(6) White and colored dress goods.
(7) Silks, satins, and linings.
(8) Women's ready-to-wear.
(9) Children's ready-to-wear.
(10) Corsets and corset accessories.
(11) Millinery.
(12) Furs.
(13) Rugs, blankets, comforts, draperies, etc.
(14) Miscellaneous.

Of course, there are some stores that may need an entirely different classification, but the main point to bear in mind is that by departmentizing your store you will be able to handle it better; and you will know just what each department is doing.

Making Out the Inventory Sheets

In taking the inventory you should provide regular inventory sheets, which may be purchased from any first-class book store at very small cost. Each department should be inventoried separately and the records of each department kept separate. Each sheet used in taking the inventory should be numbered, so that if any are lost you will know about it. This inventory sheet should be so ruled and spaced as to provide for the entering of the sheet number, the department, by whom inventoried, etc.; also for entering the name of the articles, the quantity, the unit cost, the unit selling price, the total cost and the total selling price. As soon as you have completed the inventory you will take the inventory sheets for each department separately and total the cost of all stock in that department.

As soon as this has been completed, then you will turn to the first form of this system of records, the "Perpetual Inventory Sheet," Form No. 1, and you will enter the cost of all stock in each department, as shown by the inventory sheets, entering the figure in the column headed "Stock on Hand," as provided under each department heading, using the line marked "Inventory Last Month." Then you will ascertain the total cost of all stock on hand for the entire store and then enter this figure under the heading, "Total Stock," in the column headed "All Stock on Hand," as provided on this form at the extreme right-hand side of the form.

As soon as you have completed this operation, the system is ready for work.

In presenting this system of records, or for that matter any system, it will be necessary that you thoroughly understand that you must adopt the use of the sales slip system of making a record of every transaction. This is very important if your records are to be kept accurate.

Necessity of Price Tickets and Salesslips

One point before going further—it is also necessary that you provide price tickets for practically every article in stock, and see to it that every article bears a price ticket, upon which has been entered the cost and the selling price per unit. The cost price should be entered on the price ticket by using a code, thereby keeping the cost from coming in contact with the customer, or even the sales people. This is a very important point in the working of this system, as it will facilitate the handling of the record to a very marked

FORM NO. 1.

"Perpetual Inventory Sheet"

Month of 19

	DATE	Dept. "A"			Dept. "B"			Dept. "C"			Dept. "D"			Dept. "E"			Dept. "F"			Total Stock	
		Cost of Purchases	Cost of Sales	Stock on Hand	Cost of Purchases	Cost of Sales	Stock on Hand	Cost of Purchases	Cost of Sales	Stock on Hand	Cost of Purchases	Cost of Sales	Stock on Hand	Cost of Purchases	Cost of Sales	Stock on Hand	Cost of Purchases	Cost of Sales	Stock on Hand	Cost of All Purchases	Cost of Sales	All Stock on Hand
Inventory Last Month																					
	1																				
	2																				
	3																				

FORM NO. 2.

"Daily Record of Sales"

Month of 19

	DATE	Total Sales		Dept. "A"		Dept. "B"		Dept. "C"		Dept. "D"		Dept. "E"		Dept. "F"	
		COST	SELL	COST	SELL	COST	SELL	COST	SELL	COST	SELL	COST	SELL	COST	SELL
	1														
	2														
	3														
	4														

FORM NO. 3.

"Purchase Record Sheet"

Month of 19

	DATE	PURCHASED OF	INVOICE NO.	AMT OF INVOICE	DISTRIBUTION TO DEPARTMENTS					
					"A"	"B"	"C"	"D"	"E"	"F"

FORM NO. 4.

"Daily Record of Expenses"

Month of 19

	DATE	ITEM	AMT	DISTRIBUTION TO DEPARTMENTS						
				"A"	"B"	"C"	"D"	"E"	"F"	
		Percentage Ratio to Sales	%	%	%	%	%	%	%	

degree, as will be seen a little further.

This price ticket should be upon the article itself whenever possible. Of course, on some items it will be impossible to have a price ticket, and in such cases the price ticket should be attached to the bin, drawer or box in which they are kept. No article should go into stock until it has been marked.

Now, when the saleswoman makes a sale, she will make out a sales slip, upon which she will enter the name of the article or articles sold, the quantity of each, the cost mark as shown by the price ticket and the price received, as well as the department from which it is sold. As these records provide for keeping the sales for each department separately, it is necessary that the department be designated on the sales slip, so that the sale may be credited to the proper department. In case of the saleslady making sales to a customer from more than one department, she will make out a separate sales slip for the articles from each department, thus enabling the bookkeeper to keep each department's sales separate and greatly facilitating the work.

In entering the cost mark of the article on the sales slip, the salesperson might enter the cost mark on the original slip for the convenience of the bookkeeper in securing the cost of the sales as provided by this system; by removing the carbon from between the sales slip this cost mark would not come in contact with the customer.

These sales slips should go immediately to the cashier following the sale. The cashier should have a sheet of paper on hand at her desk, so ruled as to allow the entry of the amount of each sale made as shown by the sales slip when it comes to her for each department, and also for the cost of the article sold. She should keep the sales of each department separate, entering the sales in one column and the costs in another. In this manner the sales in each department, as well as the cost of the goods sold, will be kept entirely separate, and at the close of the day the cashier will total each of these columns, giving her the total amount of sales that day in each department and the total cost of the goods sold in each department. An adding machine will facilitate this work to a great degree, although it should not require any great amount of time if done by pencil.

Daily Sales Recorded

As soon as she has determined the amount of sales in each department, also the costs, she will turn to the "Daily Record of Sales" sheet, Form No. 2, and enter the cost and the amount of the sales in each department as provided on this form. Under the heading, "Total Sales," she will enter the total amount of the sales for the entire store, also the cost of all goods sold; this will be found by adding the figures for the various departments.

At the close of the month, the bookkeeper will total each column, and this gives you the total of the sales in each department for the month, also the cost of the goods sold that month out of each department. Subtracting the cost from the amount of the sales you will have the exact amount of gross profit each department has made during the month, also the total gross profit made from the entire store.

With this form you are able to keep an eye upon the progress of each department. You are able to know just what departments are forging ahead the fastest and which ones are needing a little pushing.

Purchases Checked Up

Now, with Form No. 3, the "Purchase Record Sheet," you are able to keep an accurate account of the purchases for each department. When an invoice is received for goods purchased it should be kept on a spindle until the goods actually are received at the store, at which time the goods should be checked with the invoice to ascertain whether all the goods billed have been received and then the invoice should be O.K.ed and handed to the bookkeeper. As soon as she receives the invoice she will turn to this Form No. 3 and enter the invoice, entering the date, the name of the firm from whom purchased, the invoice number, and the amount of the invoice. In case there should be some items billed on the invoice that do not go into stock to be re-sold, but instead are to be used in the conduct of the business, such items as paper, twine, boxes, etc., she will deduct the amount of such items and charge them to expense and not to purchases. She will then distribute the purchases to the various departments, charging each department with the goods so billed that go into that department. With this form you know at all times the amount of your purchases in each department, and you are in a position to know whether you are buying ahead of the sales in that department or behind the sales, thus either checking up on your buying for that department and avoiding overstock, or speeding up buying in order not to lose any sales.

FIVE PRINCIPLES OF INVENTORY

First—Inventory at least once a year, better twice, or monthly.

Second—Tell the truth about your inventory. Don't place fictitious values on your goods, for by so doing you fool no one but yourself.

Third—Under rather than overvalue; a thing is worth what it fetches in the open market, not what you paid for it.

Fourth—Classify your inventory as follows:—(a) Real estate and land owned. (b) Furniture and fixtures, include machinery, etc. (c) All equipment outside of actual material used in work or outstanding on orders. (d) Small odds and ends inventory in bulk. (e) Merchandise on hand.

Fifth—Charge off so much per year for depreciation of fixtures, bad accounts, premium on insurance and lessened earning power.

Now, turning again to Form No. 1, you will note that this form provides for the keeping of a perpetual inventory of each department, thus showing you the amount of stock on hand in each department at the close of any day. At the close of the day, after the bookkeeper has entered the sales and purchases as provided on the other forms, she will enter on this form, Form No. 1, the cost of the purchase for each department as shown by the "Purchase Record Sheet," Form No. 3, in the column headed "Cost of Purchases," also the total cost of all purchases under the heading "Total Cost of All Purchases," as provided at the extreme right-hand side of this form, Form No. 1. Then, turning to the "Daily Record of Sales," Form No. 2, she will enter from this on Form No. 1 the cost of the goods sold in each department in the column headed "Cost of Sales." Now, adding the cost of the purchases to the amount of stock on hand for the preceding day, as shown by this form on the line above, and subtracting the cost of the day's sales she will have the value of the stock still on hand in each department, and this figure will be entered in the column headed "Stock On Hand."

With this form, the dry goods dealer can watch his turnover in each department. He will also be able to determine in which departments he can speed up the turnover, thereby releasing tied-up capital and increasing his profits.

Expenses Allotted to Departments

Form No. 4, the "Daily Expense Sheet," is for keeping an accurate record of all expenses and for the distribution of the expenses to the various departments. Every cent of expense should be charged on this form, entering the date, the item and the amount, and then the total should be distributed to the different departments in proportion to their participation in it. For instance, rent will be charged to the various departments, according to the space they occupy in the store. The salary of the manager will be distributed to the departments according to their sales. The office expense in a like manner. Salaries, insurance, taxes, depreciation, advertising, display expense, heat and light, bad debts, etc.

At the bottom of this form you will note that space has been provided for entering the percentage ratio which the expenses in each department bear to the total sales in that department. Thus, the dealer may know at the close of each month whether his percentage of markon is sufficient to cover his cost of operating that department and to leave him a fair margin of profit.

With such a system of records, the dealer has every important fact and figure at his finger tip. They give him in a simple form thorough knowledge of the business, and with them there is no necessity of "guess-so" methods, which have proven so expensive to the retail merchant.

Unique History, Looks Back 60 Years

D. Magee's Sons, Ltd., of St. John, N.B., Began Business With An Ideal of Service Years Before Confederation—Built Hats in 1859—Awarded Certificate of Merit—Well Equipped Store and Carefully Kept Stock—Expanding in 1920.

A CANADIAN store which has a history unique in its success of more than 60 years, is that of D. Magee's, Sons, Ltd., at St. John, N.B. Like most stores whose growth and stability have proven highly successful, this store's founder had a very distinct ideal as his business foundation. Realizing that one's success or failure depends upon the method of doing business, rather than the collecting of high prices from a trusting public, the late David Magee, father and grandfather of the present members of the firm, held a well-founded desire to put the very best of his ability into every branch of the goods which he handled. He was himself a practical hatter and furrier with all the old-time pride of achievement. Away back in 1859, seven years before Confederation had made the Dominion of Canada, this firm began business in a small way, and its uninterrupted success during that long period is evidence enough of its sincerity of purpose.

Building Hats in 1859

Hats were built by hand in the days when Mr. David Magee started his shop. He was a practical hatter and also manufacturer of the old Beaver hats which were in the height of fashion at that time. The present-day silk plush hats are descendents of the old Beaver, but, like their ancestors, are of such intricate manufacture that they must even now be made by hand.

In making the old Beaver hat, the beaver was whipped into shape with a bow similar to that used for playing a violin. Every process of manufacture was by hand, slow and tedious. It is doubtful if more than a very few of the old-time Beaver hat makers are still living.

Workmen in those days took pride in their craftsmanship and endeavored to embody in their handiwork their very best skill. A trade such as hat-making could not be learned in a few months. An apprenticeship of years was often required before one could graduate as a master workman.

The Evolution of 60 Years

Naturally, in the 60 years that have now passed, styles, processes and methods have changed very materially, but the original makers of hats who understood the hand production were well equipped for meeting the exigencies of fashion and readily adapted themselves to new demands.

In making the silk hats of to-day the silk plush is used to cover a special gossamer body. The gossamer body is made from a specially manufactured white cotton, saturated with gum shellac reduced to a liquid. The silk plush is manufactured in Paris.

The perfecting of special machinery has made it possible to manufacture at least a part of nearly everything wearable by machinery except silk hats. It is claimed that they are the only thing that is still made entirely by hand.

In the days when D. Magee's, Sons, Limited, was founded, a hatter was required to do all the work of building a silk hat. To-day, as in most trades, the work has become specialized and men are trained to make some certain part of the hat rather than the whole. The making of silk hats is really an art, but because of the changing styles of hats, is gradually dying out.

A Foundation For the Future

It is doubtful if Mr. Magee, when he was weaving quality into his hats and capes, realized that the day of "hurry-up" machine-made goods would find quality, as in his time, a dominating factor in creating more and more business for this better class store each year.

Mr. Magee was also known in his time as an expert cap maker—each cap in those days was cut out and carefully made by hand—to-day thousands of caps are cut and made by machinery. Mr. Magee was a practical fur cutter, at first doing all the work himself until his business grew to such an extent that he was compelled to import experts from England to assist him.

As far back as 1859 David Magee was awarded a certificate of merit, under the Seal of the Province, for hats and caps exhibited at expositions held at St. John, Halifax and Fredericton.

It's a long step from the period of hoop skirts, Beaver hats and minuets to these days of jazz bands and slender slimness; each decade has brought forth a different idea as to what is what in wearing apparel and in general conduct. The evolution, however, has not left the Magee store in the background. Living up to their original ideal, the owners have made many changes called for by the times, but have endeavored never to sacrifice the best in service and in merchandise.

To-day, the Magee store is one of the most attractive of its kind in the whole Dominion, and compares favorably with the best on Fifth Avenue. Dignity, cheerfulness and satisfaction fairly



The above is a view of the main floor of the D. Magee's Sons, Ltd., store of St. John, N.B. The history of this store dates back to before Confederation and it was built up on a definite principle of business.

radiate from the modern fixtures, ornamentations and furnishings.

The entire main floor is finished in solid Honduras mahogany and the fixtures are hand-carved and very costly. Wicker chairs placed conveniently are themselves an invitation to the public to come in and accept the hospitality of the shop. The illustrations portray the carefully kept stock, neat cabinets, generous displays and the touches of luxury in the palms and mooseheads. The second floor is finished throughout in golden oak and is also a work of real store art. Full length mirrors are a feature of both the hat and fur departments.

D. Magee's Sons, Limited, have determined upon a policy of still greater expansion during the year to come. With their reputation for aggressive merchandising of high-grade goods there is no doubt that they will find their business continuing in its phenomenal success during the next year.



Still another view of the D. Magee's Sons, Ltd., store of St. John, N.B. The placing of chairs around gives a very spacious appearance to the store.

Trade News Essential Even at the End of the Line

Even For Indians, Foreigners and Far-out Settlers Merchant Finds It Necessary to Have Good, Reliable and Frequent Information For His Employees.

ONE would scarcely think that the matter of latest styles and newest fashions would be of very great interest to a community such as Turtleford, Sask., whose population is less than three hundred, and its location the last town on the C.N.R. from Battleford north. And yet, Mr. Fred Donovan, who conducts a general store in that town, finds that it is of the utmost importance that his six sales peoples are thoroughly acquainted with details of style, colors, trimmings, and the other numerous details concerning dry goods. Moreover, they are expected to know the amount of materials which are required for various purposes and be able to make intelligent suggestions as to combinations of materials, colors and trimmings and the making up these fabrics into suitable styles and useful articles to appeal to their customers. This knowledge of becoming styles is a big factor in developing the dry goods trade in this particular store. Mr. Donovan caters to settlers coming from fifty to one hundred miles distant, and he finds them eager to purchase intelligently, even though they wear their hats and gowns and wraps in pioneer settlements. These far-out customers find that it is all the more necessary for them to purchase the newest goods in order that with the second season's wear they will not appear old-fashioned.

Impartial Courtesy Effective

It has been a matter of Mr. Donovan's special attention that his sales people give every legitimate attention to every visitor to his store. They endeavor to gain as a regular customer anyone who makes an initiatory purchase. Naturally, in this location, there is a wide variance among the visitors, but irrespective of color, race or financial status, they are treated with courtesy by the Donovan staff. Returns and complaints are avoided to a very great extent by the sales-people assisting the customer to make a careful choice rather than purchase in a haphazard manner.

Mr. Macartney, head salesman, who has been with Mr. Donovan ten years, is an expert at show-card writing. Plainly, yet neatly and attractively printed cards are used to great advantage. These show cards are printed in large lettering and can be read clearly all over the store at a glance. These have resulted in quick sales for lines of dry goods, especially those of the periodical reduction sales.

Mr. Donovan himself finds a special interest in the study of his customers and moves among them continually with a word of welcome, a smile or an explanation fitly placed.

Advantages From Indian Trade

Indians from two reserves trade at the Donovan store. They make gloves, moccasins, coats, etc., from hides trimmed with beads and worked in various shapes and designs characteristic of the race. By attracting this custom to his store, Mr. Donovan is enabled to procure their products and gets many substantial orders from points at great distances for the genuine Indian-made goods.

Thousands of dollars worth of furs are handled by Mr. Donovan during the winter season. Here again the Indians are regular sources of supply. In addition, there are professional trappers of all nationalities, and farmers and ranchers from the North Country bring in muskrat, weasel, wolf and bear, for which there is keen demand.

Gets the Lay of the Land in the Summer Time

Another factor of importance in Mr. Donovan's success is his habit during the Summer-time of motoring through the country, making personal canvas and getting acquainted in that way with those who might be possible customers. He is also enabled to estimate the season's income for the settlers and farmers and judge carefully as to credits and purchases for his own shelves.

The windows and show cases of the store are also points of special attention for the management. It is aimed that they never look slovenly, but that at all times they express an idea well in advance of the season, which is a shopping suggestion for customers continually.

This store, the connecting link between the primitive and the conventional areas, no doubt finds in its year's routine of business many instances which seldom touch the average merchant throughout the Dominion, and yet its success and the very appeal which it makes to its far-out customers are based upon the most fundamental principles of merchandising, and therein introduces the touch of romance to the commonplace in a way which is of the utmost interest to the trade elsewhere, and a matter of satisfaction and success to the instigator.

A Miniature Merry-Go-Round

A Toronto Merchant Has Hit Upon Quite the Most Unique Toy Attraction—Built it Himself and Has Tent, Music, Lights, Everything Complete—The Idea Has Brought Many a Customer to His Store.

"IT IS the very best advertisement I've ever had, though, to be candid, that was not my object in making it," said A. E. Payne, who conducts a dry goods store at 258 Christie street, Toronto, while he obligingly put his miniature merry-go-round into action.

And while the gallant knights and haughty damsels, grinning clowns and good-natured bears, sped merrily around, he related the story of the unusual toy.

"Four or five years ago, while at the Island, the idea occurred to me that it would be very interesting to the children of my neighborhood to see a sort of pocket edition of the Island merry-go-round.

"Not long after, while holidaying in Muskoka, I began to work on the idea, and, working on it in my spare moments, had it ready for my Christmas window display."

This unique toy rests on a platform thirty inches in diameter and is a replica of the larger toy which delights the heart of kiddies—and not a few children of larger growth—at many an amusement park. The figures are exceedingly lifelike. The dolls were dressed by Miss Payne—and are surely persons of quality. The greatest difficulty experienced by Mr. Payne was in securing the necessary beasts of burden, as they have to be all of one height.

At night the toy is illuminated by red and blue lights, set in the canopy, and on a level with the platform. During the Christmas season a small music box, playing a repertoire of eight tunes, supplies the melody that adds the final touch of realism.

A small motor furnishes the necessary power, and as the toy is mounted on ball-bearings, the cost of running it is very light.

"The first Christmas it appeared the store was nearly mobbed by the little folks," continued Mr. Payne. "In fact, they hung around so persistently that I seriously considered removing it from the window altogether.

"And then people whom I had never seen before began to drop in. 'Bobby does nothing but talk about your merry-go-round. He pestered us until we promised to come to see it,' was the way one lady explained her and her husband's presence in the store. All these newcomers were purchasers.

"Then the kindergarten teachers of a nearby school heard of it, and requested permission to bring their pupils up here to see it at close range. The result was that as many as three hundred children have been in the store, or with their noses glued to the window looking in, at one time.

"The small child sees not only *the* toy, but others as well. Maybe a toque or a pair of mittens, a baby's cap or a dainty apron for mother, catches her eye, and when she goes home she takes advantage of the first opportunity to tell the family all about 'the nice things Mr. Payne has in his store.'

"By actual count, our small visitors may be the means of bringing in anywhere from two to a dozen people who otherwise would never hear of us."

"Do people never ask to buy it?"

"Often," replied Mr. Payne, smiling reminiscently. "Each year a parent or an uncle or aunt comes in and inquires the price.

"When I tell them that the actual cost of construction, exclusive of the motor, was fifty-five dollars, they decide that it is too expensive, even for the nicest baby in the world.

"Last year, however, I had a very persistent customer. He offered me one hundred dollars as a first bid, and when I declined it he jumped to $125.

"'Say, who's buying this thing? You or ——?'

"'The ——— Co.,' he replied. 'We need it in our toy department. What do you want for it?'

"'If the ——— Company, with all their facilities for attracting the public, are willing to pay that for it,' I said, 'it is worth a great deal more to me.'"

And there it is—as unique a toy and as odd an advertising medium as you will find anywhere in Toronto.

SOME POINTS FOR IMPORTERS

In his report as the President of the Montreal Wholesale Dry Goods section of the Board of Trade for the year 1919, George S. Cleghorn, who is general manager of the W. R. Brock Co., Ltd., Montreal, dealt with a number of points that will be of interest to all importers in the dry goods trade.

In the review of the work of the association during the year, he referred to the habit of importers in the past in employing junior clerks for their Custom House work. Early in the year, however, the Department of Customs had adopted a regulation requiring clerks making affidavits at the Customs House in connection with entries on the behalf of importers, to be of the full age of twenty-one years. This forced importers to employ only senior clerks for this work, which involved increased expense on their part. The importers' side of the case was fully presented to the chief inspector of the Customs Department, but the department refused to alter its decision and the regulation has remained in effect.

The valuation of goods for purposes of duty took up the attention of the section on several occasions during the year. Particularly in regard to the difficulty of establishing the fair market value of goods where there was a continued advance in the price of these goods. Late this Fall the Department of Customs had provided for the addition of a fixed advance to the invoice values of certain lines of goods in establishing the value of duty, when specific information could not be obtained in respect to definite advances which may have taken place between the time of purchase and shipment. The goods to which those regulations applied were cotton fabrics, silk fabrics, and ribbons, from all countries. There was also a provision by which the regulation went back to the 1st of August, and this feature was protested against. The Acting Commissioner of Customs, replying to the representations of the Association, said that when the Department had knowledge that an exporter has either failed or refused to declare the values for duty purposes required by law, it was compelled by such law to require that the goods be properly appraised, and when the actual fair market value as sold for home consumption at the time shipment was not declared on the Custom's invoice by the exporter, the responsibility for such omission must be borne by the importer.

The Association was successful in having a change made in regard to the early closing of railway freight sheds. The Transportation Bureau of the Board of Trade made arrangements after several conferences with the Railway War Board, that the old order of 1911 should be in effect so far as the closing hours of the freight sheds were concerned, namely the railways should take freight up to 5 o'clock p.m. in the winter season, and until 6 o'clock p.m. in the summer time. This enabled the wholesalers to get out a large number of extra shipments the same day that an order was received, which they would not be able to do, had the early order gone into effect for the summer months.

Merchants Face Wave of Dishonesty

Warning Issued by Merchants' Association of Montreal — Fake Order From Retailer to Wholesaler—"Out-of-Town" Customer.

IN THE current issue of the organ of the Merchants' Association of Montreal, which is termed "Greater Montreal," the first page is devoted to a warning to merchants, shippers and others in regard to what is termed "A most unusual wave of dishonest methods of all kinds." This—it is declared, has broken out in Montreal. "Thefts from warehouses, rigs—crafty tricks played on messenger boys—forged orders for goods—misrepresentation in soliciting advertising—forged cheques—misrepresentation of identity. Every conceivable plan to separate business men from their goods or money seems to have been crowded into the period since the last issue of our bulletin."

Six samples of recent cases are given in order to warn the members of the association, including a forging of an order in a wholesale house, thefts from messenger boys, cashing of cheques, charging goods to an out-of-town customer, getting advertising dishonestly from merchants, and a fake rush order by 'phone from a wholesale house by a so-called retail customer. These cases were as follows:

A Forged Order.

The game seems to have been worked this way: Saturday noon when the man who generally takes the orders of a certain wholesale house had left, another employee in the office took out from the recording machine blank form for order No. 503—he filled it out for $600 worth of goods for a certain customer and forged the name of the man who usually takes the orders and left the order on a desk in the office. He then went out, telephoned to the warehouseman, giving the name of the man whose signature appeared on the order, and told the warehouseman that he had made out an order and left it on a certain desk in the office.

He instructed the warehouseman to secure the order and to be ready to deliver the goods when the customer's carter called. He then sent a carter from the regular stand who secured the goods.

The details of what is presumed to have happened afterwards are too long to go into; suffice it to say that the goods have not since been seen. An arrest has been made in this case and prosecution is proceeding.

Waylaying Messenger Boys.

A method of theft which has received considerable publicity in the press is that of stopping a messenger boy carrying valuable goods, asking him to go a message, offering to hold his goods, with the result that when the boy returns both the man for whom he went the message and the goods have disappeared.

Six merchants that we know of were victimized in this way and the accused was sentenced to two years on each of four offences, the sentences to run concurrently. It should be mentioned that the Association had nothing to do with the arrest of a certain innocent man in connection with a similar case which received publicity in the press.

Cashing Cheques.

Most business houses make a habit of cashing no cheques, but when the son of one of the biggest out of town customers comes to a wholesale house with a cheque, it seems rather hard to refuse to cash it, especially when he has a good story.

Three or four wholesalers have been victimized by a party who claimed to be the son of a leading Quebec merchant and who offered cheques to be cashed. These cheques were not signed by the merchant in question, but by himself. The victims naturally felt that the son of such a man would have a substantial account, and the fact that he was presenting his own cheques seemed to do away with suspicion. It was a surprise, therefore, to find out that he was not at all the son of the merchant in Quebec.

This party has been sentenced to two years penitentiary.

Charging Goods to Out-of-town Customers.

This is a case of a young lady who represents herself to be an out-of-town customer who has been dealing with a leading retail store and who has always paid her accounts promptly. As she called taxis to take her to a leading hotel such as the customer used and knew all the details in connection with her account, she did not have very much difficulty in securing certain goods. Suspicion was aroused, however, and she was placed under arrest.

Advertising.

Two cases of advertising more or less legitimate, have been brought to our attention. One is that of securing advertising for cover of stationery to be used in a certain hospital. The impression left with most merchants was that the hospital was getting all the money given in such advertising. As a matter of fact, the arrangement with the hospital was that free stationery would be supplied, provided the name of the hospital and letters of introduction from hospital authorities could be used in securing the advertising.

Another similar instance is selling tickets for a concert given by capable parties, but in selling these tickets the professional saleslady put forth a charity plea for a recognized local institution rather than the merits of the concert. As a matter of fact, the promoters paid the institution a certain amount which they received whether or not the business men approached would buy a ticket.

These two instances were brought to the attention of members, but it is proposed with the beginning of the year that the Association shall take more definite steps in stopping such solicitation for advertising and sale of tickets.

Fake Telephone Calls.

This is a case of a rush order given by telephone from the retail customer to a wholesale house. An auto delivery is secured and sent to call for the goods. The goods are delivered and signed for by the driver of the auto, who is innocent of the scheme, and the wholesaler never again sees or hears anything about the goods.

An arrest has been made in this case and the prosecution is proceeding.

The efforts taken by the Association to prosecute all cases of dishonesty that members were victims of has tended to make them more immune from this last wave of crime.

Licenses for Drivers

A suggestion has been made by the Merchants' Association, and that is that there should be licenses issued for drivers of deliveries. It is pointed out that when the head of a delivery system finds that a number of his drivers have not appeared on a certain morning, he must replace them at once. He often takes on men who have been discharged the very day before, among them men who have been guilty of theft in connection with their previous employment. The suggestion is made that the name and address of every driver should be registered, as well as his photograph, and that he be given a license number at the City Hall. Superintendents then would only engage a man carrying a license and would be able to secure their record through the license number. They might change their name, but they could not change their number. The members of the Association have been asked to express their opinion on this proposal.

OFFICERS FOR 1920.

The following are the new officers of the Merchants' Association for 1920:

Board of Directors—E. E. Wallace, President, butter merchant; H. Racine, first Vice-President, Alphonse Racine, Limited; P. H. Bartley, second Vice-President, Mark Fisher Sons & Company; J. H. Armstrong, Greenshields, Limited; E. Arnold, Grand Trunk Railway System; Wm. Cook, Almy's, Limited; C. Dumaresq, Hartt & Adair Coal Company; A. Dupuis, Dupuis Freres; H. R. Gray, Gunn, Langlois & Company, Limited; D. Harrison, Dent Harrison; P. E. Joubert, Lamontagne, Limited; F. M. McRobie, Canadian Transfer Company; L. S. Mitchell, Robert Mitchell Company, Limited; G. Morris, Ogilvie Flour Mills Company, Limited; A. Murphy, Chas. Guard & Compnay, Limited; Ed. Quinn, Canadian Cartage & Storage Co.; F. W. Stewart, Cluett Peabody & Co., of Canada, Limited; Wm. Wells, Cunningham & Wells, Limited.

The Executive Committee which has full power to act between meetings of the Board of Directors is composed of the following:

President, E. E. Wallace; 1st Vive-President, H. Racine; 2nd Vice-President, P. H. Bartley; Ed. Quinn, C. Dumaresq.

New Training System at Murray-Kay's

Superintendent at Toronto Departmental Store Does Important Work—Employment, Education and Welfare Skilfully Handled—An Unusual Personality Behind It All.

"THE whole thing is a matter of practical psychology and character study," says Mrs. Jean Belford of her work as superintendent of employment and education in Murray-Kay's, Ltd., Toronto. And just to talk with her on the subject instils one with a like amount of enthusiasm for this business of selecting and training salespeople. It makes one feel that if a salesgirl is ambitious and willing to devote all her energies to learning her work, there is no degree of efficiency to which she cannot attain, when there is such a deal of thought being given to her advancement.

Mrs. Belford does not need to tell one that she is in love with her work. It is seen in her contented manner and her joyful smile, which is just as wholehearted when directed toward the girl to whom she is refusing a position because of her inability, as towards the representative of DRY GOODS REVIEW.

Ten Years' Experience

Added to this enthusiasm Mrs. Belford contributes ten years of experience in a similar work in the States, which were preceded by a thorough training in the retail business. Strange to say, she was not trained as an educational director, but as a buyer. Her training consisted of a private course which she paid for in a large departmental store. This included courses in tailoring, corsetry, millinery, in fact every branch of the business was studied in a complete and practical manner. Then she applied for a position as buyer, but was asked to accept an appointment as educational supervisor instead, and has remained in the work ever since. And thus it seems that Fate has simply put her where she belongs.

This Store Aims At Refinement

To return to the work as applied in Murray-Kay's, the logical place to begin is where the new employee is employed. In this work it is necessary for great discrimination to be shown; especially in such a store as the one under discussion, where it is desired that a certain atmosphere of refinement shall be maintained throughout. This means that every would-be employee must evince certain elements of culture in his or her deportment and general appearance. This does not mean that her clothes should be especially fine, or her education above the average; but it means that she must show evidences of that subtle abstraction which the trained psychologist is able to detect as refinement. Moreover, the latter is seldom deceived by a pose, an affectation of culture which is not genuine and which would not last to the end of a trying day in a retail store. And, most important of all, the very essence of this striving after an atmosphere of refinement is embodied in the slogan: "Courtesy and Service" to all, without regard to a customer's appearance, the size of her purchase, or the length of her purse.

The Training of a Junior

In Murray-Kay's, juniors are employed at the age of 15 at $1 a day. They are first trained as parcellers and cashiers, there being a parceller and cashier in each desk head of from five to eight juniors, whose duty it is to train beginners. Their duties here include also the detection of errors on sales slips. Some boys are used as messengers. When juniors are deemed to be sufficiently adept in their duties to be considered permanent, they are supplied with a blue serge uniform by the firm. After six months or a year, juniors are given an opportunity of becoming salespeople and are placed in departments, providing they have shown sufficient ability. In the same way, the sales force is under scrutiny and the most ambitious among them are given every opportunity to become trained as assistant buyers.

Although the organizing work of the employment office, the keeping of records and filing of applications, etc., is done by competent assistants, the actual work of interviewing applicants and conducting the lectures on salesmanship are attended to by Mrs. Belford alone. She must also O.K. all leaving slips.

Educational Lectures and Conferences

Educational classes are held on every working day of the week excepting Mondays and Saturdays, and during each week the entire sales force, with the exception of those members who are of old standing are required to be present at one of the classes. The lectures last for 30 minutes, and after that, time is allowed for the asking and answering of questions, not only in connection with the lecture just completed, but with reference to any problem that has been encountered in the store life.

As an intimation of the trend that these lectures take, here are a few of the subjects: "The power of thinking and its results," "Putting thoughts into action," "Vital results of action in selling," "Habits are but a repetition of acts and acts are the results of thought."

Older members of the staff, assistant buyers, and buyers are called in their turn to what are known as Class Conferences. These are of a strictly business nature and are truly conferences where a frank discussion of specialized business problems is carried on. For buyers and their assistants, the discussions generally bear on vital points in business policy and the disciplining of the sales force.

"A Confession"

Both lectures and conferences are much appreciated by the employees, as evidenced by their interested attention; direct results in the work, and also by their personal testimony. One salesman, who has been with the firm since its beginning, was pleased to come to Mrs. Belford at the close of the first class conference with what he termed "a confession." "I strenuously opposed the idea of coming to this meeting," he said, "but yielded finally out of respect to yourself. Now I feel bound to tell you that I have thoroughly enjoyed every minute and I'm going to make a point of being at every one I possibly can." He meant it, too, and Mrs. Belford appreciated the compliment the more coming as it did from one of the oldest and most respected of the firm's employees, and one who had had many years' experience in retail business.

Connected with this work is the keeping of records relative to the efficiency of members of the staff. All errors are reported and noted, and these reports are taken into account as a basis of promotion or increase in salary.

Avoiding Misfits

As another means towards promoting

KILL THE FROST

Once more DRY GOODS REVIEW would remind you that in cold weather nothing retards sales so much as a window glazed over by "Jack Frost." First, board the inside of the windows or have tight-fitting sashes to prevent the warmer air of the store entering. Next bore a row of holes at the base of the window and a similar set at the top. This will permit a free flow of air and keep the temperature down.

A simpler plan is to start the electric fan running first thing in the morning and keep it running all day. This keeps the warm air on the move and lowers the temperature so frost will not have a chance to collect. The sight of an electric fan working in Winter also will help to attract attention to the windows, more especially if it be made to blow upon a small Union Jack or a bathing-girl doll. It suggests the comfortable temperature inside the store.

efficiency, it is desired to have every salesgirl working in the department to which she is best adapted. This means that she is free to come to Mrs. Belford at any time to request a transfer, and often after investigation of her abilities it is granted. Of course, a decided effort is made when the girl is first being employed to give her the work that she can do best, but it is inevitable that misfits are sometimes found. A department head sometimes may have occasion to be dissatisfied with a saleslady's work, but the employee cannot be discharged until Mrs. Belford has investigated the case, and probably given her a further chance in another department.

The system of handling lateness is as follows. If an employee is only late occasionally and that a matter of about five minutes, she may obtain a pass from her department head and does not have to forfeit the day's work. If, however, she is an habitual late, she is called to Mrs. Belford's office on three different occasions, and after a quiet little talk is permitted to continue her work. But if this method fails to bring about punctuality on the part of the employee, there remains one of two things to be done. If the case is considered incorrigible, the employee is discharged after being given these three chances to overcome her fault. But if it is believed that it can be corrected, she is transferred to another department, probably at a lower wage. "And," states Mrs. Belford, "the result of such transfers has, in most cases, been quite successful, because the employee takes a fresh start amongst her entirely new surroundings and profits by her former errors."

Employees' Welfare

Although Murray-Kay's do not pretend to have a welfare association of any kind, their employees' well-being is looked after in an efficient manner. There is a hospital in the store where emergency cases of sickness are brought; there is a lunchroom, where all the staff may obtain their meals at cost; and when an employee with a good loyal record becomes ill, her wages are paid in full while she is away. Best of all is the Christmas gift, inaugurated in December, 1919, of insurance policies to every employee who has been at least six months with the firm.

In spite of the immense volume of business which Murray-Kay's shared this year with the trade in general, the employment problem was at no time acute. There was always plenty of extra holiday help to be had and Mrs. Belford was even forced to turn many away. Her plan was to employ college students on Saturdays, beginning in November, and then, when their holidays began, they were in a position to come on the staff as thoroughly capable help. And these college students were not all men. Some were girls, anxious to make a little money in their spare time, or else just in search of a little experience in unfamiliar work. One girl came because she means to make her profession the same as that of Mrs. Belford, and believed that the right place to begin was by being an employee herself. For this reason she intends to devote all her vacations to work in business houses.

Thoroughly Systematized

All this work of being the guide and mentor of from 500 to 800 employees seems like a fairly large program for one woman, however unusual her attainments. When asked how she is able to accomplish it, she answered: "Simply by having a well-defined system of my own, wherein I arrange to be in a certain department at a certain time, and so on." Every afternoon is spent on the floor, where she notes personally the work of the salespeople and searches out problems to be met in the educational lectures.

Mrs. Belford has been with the firm only three months, but in that time has made herself quite at home in Toronto. "You see," she says, "I was born in Canada, but was quite a small girl when we moved to the States, so that I may be said, like the negro boy, 'to have growed right up with the States.'" She also stated that she found it easier to feel at home here because of the great resemblance between Washington and her former home (where she was with the Palais Royal), and Toronto in regard to their natural surroundings, their parks, etc. But then, anyone meeting Mrs. Belford and coming in contact with her warm, friendly smile could easily understand without being told how it is that she can settle down so quickly, gather around her a circle of friends and gain the confidence of her associates.

FOUR AND A HALF DAYS' WORK DURING THE SUMMER MONTHS

A new arrangement of holidays was announced at Winnipeg on Dec. 22 when Geo. H. Stewart, president and managing director of Hollinsworth & Co., Winnipeg, was host at a dinner and theatre party given to the employees of the company, and several personal friends. At each employee's place was the customary Christmas cheque.

Mr. Stewart announced that as another Christmas present, store would be closed Friday, the day after Christmas. He also made the announcement that after Jan. 1, each employee would receive one full day each week as a holiday during the months of January, February, June and December, and during the months of July and August, Saturday afternoons and a full day during the week. During the months not mentioned they would receive one half-day each week. The employees then presented their host with a handsome reading lamp.

During the dinner Mr. Stewart paid tribute to the hearty co-operation, loyalty and faithfulness of the employees and stated that the success which the business of the company had attained was due to their support and good will. He looked upon them, not only as employees, but as his friends, he said, and in order to be a friend to the employees, one must implicitly trust them. He had the most implicit confidence in every member of the staff, he declared. Any business that existed simply for the purpose of making money, Mr. Stewart said, had no right to exist. Life, happiness and citizenship were essential, or the business would not be worth while. Replying on behalf of the employees, S. E. Rathsburg, assistant manager of the company, assured Mr. Stewart that every one in his employ was most grateful. Their gratitude, he declared, was not limited to the present occasion, much as they appreciated the dinner, the theatre party and the Christmas gifts. It was rather the good will and thoughtfulness behind it that made them happy, and it was rather to the unfailing courtesy and consideration that characterized their daily relations throughout the year that they would pay tribute.

TWO STATUES UNVEILED

In the Winnipeg store of the T. Eaton Co. the fiftieth anniversary of the foundation of the business was commemorated in December 11 in a ceremony much similar to that which took place in the Toronto store on December 8. It consisted of the unveiling of a statue of the late Timothy Eaton and its presentation by M. McGee, second vice-president, to Sir John Eaton, the present head of the firm.

The presentation was made before several thousand employees, and the announcement was made that, beginning January 2, the Winnipeg store would close at 5 p.m. rather than 5.30, with Saturday a half-holiday throughout the year, and a whole holiday during July and August. These latter changes are made in fulfilment of the wishes of the founder of the firm, who, as explained when the Toronto store adopted this schedule a year ago, wanted his employees to have one day free for recreation and another for rest and worship.

Windsor merchants benefited this Christmas by two unusual contingencies. First, the fact that Canadian money is discounted 10 per cent in Detroit has meant increased trade in Windsor, and second, the regulations which hinder unvaccinated persons from entering the States has also helped to decrease considerably the crowds crossing the ferry to do Christmas shopping. The merchants therefore inaugurated a "buy-at-home" campaign, so "it's an ill wind that blows nobody any good."

Decline Will Be Gradual

Best Authorities Believe That Decline in Prices, When It Comes, Will Extend Over Period of From One to Three Years—Drop Will Be Absorbed Without Serious Losses—Should not Affect Buying of Stock

SOME day there will be a return to normal conditions in all branches of merchandise and industry. High prices in foodstuffs, in wearing apparel, in all the common necessaries of life must inevitably drop sooner or later. Things cannot remain abnormal for an indefinite length of time; there must come the turning in the road, and then the decline in prices that seem to have mounted high as Haman's gallows during the last few years. History repeats itself in prices, as it does in the affairs of men and the conflicts of the nations. After the American Civil War, prices in many of the necessaries of life mounted even higher than they are to-day. But the decline came, and it will come again as surely as the rising of tomorrow's sun.

How Will It Come?

How will it come? The question is already beginning to agitate the minds of manufacturers and retailers. The assault on the high prices of foodstuffs has been persistent and has resulted in reductions along certain lines. Next will come the demand for reduced prices in men's and women's wear. The war altered many a man's life; it started new currents of thought and created new habits of life. It taught conservation of energy, conservation of raw materials, conservation of wealth. It taught men how to save, and how to work, so that they might save. Along with the tragedy of the war also came opportunity for safe and profitable investment in Victory bonds. Men and women discovered that they could make a suit or a dress or a pair of shoes last longer by a little mending if it meant that they could buy another $50 Victory bond.

This lesson will not be forgotten if the time ever comes when the consuming public begins to feel that they are being needlessly bled by the manufacturer or the retailer who demands too great a profit. For example: The gentlemen who shine shoes in a certain city decided one day that, on account of the advance in prices due to the war, and because everybody else seemed to be "doing it," they would ask fifteen cents instead of ten. They did it. For a week their stalls were empty; people did their own shining of shoes. Then they dropped the price back to ten cents. But in the meantime, many men and women had learned the art of shining their own shoes, and they never went back.

Profits Have Been Fair

Retailers of dry goods have, we believe, demanded a profit not unduly excessive during the last four years. There have, probably, been exceptional cases, but these have been very few and there has been a ready disposition on the part of the trade to fulfill the spirit as well as the letter of the various orders of the Board of Commerce.

But, as has been said before, the time is coming when there must be a decline in the abnormally high prices that have prevailed during the years of the war and which still remain exceptionally above normality. It is a time which may be dreaded to a more or less degree by manufacturer and retailer alike. There is a feeling among the men of the trade that this decline must come; and many are wondering how they are going to meet it.

Whether in the immediate or the distant future, the time is coming when there must be a decline in prices. With that decline, there arises a score of problems that are of vital interest to the retailer in dry goods. How is it coming? Will it be a sudden decline or will it be spread over a considerable period of time? If it is to be sharp, how is the retailer to weather it? If it is to be a matter of months, perhaps years, what are the best ways to prepare for it? In the accompanying article some effort is made to throw light on the subject.

Decline Will Be Gradual

Those who are best able to judge say that the decline in prices will be gradual, so gradual, in fact, that retailers will be able to absorb the altered prices without much loss to themselves. A sudden and sharp drop in prices would create complications that might be dangerous and exceedingly harmful. Both manufacturers and retailers will seek to avoid it and can avoid it with co-operation. It would be to no one's benefit to dislocate the markets by a sudden drop. By the very nature of things, moreover, the decline must be gradual. The only thing that will cause the cost of things to drop will be greater production; and greater production is not a thing of a day or week, or even months. Competent judges believe that this decline, when it comes will be spread over a period of one or two years. Some even say it will be three years.

The Effect on Stocking

From the standpoint of the retailer there is a vexed problem here. There is, at present, a hesitancy among many of the men of the trade to stock goods —much less to over-stock on them—because of the uncertainty of future prices. If a man can get immediate delivery on a consignment of goods, which, formerly, he retailed at one-third of the price at which he retails them now, he will buy them and bank on a quick turnover. But when his delivery is delayed from one to four or five months—and he feels morally certain they will be in the majority of cases—he hesitates about ordering. He does not want to be left with a stock of goods on which there has suddenly fallen greatly reduced prices.

Perhaps this condition among the trade is not very general at the present time. The decline does not seem a thing of the immediate future. There seems, at present, little relation between ordering and delivery, so far as fear of a disastrous decline coming suddenly is concerned. In some cases, premiums are being paid for deliveries, and it is more than probable that some of the retailers of dry goods will have goods coming into their stores next Fall that should have been there for the Spring trade. And they will take them; and, perhaps, be glad to get them. Fear of a decline, so far as can be judged at present, is not resulting in a holding back of orders from the manufacturers.

But It Will Come

It will come, however. But in the meantime, retailers need have no fear of keeping their lines well stocked with goods on which they are getting a reasonable profit—and that means most, if not all lines. A sudden and sharp decline would be as unfortunate as a run on a well-established bank. Nothing would be gained by it and there would be considerable loss to many who would suffer innocently. Everything points to the fact that this decline must come—though there may be no evidence of it as yet—but when it does come it will be of such a character that great losses will not be sustained and there will be no serious dislocation of business. It is as well for every retailer to keep his eye on developments as they are bound to affect his business; but we see no need for him to view the inevitable decline in prices with any degree of apprehension.

Prosperous Towns Mean a Prosperous Canada

By E. M. Trowern, Secretary, Dominion Executive Council, The Retail Merchants' Association of Canada, Ottawa

THERE are very few people in Canada who have not heard the argument used, that in order to pay our national debt we must produce more goods, whether they are from the forest, the mine, the field or the sea, The object is to exchange these goods for other goods that we require, but which we cannot produce. The more goods, therefore, that Canada can produce the richer she becomes, and the richer that she becomes the better business place it is for those who live here. If the above argument is sound for Canada as a whole it should also be sound for any part of Canada.

Makes for Progress

Competition among nations is the strongest incentive toward progress. The Canadian people are proud of Canada because of the ideals she has set up, and she is, therefore, proud of her flag and proud of her race. This is the incentive for higher development. To build up Canada we must do as all sane men would do in their own private business; they must build up their treasury, and so we must build up the Canadian Treasury. Hundreds of millions of dollars in the treasury of any foreign country are of no use to the Canadian Treasury unless we can get some of it by exchanging our products for it.

Would Become Dormant

If the world was one great commonwealth and there was only one treasury, we would become dormant through want of competition, and we would become lost through enormity. Competition is the mainspring that forces us on toward higher ideals. This is true in every position in life. The citizens of every city, if they are happy and contented, take a pride in their surroundings. They want their city to be the best in Canada, and they strive toward that end. This produces a healthy rivalry, and so it is with the towns and villages of Canada.

Variety and Style

Follow the argument a little further, and competition among the citizens for better homes produces a variety and style that lends a charm to life, and which could not be found where every house was built after the same plan and of the same style of architecture. If legitimate competition, therefore, is an advantageous incentive among nations, cities, towns, villages and individuals, it must be encouraged and not destroyed, providing it receives no special privileges and does not undertake to take advantage of its position.

Goes Hand in Hand

Wherever there is prosperity there is usually progress. Prosperity is not always represented in dollars and cents. If it were so and all the dollars and cents in Canada got into the hands of two people, no one could say that Canada's prosperity was impaired if the amount this year remained the same as last year, or was somewhat greater, but if this condition was produced we would begin to see evidences of lack of prosperity all around us.

How About This?

In making a survey of all the towns and villages throughout Canada, can anyone say that they see great evidences of prosperity? Can they see more stores being built or new additions to old ones? Is there more paint used than formerly on the store fronts? Are the stocks doubling up or keeping pace with the population? Is there a general appearance of prosperity all around? Are there more and better pavements, better fire-fighting appliances, more contented civic employees, better paid public school teachers, etc.? If not, why not? Could it be because of the lack of pride in the town or village? Is the money that is paid to the farmers or producers passing through the town or village and circulating so that all engaged therein can have an opportunity of being rewarded for their services, or is the money going direct to one or two large mail order houses hundreds of miles away, and starving the trade of the town?

Reduce Its Power

Take the actual trade and business out of a town and you reduce its power to pay taxes. Taxes can only be paid by those who have money to pay them. Mendicants and beggars never pay taxes. Every retail merchant who has a store in a town should make it a rigid rule to buy all the things he requires from his fellow retail merchants in the town. If the goods you want are not in stock, leave your order and encourage your fellow retail merchant to stock them. If retail merchants themselves patronize and encourage mail order catalogue houses, how can they complain if others do the same thing?

Keep It At Home

If you want your town to thrive you must keep your money in local circulation. You must constitute yourself a town booster. Canada's continued prosperity depends upon her live, up-to-date towns. It is far better to have eight million happy and contented people in Canada, all having enough work to keep them busy and sufficient salaries to enable them to lay something away for a rainy day, than it is to have thousands out of employment, thousands receiving starvation wages, thousands in the poor houses, and a few living in luxury and abundance. The more active, energetic towns that we have the more equitable will be the distribution of wealth.

Vital To Our Future

Canada's future depends upon the prosperity of her towns and villages. If the towns and villages of Canada decline, Canada will also decline. If you want your town to die, take your money out of circulation and send it away to a mail order house. If you want a thriving, up-to-date place where the people love to congregate, be a town booster; take an interest in the stores in your town; encourage those who keep clean, comfortable hotels, where commercial travellers can stay with comfort and obtain good meals. If you have a local paper, weekly or daily, subscribe to it, and if you are a merchant or a manufacturer advertise in it and see that the proprietor keeps everlastingly boosting your town. If it is worth living in it is worth boosting; if it is not worth living in we would advise you to move out as quickly as possible and give place to better men.

MARKET REPORTS

THE MARKETS AT A GLANCE

SCARCITY of goods and rising prices continue to be the features of the dry goods markets and trade. In every department of the trade the same story is told; the repetition becomes wearisome when one listens to it both from the wholesaler and the retailer. Manufacturers complain that they are unable to get their orders filled by the mills; retailers say that they cannot depend upon the orders they place with the wholesaler. And so the endless cycle continues.

The outlook for the year does not lend itself to the view that there will be a great improvement before the curtain falls on 1920. The world demand for goods has reached proportions hitherto undreamed of, and the effort to fill this gigantic order is partially paralyzed by shorter hours of labor. Labor costs are soaring everywhere and they form one of the big, if not the biggest factor in the rising prices in all lines of dry goods. There is nothing on the horizon that would indicate that these demands will be one whit less during the year upon which we have just entered.

While the supply of raw wool seems to be abundant—reports from England indicate that there are between 4,000,000 and 5,000,000 pounds on hand—production does not show any marked increase. At the Bradford mills, for instance, where production was increased ten per cent. three months ago by overtime, workers have ceased this overtime, though it is claimed that they violated an agreement in doing so. Buyers returning from England who have spent weeks in the very heart of the woollen district state that conditions are worse than they have been for years and that there is no question about rising prices during the present year. In the space of a few weeks, botany suitings advanced from four to seven shillings per yard. Styles and fashions are largely determined by quantities of goods to be had.

In Japanese, French and Chinese silks, there has been an advance in the last month of from 15 to 20 per cent. The unfavorable rate of exchange is increasing these prices from 7 to 10 per cent. on account of payments having to be made through New York. Lists placed in the hands of the jobbers by the manufacturers are being constantly revised, both as to price and delivery. Georgettes, crepe de chine and habutai have advanced ten per cent. Rationing is being adopted by manufacturers and wholesalers.

In draperies and curtains, for the first time since the outbreak of the war, French tapestries are finding their way into Canada in small lots. Repeat orders for the same show an advance of between 30 and 50 per cent. Canadian velours continue strong, with an increase in the last month from $3.50 to $4.50 per yard.

Canadian mills are reported to be falling down on deliveries of cotton goods. Spot business is very brisk among the wholesale houses. Merchants, anticipating still further advances in all lines, are buying freely and taking what they are allowed from the jobbers. Fall prices are said to be such that surprise will be occasioned both by the retailer and the consumer. Staple lines continue to advance.

The linen situation is described by one buyer as being worse than any other situation in the trade and he predicts that in six months' time there will be no pure linen on the market. The reason is that Russia and Belgium, the former sources of supply for most of the world's needs, are not forwarding any flax.

Notions show some increases over a month ago and there is a marked shortage in some lines. In boots and shoes there have been some advances in felt goods and leather goods continue harder to procure.

SILK

Further Advances in the last month of From 15 to 20 Per Cent.—Rate of Exchange Increasing Prices Nearly 10 Per Cent.

SILK.—Advances in the last month of from 15 to 20 per cent. in Japanese, Chinese, French and Swiss silks are reported, and all indications point to a still further advance in these prices. Deliveries from the mills are from two to four months late and wholesalers are expecting them to be still worse as the year advances. Jobbers are being advised that they need not expect goods at the prices quoted in a revised list, which means that the revising of the revised list cannot even be accepted as final. With such conditions prevailing in the important matter of deliveries retailers would appear to have doubtful times ahead of them.

An important item that is sending up prices is exchange. Canadian houses, in buying Swiss, Japanese or Chinese silks, are obliged to pay in New York currency and are thus compelled to pay the unfavorable rate of exchange. Within the last two months this has meant an increase in itself of from eight to ten per cent.

Spot prices in all lines have held very firm, but desirable goods are scarce. Retailers are coming to Toronto in increasing numbers to pick up what they can

get from the different houses, and wholesalers are advising that, with the prevailing and continued scarcity in these lines the retailer would do well to make periodical trips to the city for pick-up lines. One house received a large shipment of Messalines and Duchess satins on the Monday of a recent week, and by Friday they had only a few ends left. They did not even have the time to get out the samples of these goods; buyers came to Toronto to pick them up. They make little objection to prices, realizing that they either have to pay the price or go without the goods.

There has been an unusually large sale of metal brocades during the last three weeks. These are used for vestings. Two cases received just before Christmas by one house are now all sold out.

Georgettes, Habutai, and crepe de Chines in the last two weeks have shown a still further advance of ten per cent. All reports coming from the mills are to the effect that they are booked up for months ahead with orders and that deliveries cannot be made on time nor in the quantities desired. Much of the condition prevails as between the wholesaler and the retailer; rationing is being adopted in a number of cases.

WOOL

Buyers Scout Idea That Prices Will Come Down in 1920—Steady Advances in All Lines Reported From Europe

WOOL.—Hope that prices might ease during the year 1920 in woolens and dress goods are shattered by a careful examination of the markets and the general conditions affecting production. While there seems to be an abundance of the raw material—one report is that there are 5,000,000 pounds in England—production does not seem greatly on the up-grade, and, as yet, nowhere nearly reaches the demand. An important development is the decision of the wool combers, owing to shortage of tops, to cease working systematic overtime agreed upon at Bradford three months ago, and which increased the output ten per cent. Five hundred wool combers are, accordingly, unemployed, and operatives refuse to continue overtime until these are absorbed. A cessation of overtime work will inevitably cause a serious falling off in the output of tops during the next few weeks and will stiffen the attitude of the topmakers.

Buyers of large houses are purchasing all they can get in most lines of dress goods. "Prices are climbing, deliveries are poor, and we are taking anything we can get," is the way one buyer expressed it, and he spoke the opinion of most of them. This feeling that goods will be harder and harder to get as the year advances, is sharply felt by nearly all the buyers. To-day the best shipment that can be obtained from England is August and September. One house has been able to purchase a little of French goods recently, the range being very small and the price proportionately high. These were in the finer dress goods.

A buyer who has just returned from England where he spent a month in the woolen centres stated to DRY GOODS REVIEW that conditions there were worse than they had ever been during all the years he had gone to England on purchasing trips. He spent a month in the very centre of the woolen district, and from the time he got there until he left there had been an advance of from four to seven shillings on botany suitings. "There is no question about it," he said, "the price will be higher yet and there will be more difficulty in getting the goods. There is no possible reduction in sight. The situation in the trimming end which is of equal importance to the tailoring trade is not one whit better. Silicias, Beatrices, twills and Italian cloths have all shared in an advance of from 20 to 30 per cent. Reports from the Bradford mills are that they are filled up with orders for the entire year, and have heavy bookings for 1921.

Still another buyer emphasized the fact that there had been an advance in all lines of woolens from 25 to 33 1-3 per cent. over last season. English mills, he said, were booked up for six months ahead and were quite independent of prices. He could see no reduction in prices for 1920 but, on the other hand, believed there would be increases of from 25 to 50 per cent. The rationing system, he said, was being adopted both here and in Europe. Not until labor conditions became more settled would prices come down. He stated that there was a report that French looms were producing 50 per cent. of their pre-war output and that before the end of the year they would exceed pre-war output by 20 per cent. In style and fashion buyers from manufacturers and retailers as well are taking what they can get with little consideration for prices.

NOTIONS

Patent Belts Good for Spring—All Prices Advancing—Many Lines Increasingly Scarce

NOTIONS.—All notions to advance in price and to become scarcer month by month. In some lines it is almost impossible to get them at all. Wholesale houses are besieged with orders which they find it impossible to fill because they cannot get the goods themselves. Within the last two weeks, for instance, there has been a sharp advance of three shillings a gross on steel needles, and all notions containing steel show sharp advances.

Wooden knitting needles have remained fairly firm in price and are selling poorly because celluloid needles are much more in demand. The celluloid have advanced in price because there is an increased demand for the celluloid combs. The needles themselves are abnormally high in price and are almost as difficult to get.

COMBS.—Side combs and back combs in celluloid are active. Jobbers who have bought from the mills last summer and were promised samples early in December have not even received the samples, though they have frequently been advised of increase in prices.

BELTS.—Patent belts are predicted as being good for the Spring season. These will be shown in one-half, five-eighths, three-quarters, and one-inch widths. Jobbers state that when the prices are announced there will be a big advance over last year.

HOOKS AND EYES.—Hooks and eyes are quoted at $3 per great gross, and dome fasteners at $4 per gross for the plain back and $8 to $9 for the rolled backs. Safety pins are very high in price and there will be no more 5 cent safety pins in the assorted sizes. Gross assorted cards that sold last year at $4.80 are now selling for $6.

HAIRPINS.—Wire hairpins are very high and scarce. It is now impossible to get a box under 10 cents.

In elastics it is hard to arrive at any uniform price. Different widths seem to be selling at almost any price. Houses vary in their quotations considerably, but an average price is about that quoted last month.

Circular pillow cottons ranging from 40 to 46 inch widths are selling from 45 to 65 cents. These prices are very variable, changing almost from day to day.

Canadian and English mending yarns are quoted at substantially the same price as a month ago.

LACES AND EMBROIDERIES

Prices Still Continue High—Business Very Brisk—Orders Being Placed For Spring 1921

LACES AND EMBROIDERIES.—Higher prices are prevailing in silk and cotton nets; in fact anything that has silk in it at all shows an advance in price even during the last month. On Georgettes, crepe de Chines and habutai there has been an advance in the last two weeks of over 10 per cent. Old Country markets, which are the source of supply for a large proportion of these goods coming into Canada, are already deluged with orders for the balance of the year, particularly is this the case with silk nets. Wholesalers are picking up a good deal of nets, Malines, and Valenciennes.

The business being done in laces and embroideries by the manufacturers' agents is phenomenal. In this department of the trade the wholesalers are alive to the fact that supplies will not be too plentiful for at least a year to come, and they are buying all they can get, and at the terms quoted, be they ever so extreme. One agent told DRY GOODS REVIEW that in the last eight months they had done more business by two and a half times than in any previous twelve months before the war. Selling is already in progress for the Spring of 1921. Big advance orders are being placed and at terms never before dreamed of. The prices quoted are those prevailing at the time of delivery. In spite of these uncertain terms orders are being placed very freely by the different houses.

ing through at all and wool velours are practically prohibitive at the present time. French wool velours to the trade at the present time would range from $15 to $18 per yard.

Import and spot business are both good. One firm told DRY GOODS REVIEW that, within the last month, they had sold over 100,000 yards of Georgette. A big shortage of black Malines is reported. There has been unusual activity in the sale of baby flouncings.

LINENS

Situation Worse Than in Any Other Line of Dry Goods—No Flax Coming From Russia or Belgium

LINENS.—"Worse than in any other line of dry goods, and that is saying a good deal," was the way one buyer expressed his opinion of the linen market and the outlook. He further stated to DRY GOODS REVIEW that, in the course of six months, he did not believe there would be any linens on the market. Russia and Belgium, from which countries most of the raw material formerly came, are not sending any forward to the mills for manufacture, and the natural consequence is that production of goods out of the flax is reaching a standstill. With conditions in their present chaotic state in Russia, and with Belgium merely getting back on her feet after the war, the outlook is not promising for many months to come. The flax from Ireland is hardly to be considered in the world situation.

Spot prices are still on the advance, which, however, is not causing wholesalers the worry that lack of goods is. There appears to be very little linen goods amongst jobbers. The United States is getting a good deal of what is to be had at the present time. On the whole the outlook for the linen products is not over bright.

Retailers are picking up what lines they can to meet current demands, but many are going away with but a handful of stuff.

CARPETS AND RUGS

No Improvement in Situation—Deliveries Bad and Prices Still Advancing

CARPETS AND RUGS.—There is no improvement in the situation with regard to rugs and carpets from a month ago. Prices are still shooting upwards and deliveries are notoriously bad. The greatest difficulty with which wholesalers are meeting is to get the goods after they have placed their orders for them. One jobber stated to DRY GOODS REVIEW that goods ordered last June had not yet arrived. These were Spring goods. Firms will give no guarantee that the prices will be the same as those quoted at the time of purchase. A characteristic letter received from a British house is to this effect: "Owing to the difficulty of getting the materials and the scarcity of labor, all orders are entered with the right to cancel on our part and as regards price, only at such prices are are ruling at the time of delivery." English houses are advising that orders be placed now for 1921.

Whereas there used to be a good deal of time spent in selecting patterns in rugs and carpets, there is not likely to be so much time spent in selecting for the next couple of years. One buyer told DRY GOODS REVIEW that an English house had within the last few days sent its representative to their house asking them to say what number of rugs they wanted for 1921. They would give no patterns or prices. The Toronto house did as they were asked, too.

Stock sheets of jobbers show that there is very little stock on hand. These sheets are almost empty, and lines are exceedingly scarce both in quantity and designs.

COTTONS

Prices Still Advancing and Deliveries Worse Than Ever—Retailers Buying Freely Anticipating Higher Prices

COTTONS.—Prices have very little bearing on the cotton situation to-day, that is, on prices paid for goods manufactured from the raw cotton. From the mills to the retailer goods are being rationed. Wholesalers state that they are looking to harder times so far as getting goods is concerned. So far as prices are in question, they point out that prices quoted from day to day in the papers are prices for speculation and are not the prices actually paid by the man who buys the cotton. That price, they say, is considerably higher and is on the steady up grade. The world shortage has recently been emphasized in a statement issued by J. S. Wanamaker, president of the American Cotton Association, in which he says that the world is after 17,000,000 bales of American cotton, and that recent European offers have been larger than any previous one or any number of previous ones combined. He urges the producers of cotton to hold it for the time being.

Mills are not delivering goods as they were ordered. Canadian mills are falling down on deliveries on all heavy staples. American prices are out of sight and, on account of the rate of exchange prices are well nigh prohibitive. However, as was stated to DRY GOODS REVIEW by one buyer, what can be had must be bought in the United States, and this can only have the tendency to keep prices on staple lines and fancy lines high.

Spot business is very brisk. Merchants are buying very freely anticipating still higher prices. According to the best of authority, these advancing prices are bound to come. The jobbers state that when the Fall prices are announced there will be some great surprises both to retailer and the consumer as well. These prices will not likely be announced by the mills for a couple of months yet.

There are complaints among some of the houses of the scarcity of bleached and unbleached cottons, which, a few years ago used to be about the most common article of the trade. All prints and print goods have been removed from the list by a number of houses because they are all sold up.

Bags have recently taken a jump from $58 to $65 a bale.

In the Manchester area there have been some rapid and profitable exchanges in cotton mills during the past year. In nine months no fewer than one hundred and fifty mills changed hands, and at prices far in excess of the prices paid before the war. Millionaires have been made daily by the rapid selling and buying of these mills.

CURTAINS AND DRAPERIES

Few French Tapestries are Now Coming But Repeat Orders Will Show Advance of From 30 to 50 Per Cent.

CURTAINS AND DRAPERIES.—For the first time since the outbreak of the Great War some French tapestries are on the way to some of the large wholesale houses in Toronto. These coverings in quality are high-class and the quantity is very limited. Only about fifty pieces are in this shipment for one house. The price, in comparison with prevailing prices of tapestries, will be very reasonable, but repeat orders will be at an advance of from 30 to 50 per cent. They were produced by French mills before they had really time to estimate the cost, and the higher quoted prices for repeats indicate the increased cost of production. A few English tapestries are also coming through to Canada.

Canadian velours continue to demand a good sale, though there has been an advance during the last month of from $3.50 to $4.50 per yard. Wholesalers state that the product of the Canadian mills is very good and is taking well with the trade. No French velours are coming forward.

BOOTS AND SHOES

Advances in Felt Goods—Leather Goods Advancing and Increasingly Difficult to Get

BOOTS AND SHOES.—An advance in light felt slippers of from 5 to 15 per cent. according to the quality is recorded since a month ago. Packs and moccasins are up in price. Leather goods in kid and black calf are even higher than a month ago, and wholesalers expect that the prices will advance still further.

It is predicted that Oxfords will be exceedingly good for the coming season in both men's and women's style. High and low heels will be worn. A New York model in 12-8 and 14-8 will be shown and is expected to be among the big sellers.

Sport trade is brisk and, as in all other lines, goods are very hard to get. Retailers seem disposed to pay any price as long as they can get the goods.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXXII TORONTO, JANUARY, 1920 No. 1

A RECORD CHRISTMAS SEASON

"CHRISTMAS business was never so good before." This is the report from small towns and large all along the line. The extremely cold weather with a small amount of snow in certain districts prevented as frequent visits from the country folk as would otherwise have been registered during the few days preceding Christmas. Nevertheless, DRY GOODS REVIEW staff has not come in contact, directly or indirectly, with a single instance of a dry goods merchant being dissatisfied with the business done. Likewise, among the wholesalers of all classes of dry goods where the management is in close touch with merchants, there is entire satisfaction expressed over the prospects for the next six months at least. Collections are good and buyers are eager to get goods. They are even more negligent of prices than they were a year ago. "Let me have the goods and I'll promise not to look at the invoice until I get home," one merchant is reported to have remarked to a Toronto wholesaler. Many of the large stores were sold out of different staple lines several days before Christmas and wholesale shelves, too, were bare.

So then, all off to a good start now for another year! Let us join hands—the DRY GOODS men in each community—and work together to eliminate the petty grievances and jealousies of times past. Let us make dry goods merchandising, so far as we individually are concerned, a business in which high principles rule—a service to the community of which all may be justly proud.

WORLD SHORTAGE OF COMMODITIES

AN article elsewhere in this issue by a Montreal retailer—Mr. Theodore Morgan—points out very definitely the situation as he finds it at the various sources of merchandise supply. The editors of DRY GOODS REVIEW have made careful investigations of the markets in both Canada and the United States and have interviewed representatives of and importers from British and French houses who are in close contact with conditions abroad, and everywhere the facts are as pointed out in Mr. Morgan's article.

Moreover, these facts in every instance bear out the statements made by authorities in the trade—so far as they could venture a definite statement in the face of the cloud of uncertainties—as they were reported in the January issue of DRY GOODS REVIEW one year ago.

Prices have climbed to unheard of pinnacles; the world shortage of goods has been, in the main, the reason; but labor problems were the outstanding tribulation of the year. Labor has made many demands which have been granted, and, on the whole, working conditions have very much improved in the last twelve months. True, it has not always been the case that employers have made the advances voluntarily, but the fact remains that life is a better thing, generally, than it ever was before, and it is to be expected, as a natural sequence, that the quality of work during 1920 will be correspondingly improved.

That is what the employer asks for the new era already opening up—that employees will work while they work and play while they play. He invites them to work carefully, accurately and enthusiastically, and meanwhile, longs for a day when parents will train their children so, and when our educational system, from the kindergarten up, will realize that Canadian citizenship demands thoroughness.

Only application with an accuracy which will eliminate waste, so far as possible, will increase the amount of saleable goods on the market to an extent required for the lowering of prices generally—let salaries be what they will.

RETAILING FOR 1920

THE period of readjustment is necessarily a long one. As DRY GOODS REVIEW advised a year ago, it advises again to-day, and with emphasis: Do not speculate in buying. Under present conditions the wise merchant will endeavor to select stock which has real value in it and to procure sufficient to cover a just estimate of his requirements. He will study his inventory sheets for every line of goods with the utmost care. He will

consult with his buyers or salespeople as to their impressions gained from actual contact with customers concerning the class of goods to be emphasized; he will visit the markets personally as frequently as possible; he will study his trade papers regularly and will remember that it is the business of DRY GOODS REVIEW to assist him in every way possible in building up a sound and successful dry goods trade by presenting the truth as to conditions in every column of its pages—that what it has to say is not "just talk." Retailing to-day is a profession. It requires just such study as does any of the older professions if it is going to live up to its best possibilities.

A SUBSCRIBER'S QUESTION

A SUBSCRIBER writes asking why it is that "manufacturers will persist in advertising so strenuously items which they find impossible to deliver. . . One instance is —— Brand Underwear of last season. You could not buy this underwear except very early last season, yet it is advertised in almost any paper that amounts to anything. . . We believe at this time these campaigns add unnecessary cost to goods."

This is a point which has been very much discussed during the past few weeks by prominent advertising men. It must be remembered, however, that the advertising of to-day is for to-morrow's business. The dry goods trade is in a very healthy condition generally just now, and for that reason there are a great many new stores opening up throughout the Dominion. It would be quite a natural thing for this new generation of merchants to conclude, perhaps unconsciously, that there were other lines just as good as the firms with which they have been familiar indirectly. The advertising of to-day is in reality a business insurance for the future against loss of trade through keener competition. Now that firms of long standing in England and Europe are preparing to come back to their Canadian customer again it is only to be expected that our new and much enlarged mills will make every effort to maintain their position in the domestic markets. True, demand is beyond their possible supply at present, but the times are abnormal, everyone will admit, and it is against that time when selling will be more difficult than buying that firms with foresight are providing.

DEMANDING BETTER GOODS

PROSPERITY loosens the purse strings. For some time past merchants not only in Canada but in many other countries have been finding that it was not a question of selling goods but of getting goods to sell. Business was so good and production conditions were so altered that they could not get supplies. The condition exists to-day and the situation in many lines is just as acute as it was during the war period when all kinds of restrictions were imposed with a view of getting people to curtail their buying. To-day people have more money to spend than ever before and they are spending it. They have learned something, though, in the past five years, and that is that cheap articles are dear at any price. The fact that people have realized this is making for better business. Dry goods merchants state that it is easier now than ever before to sell really high class products. It is not a question of price with most customers, but of getting something that is good that is going to be worth the price they pay. Many merchants believe that the lesson people have learned will, to a very large extent, become permanent, and that from now on the great buying public will continue to demand better goods.

IMPORTANCE OF BUSINESS PAPERS

AN Association of Railway Executives undoubtedly represents the most capable and progressive business men on the continent. Practically all of them have worked their way up from minor positions and they know every phase of labor, business and public opinion. They should know it better than any other class in the community.

Recently the Association of Railway Executives of the United States wanted to lay before the country the fundamental facts of the railway situation. They selected a number of newspapers for this purpose. Out of the total number, 42 were purely trade and technical newspapers.

This is one more experience which we commend to the attention of the Dominion Government which employs M. E. Nichols, at a bigger salary than he ever earned before, as Director of Public Information. The two daily newspapers which Mr. Nichols directed went insolvent. Mr. Nichols reported and passed his report to the Government that business newspapers were of no public value and were not entitled to admission to the newspaper mails. Should such a man who is so far behind the times be retained at such a high salary and in so important a public position?

EDITORIAL ITEMS

A HAPPY New Year!

* * *

THE prospects look good for it.

* * *

WHO put the muss in Christmuss? Nobody. It isn't there.

* * *

ANOTHER advance in silks is expected soon "they say," owing to the combination of leap year and the H.C.L.

* * *

IT MIGHT be better in that case to marry her than to buy her the silk dress !

* * *

DON'T forget to cut out the Dictionary column in each issue and save it for reference.

Possibility of Big Business Despite Soaring Price Era

WITH a view to getting the opinion of the trade regarding the outlook for the year upon which we have just entered, and the conditions, evident or problematical, likely to affect it, DRY GOODS REVIEW, some weeks ago, sent out to retailers from the Atlantic to the Pacific, a letter in which a number of specific questions were asked. To summarize these questions, it was asked what were the prospects for the trade for 1920; would the re-establishment of soldiers into their former occupations affect the trade; what goods were coming from England; the treatment accorded retailers by manufacturers; two or three questions regarding the attitude of the public toward high prices; probable deliveries; and the work of the High Cost of Living Commission.

Business to be Had

Without exception almost, the opinion of the retailers is that there is big business to be had during 1920. One reply received stated that the outlook was problematical; but, judging from the general tone of replies to other questions, we are inclined to the view that the matter of deliveries entered largely into the answer to this particular question. The great majority of the replies range all the way from "fair" to "excellent." In spite of the fact that there seems no immediate prospect of reduction in prices, in fact, in spite of prices, whatever they are or might be, there is an unprecedented demand for clothing and accessories of the finest qualities. The money is in the country; the phenomenal success of the Victory Loan effort bears testimony to that fact. On the part of the purchaser, there seems to be no retrenchment. During the war, the most rigid economy was practised in some respects, and this probably affected the clothiers as much, if not more, than any other branch of merchandise. The pendulum is now swinging the other way; and the retailers have experienced, during the year just closed, one of the best years of their history. Nineteen hundred and twenty will probably go one better.

Labor Situation Important Factor

A factor entering into the whole situation is that of labor; and it is a factor difficult to estimate in these days of so much labor unrest. Too many uninformed people have imagined that by some miraculous falling down of manna from heaven the high cost of living will be reduced. Others have supposed that a mere increase in wages is the solution of the whole matter. But those best able to judge are preaching the gospel of work. Until there is greater production, the outlook for a reduction in the cost of living is not particularly bright.

On the full understanding of this matter depends, in a large measure, the development of the trade for 1920. Retailers who have expressed their views to us, realize this. A coal strike which ties up trains, a textile strike which cuts off production, a strike of the railwaymen which interferes with transportation, a dock-workers' strike which closes in on the import trade—all these strikes have their effect upon the retail trade among the clothiers.

Deliveries Are Affected

A strike amongst the garment workers, of course, has its immediate effect upon the trade; but there is reason to believe that the largest manufacturers of men's and boys' wear will be comparatively free of this during the new year. Over twenty manufacturers in this city alone have arranged a satisfactory wage scale with their employees; but, what is more important to the trade in general, they have arrived at an agreement with the employees whereby a strike is practically eliminated from the labor horizon.

Other strikes, however, are bound to affect the outlook and the development of the trade during the year. The general unrest following the war has not encouraged greater production, which is the solution of the high cost of living. If there is added to this a paralyzing or partial closing down of manufacturing institutions on account of a shortage of coal, the situation will only be aggravated and deliveries to the retailer will be more uncertain than they have been. Many of the replies received deal with this question of deliveries; and there is no doubt it is one of the most important phases of the trade for 1920. Behind it, and to a large extent responsible for it, is that chain of events which begins with a strike somewhere.

Manufacturers Doing Their Best

"Canadian manufacturers are doing all they can to supply the trade with goods in demand," seems to express the general view of the retailers with regard to deliveries, so far as they lay in the hands of the manufacturers. One man says they are "slow in filling orders, if filled at all," and he complains that the prices are too high. Still another retailer in expressing the view that deliveries are slow from the manufacturers states that he believes they are treating all their customers alike. "A strike too independent at times," is the way one man writes of the manufacturers; and he adds a bit of good advice in the suggestion that the man who has his shelves well stocked with goods is the man who will do the business. He concludes by saying, "We are stocking heavy."

It would seem that the opinion of the trade is that the manufacturers are doing all they possibly can to cope with the ever-increasing orders that come from the retailers. There is a fitting recognition of the difficulties with which they have to contend. In view of the unsettled condition of the labor market, retailers will hardly need to be reminded that early stocking of all goods is advisable.

Public Accept High Prices

One of the questions asked was with regard to the attitude of the purchaser of a suit of clothes who was told that he would have to pay about $70 for a suit, which he thought he might get for $35. The replies which we have received to this question seem to indicate that the public seems to be pretty well informed regarding the factors which have entered into a situation that developed abnormally high prices. The scarcity of raw materials on account of scanty production, the increased cost of labor, and the higher cost of commodities which go to make up overhead expenses are recognized by the purchaser as legitimate, if grudgingly accepted, reasons for the increased cost of clothing and accessories.

One man says that while the public mildly protests against high prices, it does not prevent them from buying, and the people who have money far outnumber those who have not. Another man says the public have got used to high prices and they now pay the increased price and "never bat an eyelid." "What the customers say sometimes would not be nice in cold type," is the breezy reply one retailer offers: while a man from the far Pacific Coast says he has no cases of this kind because "the people in the West have more sense."

The Outlook Good

On the whole, the survey which we have made through the replies of retailers leads us to the conclusion that the year 1920 should be the best year ever, so far as potential business is concerned. The business is to be had. Whether labor conditions will become so settled that production will be uninterrupted and steadily increase, and so make possible this business which but awaits the garnering of the enterprising merchant, is something which no man can, at this time, foretell.

Suitings With More Colors; Fall, 1920, Will Be Brighter

With the War Over More Time is Being Devoted to Fancy Cloths —Higher Prices Paid For All Orders Than Last Year—Business on a Day to Day Basis

MORE color in men's suitings will be among the offerings to the retailers for the Fall of 1920. During the war when the conservation of time and the conscription of manpower affected the labor market to such an extent many of the British manufacturers, in particular, were compelled to drop colorings in their productions. With the war over, however, and many of the men getting back to their previous vocations, manufacturers are able to devote more attention to a greater variety of styles in cloth manufacture. This they are doing; and the Fall of 1920 will provide greater opportunities for the trade in point of colored suitings. These colorings will be in both the check and striped goods, and fat and lean alike will have their choice when the finished product is on the market.

Sees Only Price Advances

A manufacturer with whom DRY GOODS REVIEW chatted on the question of prices of these suitings, which are largely the production of British houses, said he saw no reduction during the present year. "For every yard of goods we have bought for delivery in 1920," he said, "we have paid an advanced price over 1919." In these advances, he said, there was no regularity, except that worsted goods had advanced the greatest in price of any of their ordered quantities. But on most of them it was a case of doing business from day to day, rather than from month to month, as the case used to be. They have had instances of placing an order with an English firm, confirming it by cable, and in the course of a day or so being advised that the price had advanced. The reason for this was that the stock on which the original order had been placed had been sold out between the time of ordering and confirming, and the goods ordered from this side of the water had to be supplied from new stock. And the question of getting new stock is a question that is affected from day to day by labor conditions and supplies of raw material. No guarantees can be given by anyone, apparently, that deliveries will be made. This firm informed DRY GOODS REVIEW that they had failed to get deliveries on goods which had been ordered two years ago. The position of this firm is similar to many others; it is harder to fill orders than to get business.

More "Made in Canada" Goods?

Unfavorable Rate of Exchange Resulting in Larger Bookings With Canadian Houses—Retailers Either Cancelling Orders or Delaying Payment Until Dollar Reaches More Normal Value.

RETAILERS may be able to give an additional "punch" to their sales in the not far-distant future by advertising and offering for sale more "Made in Canada" goods than they have been buying of late. While rates of exchange are bound to work a hardship in individual cases, in the long run it may not be a bad thing for a country perfectly capable of financing itself that the rate of exchange sometimes goes against it. A number of retailers are finding out at the present time that the unfavorable rate of exchange in New York is working considerable of a hardship because the value of their dollar is fluctuating between 85 and 95 cents. This is one of the things on which the retailers who appeared before the Dominion Board of Commerce did not count when giving their evidence relative to the cost of selling over the counter. But it constitutes a legitimate item in figuring out overhead costs; and, moreover, it is an item that mounts to considerable proportions these days. Canadian buyers who are paying bills in the United States these days are complaining of the unfavorable rate of exchange and, incidentally, are losing quite a number of dollars because of it. As one retailer expressed it to DRY GOODS REVIEW: "If this rate of exchange keeps up for the whole summer, it will ruin us."

Has Its Compensation.

It has its compensation, however. Many Canadian jobbers who have been running to the United States for goods that have been made in Canada are now seeking cover by ordering Canadian-made goods. The head of a firm manufacturing hosiery, for instance, stated to DRY GOODS REVIEW that jobbers who had said to him eight months ago that they would buy in the United States because they could get better prices were now "kicking themselves" because they were paying their bills when the rate of exchange was at the worst that it had been for many years. These same jobbers, at that time, believed that United States business men were doing a wise thing in selling at lower than mill prices during the months that followed the signing of the armistice. Now, however, they are not quite so sure of their ground.

But, what is more important for the moment is that retailers and jobbers are, in many cases, cancelling their United States orders if they can and booking Canadian goods. In some cases they are unable to do this; but they are trying, at all events, to hold up payment until the exchange rate becomes more favorable to them.

Aids "Made in Canada" Campaign

There is reason to hope, therefore, that while there may be cases where individual hardship has been experienced, in the long run it will increase Canadian production and aid the "Made in Canada" campaign. There never was a time in the history of Canada when there was such a pressing necessity for an organized campaign for the greater production of Canadian goods. And no man stands better to profit by Canadian-made goods than the retailer. On the whole, Canadian merchants are not yet ready to re-open accounts with Germany. With the rate of exchange against them in the United States, there may be a slackening of business in that quarter. The inevitable result will be a greater output of Canadian goods, both for home consumption and export. That is greatly to be desired. The people of Canada were never in a better humor to patronize Canadian-made goods; and there seems some likelihood of the retailer being given the opportunity of offering more of them for sale than he has been doing during the last decade or so.



Canadian Buyer's Views of European Markets

Through the courtesy of Mr. Theodore Morgan, DRY GOODS REVIEW has taken the following extracts from letters which he sent over to his firm in Montreal, during a recent extended tour of the manufacturing centres of Great Britain and France. These letters were written from such noted centres of specialized lines of industry as Lyons, Paris, and Grenoble, in France, and Bradford, Leicester, Manchester, Nottingham and Lancaster. The information contained therein throws light upon conditions as they exist over there and as they will influence deliveries, prices and the quality of merchandise imported into Canada from Europe and the East during the year 1920.—The EDITOR.

COTTONS

In order to appreciate fully the conditions of the cotton trade, one must look at the situation from a world point of view for Lancashire is such an enormous producing centre that her prices are governed by world conditions.

While Manchester, up to the present moment has received but few orders, she knows that there is a great world shortage and a tremendous need for clothing. This is one of the great assurances for a future trade prosperity. China is desperately short of cotton goods, and must buy in the Lancashire market. Norway and Sweden and other neutrals will be very heavy purchasers the moment the British embargo is lifted, permitting them to buy their requirements. We know that Central Europe, especially Germany and Austria, will be in great need of these cotton productions, and to-day Russia and Poland are in desperate straits for clothing. The latest reports received in Manchester reveal a deplorable state of affairs in many parts of Russia and Poland, where thousands upon thousands of workpeople are unable to leave their homes because of the utter lack of clothing of any description; conditions have been so acute that bed clothing of all descriptions in these countries has been cut up into clothes to enable the work-people to go out to their daily tasks. Representatives from Russia, Roumania and Belgium have been to Manchester centre for the placing of their large orders.

CARPETS

Their output was reduced to 40 per cent. working capacity in the making of carpets, and they are now working to about 75 per cent capacity. This roughly is characteristic of the percentages of the various carpet manufacturers.

As I mentioned above, there is still great difficulty in securing skilled mechanics to change over the various machinery, and for this reason carpet manufacturers will be some months yet before they can reach capacity output. Prices will remain high, and one must look for no drop for sometime to come. The dyeing is very high, and of course wool is firm and high, and up to the present there has been great difficulty in securing the desired amount of wool. The latest prices for jute for the backs of carpets has been reduced in price, but this single article contributes very little to the cost of the completed carpet.

Labor conditions are still very precarious, and firms are experiencing all kinds of difficulties in the handling of their employees.

GINGHAMS

Prices are firm in Scotch ginghams, and one may look for no drop even in the quite distant future. Of course, in all the finer grades of ginghams, Egyptian yarn is used, and this yarn has not been subjected to any of the past price fluctuations.

Regarding the question of price again, the dyeing cost of ginghams is high, and in every line this fact has been very noticeable.

GLOVES

The best skins for suede gloves come from South America, for glace kid gloves from France, and in the second grades from Spain and Italy. A very poor grade of skins for cheap gloves is now being imported, a line which was consumed almost entirely by Germany in the past. The supply of skins is very limited, and it is because of a very real shortage that prices will remain high for many months to come. Manufacturers, in order to secure the necessary goat skins from South America, must buy a mixed bale which comprises skins of all other animals as well, and these they must re-sell on the open market.

Owing to the adverse exchange, France is allowed to import from Spain but a limited number of skins—this importation is regulated by the French Government. The Italian Government has prohibited the export of Italian skins, owing to the great need and scarcity of these in their own country. This, therefore, has forced all glove manufacturers to bid against one another for the very limited French production of skins, and even if prices of skins should come down this year, it would take over one year to affect the price of the finished article.

The glove manufacturers have, for instance, bought next year's supply of skins which take nearly a year to cure and tan, and, therefore, prices to the purchaser for the next year will be the quotations based on these purchases, and not on any fluctuating market prices that might prevail to-morrow.

This briefly is the glove situation of France, and there are not at the present moment enough skins in France to permit the factories to work to their full capacity.

SILKS

Business conditions in Italy may be roughly summarized as follows, being the result of an interview with a manufacturer who had just returned from this place:

The Italian Government has taken complete control of Italy's major industry, that of the raw

Canadian Buyers' Views of European Markets— (Continued)

silk, and has determined to maintain prices as this is her most valuable revenue returning industry.

Despite the competition of Japanese and Chinese raw, the Italian will hold its own in both the Swiss and French markets owing to its higher lustre and finer quality. Silk prices will, therefore, remain firm for some time to come. It is interesting to note in passing that about one-third of Italy, that was producing the mulberry trees and the silk cocoons, has been occupied by the Austrian army and, therefore, her output has been considerably reduced.

This determination of the Italian Government to maintain the price of raw silk is directly reflected in the higher prices of Swiss ribbons and silks, and of all silk productions at Lyons, France.

CHINA

Wages have increased fully 70 per cent. since the war, and the unions are now demanding a further 20 per cent. increase. This contention the potteries hope to settle by a further 10 per cent. advance during this next week. I give you the following illustration of the wage advances:—

	1919	1919	
Girls	4s	12s	per week
Women ...	12s	25s	" "
Men	35s	£3 10s	" "

Saggar makers that constitute one of the fundamental branches of pottery making, were paid before the war 32s 6d per week, and to-day receive £3 10s and £4.

Coal practically is to-day adding more to the cost than any other single factor, owing to the tremendous quantities that must be used in each kiln for the firing of the potteries. Coal has increased 100 per cent. in cost, and is to-day 27s per ton.

To appreciate the increase here one must see these various ovens fired to a white heat for from 36 to 48 hours for one small batch of china.

The cartage is another important factor — in 1919, the coal cartage to maintain 14 ovens was £25 per week, to-day only 6 ovens are going and the coal cartage is £66 per week.

The cost of bone and clay has advanced very much in price, and there is slight hope of these materials coming down to any extent.

I am told that the potteries are still desperately short of men, and that in many shops there are no men at all. As I stated above, the potteries would specialize on certain patterns, and this is already evidenced by certain plants making only egg cups and others tea cups and saucers, revealing this new tendency. As a result plants will concentrate on fewer patterns, and there will be no guarantee as to the length of time a pattern will be carried.

The potteries will estimate cost much more carefully to-day than ever heretofore — there will be fewer patterns and at higher prices.

Some firms will require 3 years to fill back orders, and in this respect it will take many months to fill the orders they already have in hand.

HOSIERY

The question of raw material is the greatest single factor entering into the reduction of cost, and not until there is a material drop in this market can we look for cheaper cashmere hosiery and wool underwear.

The manufacturers of Leicester have faced untold difficulties, and they are by no means free from these as yet, and I feel that so many factors have entered to increase the cost of production, many of which have come to stay permanently, that reductions will be small, slow in coming and disappointing from our point of view.

The cost of soap, for instance, which is a very big item in the washing and scouring of wools, has increased several fold in price, and this is but one of many conditions that impresses one of the utter futility of ever again realizing anywhere near old-time price levels.

The revolution of trade and an upheaval from the bottom has brought a high level of manufacturing costs that for some time to come will seriously embarrass and curtail Great Britain's exports on a competitive basis.

Everything in England is up, and is up to stay, and the manufacturers themselves fully realize this grave handicap in the building and even in the maintaining of a healthy export business. They are fully conscious of this new danger, and because of the extraordinary demands of labor with increased wages, reduced working hours and uncertainty of raw material prices, that it will be some time before they are in a position to export successfully on a really competitive basis.

LACES

Coal is a greater factor than labor in the lace mills, where it is so largely a question of machinery, and the coal situation in England promises to be a very serious factor in maintaining high prices for a long time to come. Another handicap in the lace trade has been that the highest skilled labor went into munitions and are not anxious to return. The lace industry was not called upon from a war standpoint with exception of making netting for the army for Egypt and such places.

DRESS GOODS

Here again the labor situation is seriously affecting the dress goods market, and is affecting prices to even a greater extent than the question of raw material, nor can one except a complete settlement of this labor situation within a period of a few months; it is far more deep-seated and wide-spread, its causes having had firm root before the war, and there are many unsolved problems yet existing between capital and labor.

I was told yesterday for instance, that men discharged from the army going back to Yorkshire, re-

Continued on page 81



They Stand the "Wear" Test

Once Tried—Always Worn

IN 1920 there will be a stronger demand than ever for Canadian goods. "TAPATCO" Gloves are Canadian. No need to sell imported goods, when you can get a Canadian article so good as this.

"TAPATCO" Gloves are made for the hardest wear. Farmers—Engineers—Mechanics—Lumbermen and Railwaymen, all appreciate TAPATCO Gloves.

Order from your jobber now.

THIS is a line that knows no selling season—they sell all the year 'round and make both friends and profit for every merchant who stocks them. We make Gloves for all out-door and indoor work—Gloves that are widely recognized as possessing extreme quality—Gloves that ensure satisfaction to the wearer and "repeats" for the Dealer.

TAPATCO
REGISTERED TRADE MARK
BRAND

GLOVES & MITTS

STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

MATERIALS—Leather Tip, Leather Faced, Jersey Gloves and Mitts in Tan, Slate or Oxford.

Made by The

American Pad & Textile Company

CHATHAM, ONTARIO



Why early orders for CARHARTT OVERALLS, ALLOVERS and GLOVES are Advisable

The continued scarcity of raw materials and restricted output together with heavy shipments of manufactured products overseas have combined to stiffen prices which show a decided tendency to go higher. In view of these conditions therefore it would be well for every dealer who can to send along his order now for **Carhartt Overalls, Allovers and Gloves** and thereby save himself possible disappointment in Spring deliveries. Since manufacturers, including ourselves, are producing only enough to supply visible needs, the force of this suggestion is apparent.

Hamilton Carhartt Cotton Mills

Limited

Montreal Toronto Winnipeg Vancouver



Haugh Brand Kiddies' Garment

the

Original

kiddies' garment for general wear all the year round, in and out of doors.

The most practical, most serviceable and most attractive of its kind on the market.

The immense popularity of Haugh Brand Garments bespeaks the genuine satisfaction they give everywhere.

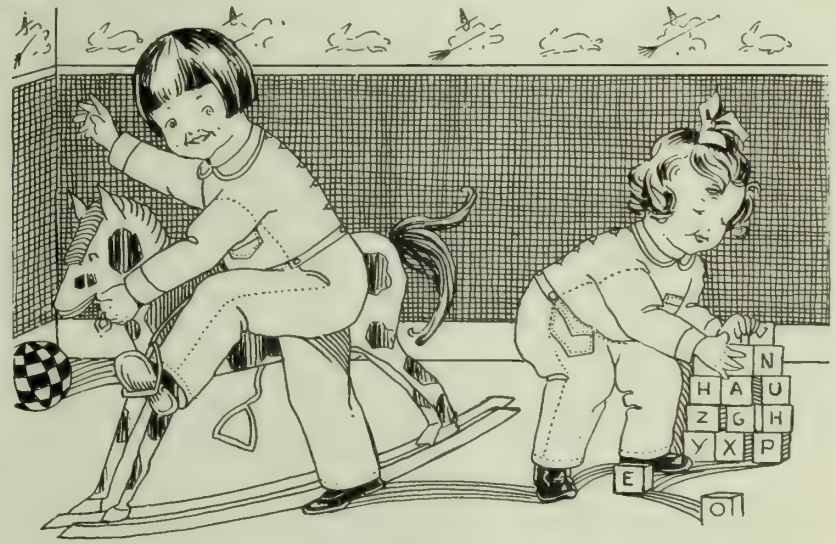
Manufactured by

The J. A. Haugh Mfg. Company, Limited

TORONTO, CANADA

Also Makers of Arm and Hammer Brand Overalls and Work Shirts.

Indispensable in Every Child's Wardrobe



Spring Fashions in Cottons

Printed Voiles the Leader—Rating the Season's Novelties—Ginghams and White Goods Important—Blues and Light Browns Popular Colors, but Many Bright Hues Included.

THE approach of Spring and the opening of Spring buying has in no way dispelled the tendency recorded in DRY GOODS REVIEW from time to time during the past season as to printed voiles being of the utmost importance for 1920. So keen and steady has the inquiry been for this material that manufacturers have responded generously with big ranges of designs and color combinations showing quite different effects from those of previous seasons. In fact, this matter of design has necessitated the manufacturers obtaining the most capable designers for this work. Competition in the trade no longer lies in the matter of selling the goods, but in producing the finest range of designs and best qualities possible.

Blues, Browns and Bright Shades

In colorings for Spring all shades of blue predominate and second only to blues come browns which is an unusual feature of a Spring season. Browns are usually a strictly Fall color, but this year brown is mentioned very prominently by milliners, dressmakers, silk and cotton goods producers. Of course, the lighter shades will be preferred. Beaver tone, tan, sand colors, gold when combined with blue, golden brown, champagne, beige, and combinations of different tones of browns and blues together are to be seen in practically every collection of designs. The blues and browns form the leading class by themselves, the secondary colors are high. They include green, grey, mauve, rose, canary, cherry, and dull mixtures. The novelty cottons, on the whole, however, are really of less "sporty" colorings than are the new silks. But with such a range of colors and a collection of around 75 different patterns of the larger houses, there seems to be little doubt that the merchant will have a splendid chance of making an individual showing of fashionable voiles for the coming Summer. Fine 2-ply plain white voiles are also quite active.

Borders Imitate Metallic Embroideries

Patterns for the most part tend to the allover style, rather than the individual foulard spots which characterized the season of a year ago. A scattering of border designs is shown in most collections. One of the leading manufacturers finds that in bordered effects those which suggest the patterns which have been in vogue in gold and silver laces for evening wear during the Winter are the ones which meet with most favor for Spring. When one keeps in mind the styles of these evening dresses, suggestions for making up the bordered goods are innumerable. One difficulty with the bordered goods in the past has been the limited number of designs which have been considered suitable for this material. The fashions for all styles of dresses this year are most favorable for the advent of bordered goods. Overblouses, tunics, short sleeves, surplice bodices, panels and so on are all readily adaptable with charming effects from these bordered materials. The fact remains, however, that the allover designs are those which will mean the bulk of business.

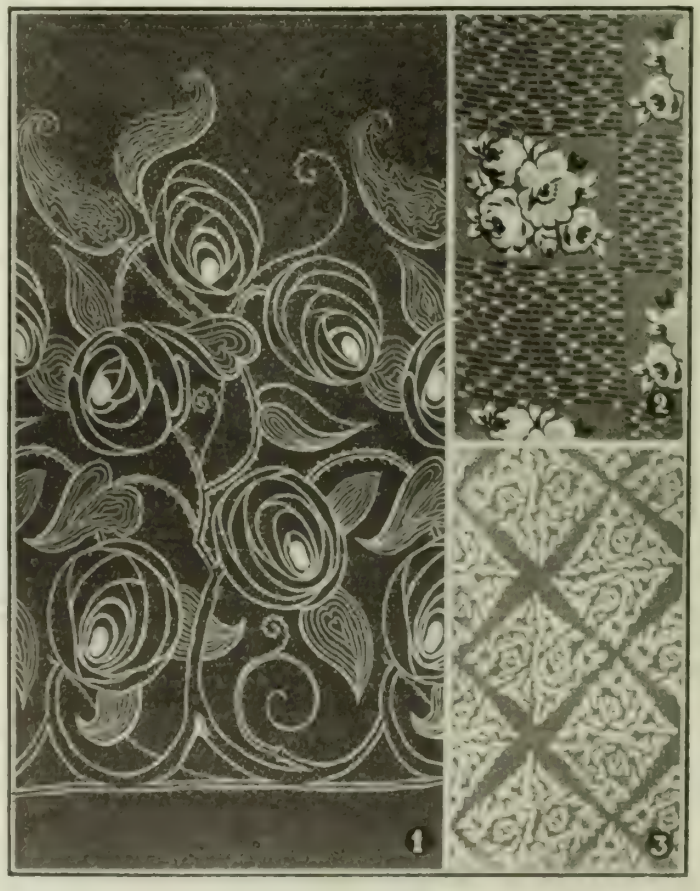
Organdies are spoken of very highly for the American market, while American houses are selling more organdies to Canadian buyers, they report, than they have in previous seasons. The fact remains that organdies are a comparatively small item in Canada. Swiss organdies are considered especially fashionable this year and sell in white and plain colors, both pastel and bright shades. There is a range of about seven qualities of these on the market and the price to the wholesaler is from 65 cents up. This will mean that the retailer will have to get $1 to $1.50 per yard. In plain white organdie there are a few novel patterns developed in weave by the use of a heavy thread at intervals. These heavy threads form a check or stripe and are very dainty. There are some printed organdies on the market as well this year, but the sheer daintiness of the fabric makes it more generally favorable in the plain colors.

White Goods and Ratines Prominent

If price is of any importance whatever this Summer when it comes to the selection of material for a separate skirt, there is no doubt that the new cotton cloths offered will have ready acceptance, not because they are low in prices but because silks are so extremely high. The prices of these fine cottons for separate skirts will be quite high enough to satisfy the present dealer. Fine gabardines and tricotines are the leading features in weave, and patterns in checks, stripes and plaids are numerous. The weave is very fine and the texture pliable so that they are suitable for draping or pleated styles and the soft wide girdles.

Ratines are one of the leading novelty features for 1920. These effects are seen in both silk and cotton goods. Some of the cotton ratines are of mercerized threads which give them a very soft and silky effect. Some patterns, too, are shown in these goods and mottled color-

Continued on page 111



New Voiles

1. New idea in bordered voile. Pattern in gold color on navy blue resembles metallic laces in vogue at present.

2. Taupe ground with 3-inch broken stripe blocks and motif in blue, rose, green, etc.

3. Navy ground with 2½-inch blocks. Half of each block is grass green and half is grey.

From the Spring range of Haas Brothers Fabrics Corporation, New York.

Canadian Investigates Cotton Situation

Gets no Satisfaction From British Manufacturers—Slightly Better Hopes From Big Jobbers —Prices Advancing Rapidly—Splendid Outlook for the Cotton Department for 1920.

By a Department Store Buyer just back from Europe

HAVING just returned from a tour of the textile centers of England in an effort to get merchandise for my department, I am impresed both with the discouraging and the encouraging features of the situation over there.

For immediate delivery I found little; yet the orders I placed amounted to several times what I would have bought in normal times before the war. Whether the promises of delivery will be carried out, I do not know. In any case there will be long delays.

Nothing to Sell Before September

In one case in Manchester, I went into one of the biggest jobbing houses in England and asked for goods. "Very sorry, Mr. ——, but we haven't any for you."

"Oh, let's have no more of that now; you've been saying that so long."

"Well, September delivery is the earliest we could think of and there's only a chance of that."

Avoided Manufacturers

That was the usual answer; in most cases, next Fall, and often nothing at all during 1920. So far as the manufacturers were concerned, I simply avoided them; there was no use wasting time trying to see them; they were loaded up. So I spent my time with the big jobbers, and the small ones as well, and got some satisfaction, at least.

Machinery

Everywhere I heard the same story: labor not willing even to do a good eight-hour day's work, and machinery run down. In mill after mill the looms had been working day and night during the war, and were not in shape to start in again without overhauling or being replaced; and the repairing took a long time, and new machinery much longer, for every mill is after it.

Germany Will Rush Orders

The formal signing of the peace treaty will make things worse. So far comparatively little has been sold to Germany and Austria: I found a feeling against trading until the peace treaty case formally into effect. Now that it has, I believe there will be rush of orders from the Central Empires and this with the demand now pressing from other countries will make the cotton textile situation more acute than ever, and prices must move up still more.

Price Up One-Third

Indeed I have just experienced the price advance on some lines I bought, although not in a personal form. I got some voiles over there at 24d, 25d and a third at 24d a yard. That was in December. To-day those prices are up one-third or over, as follows:

Advances in Voiles in Three Weeks

Price paid in Dec.	Jan. price.	Advance
24d. per yd.	33d.	37%
25d. per yd.	34d.	36%
24d. per yd.	32d.	33 1-3%

This is liable to happen at any time.

Scarcity of Raws

One other incident on the negative side. Going over I met several representatives of the deputation of the cotton industry of England—the Lancashire spinners, etc.—who had been to the conference in New Orleans, and they feel pretty sober about the small supplies of raw cotton; this last year's crop was less than the world's requirements. They also found serious alarm over the very independent position now taken by the negroes down South; they would plant just what they wanted, and no more, and their demands for wages were growing steadily. In this connection, it is interesting to note that a commission of British experts is investigating the possibilities of growing cotton in other countries, such as Persia, South Africa, etc. Of course this will have no effect for some years, but it is at least encouraging to know that if the threatened scarcity in raw cotton can be remedied this will be done.

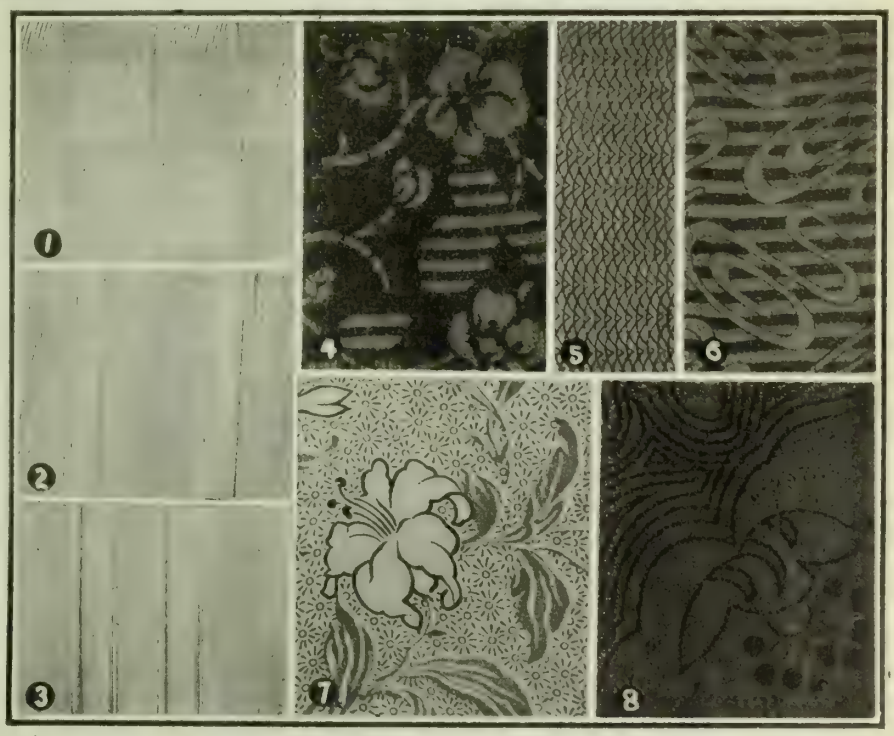
Improvement by Fall

Now, on the other hand, while present prospects for deliveries are not encouraging, long before the end of the present year we will see production of the English mills greatly increased, and this will be the first real step towards lower prices. What I learned in England as to what production is likely to be by the end of 1920 impresses me strongly with the conviction that the real high level of prices will be reached this year, and a slight improvement come towards lower levels. Not that I feel there will be any sudden or marked break for many months; indeed for years; it will be a very gradual process.

Good Prospects for Department

You ask me what the prospects are for business in cottons this year. Very, very promising. The time has really come, I think, when women will turn from the high price of silks to cottons. When they can get a 2-ply voile for 1d to 2d a yard, and silks have risen so greatly, I believe, women will come back to cotton—and what really is more attractive for summer wear? What we

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For Summer Wear

Nos. 1, 2 and 3 are three of the new fancy Gabardines in fine close weave for Summer skirts and wash suits. These are featured by Weissenbach & Kay, Inc., New York. The other numbers are silk and cotton mixtures in Georgette weave shown in new Spring designs and colorings by Herbert B. Lederer & Co., New York. No. 4 is sapphire blue and sand; No. 5, sand and black; No. 6, light and dark blues; No. 7, a sport pattern in red and blue on white ground; No. 8 is gold design on Copenhagen blue ground.



Letter from our Paris Correspondent



Paris, France.

EDITOR, DRY GOOD REVIEW: This Winter's fashion seems to have settled as follows: Panniers and drapings for evening wear, with capes made of fur or silk and fur.

Straight and slightly fitting at the waist costumes for day wear.

We have the narrow skirt, somewhat longer than heretofore, with a very long riding-coat jacket; the robe manteau similar to last year's, only it would be open like a real coat, but for an under panel of black satin that keeps it closed in front.

Blouses are either the chemisier type, with high collar and long sleeves, and a tie made of washable linen, generally with fancy stripes, or crepe de Chine. (needless to say that a very warm coat is wanted with such light garments), or we again see the long chemise tunic in jersey, of which I shall tell you more presently.

Less Showy Colors Prevail

The shades, too, are more decent; we see a good deal less of showy colors, while dark brown, dark green, dark blue, and especially black are most in favor. The latter shade in velvet, silk or voile trimmed with jet and with a tinge of lighter silk to show that it is not a mourning uniform, are mostly seen for evening wear and theatre dresses. In fact, black velvet is always wanted as it suits every complexion, which it softens, and besides it shows up the whiteness of the skin. Needless to say that for such purposes, the dress is low necked, not so low, however, as was first devised. Only eccentric women or actresses will wear garments such as have been sketched in the fashion papers of all the world, and as my purpose was always to give you hints of what is being worn by reliable "elegantes," I shall never insist on these eccentricities, which are not the real French taste.

Fancy Velvets for Tailored Costumes

Black velveteen comes in also in tailored costumes in the straight line mentioned above, but as a rule it is not entirely black but lightened by white stripes as in the sample enclosed, which is very effective.

In grey it is very nice, too, for instance there is a mixture of black and grey spotted stripes or a checked design of grey tiny irregular squares on a black ground; also in plain mole color.

I have seen specimens of tailored costumes made in all these samples and I found them very nice indeed. The latter especially looks dainty if worn with grey buckskin shoes, stockings to match, a toque of grey velvet, with a veil also grey like the gloves. A scarf of taupe fox and some gauntlet cuffs to match would complete this ensemble of grey, which would have to be exactly of the same shade.

As you see, stripes and checks are still fashionable.

Printed Velvets for Trimmings

There are also printed chiffon velvets, to be used for trimmings rather than for whole garments, although, of course, they would not be bad thus.

There is a stripe of black velvet on a deep blue ground. It could be had in other shades. Then there is a checked motif, blue ground with a big black check, and another check of blue and black slanting stripes.

A similar motif, only in green or red, could also be had.

SUMMARY OF PARIS FASHIONS FOR MID-WINTER

Tunic blouses of linen and crepe de Chine.

Black velvet with touch of color in high favor.

Extreme Decollete styles misrepresent Paris.

Fancy velvets for tailored costumes and trimmings.

Printed velvets with furs used to make reversible coatees.

Expensive furs make place for plush substitutes.

Fashionable garments have linings in same shade.

Woolen tricot gaining in prominence.

I have seen these used in connection with fur in coatees; they were supposed to line the coatee unless one chose to have them on the top, with the fur inside, in which case the collar was turned up and showed the fur. In a word it was a reversible coat.

New Fur Linings

By the way, some people, who are getting tired of lining fur coats with printed satin are using plain velvet or even duvetyn. I am told, however, that these materials, the latter especially, are not very practical as they are not smooth like satin and therefore less easily taken off. It is a pity, for the appearance of a duvetyn lining is very fine indeed.

As fur is in greater demand than ever, and as it is as scarce as expensive, the plush substitutes are gaining favor daily. Thus we have all the varieties of plush creased so as to imitate caracul, Persian even, or the kind that looks like broadtail, as you see in the samples I am enclosing.

Whether in black, green, brown, blue or purple, it will make some effective capes, to be trimmed with a bit of fur around the neck and at the armholes. This for day wear; for evening wear it might have a band a few inches deep of uncurled Thibet all around the cape, and would look extremely smart.

Pile Fabrics for Millinery

One cloth I have seen is not a velvet specimen, for it is too heavy, nor a plush sample, as the hair is quite flat; I should call it a "panne" of a very fine quality, which will, of course, find many uses, whether in the millinery department where its suppleness makes it fit to be draped into the twisted toques and turbans that are so fashionable just now, or in the dress and coats department, where it might be used in every conceivable manner.

Another specimen of plush, a very thick one, looks so much like fur, that unless one is near enough a garment trimmed with it, to be able to blow the hair, and see the cloth ground, one can't distinguish it from real fur. At a couturier's I saw some blouses, made of Jersey, with a band of brown plush similar to this, round the neck, arms and bottom, which were as cosy in appearance as dainty in look.

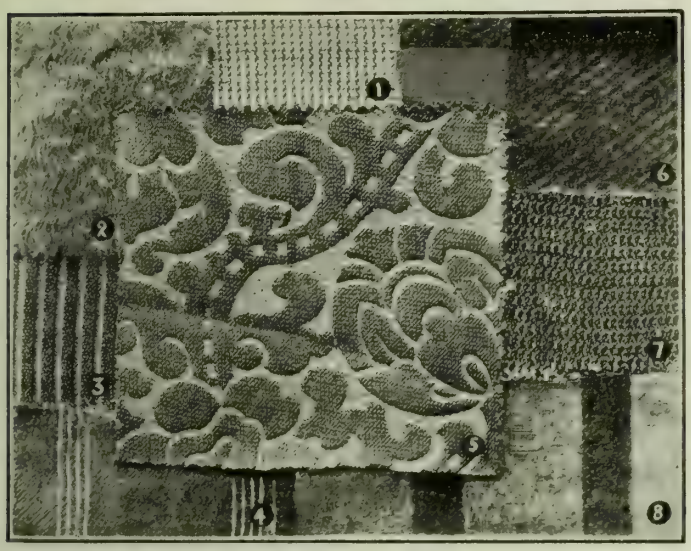
Knitted Fabrics Grow Finer

Jersey does not seem to have lost favor, only it looks more and more like tricot. The sample herewith, for instance, shows you how flat and loose our manufacturers have made it. This specimen is in black artificial silk. One of the most fanciful and beautiful samples I have seen of embossed Jersey I am also enclosing. When worked into garments, it is really very smart, although simple.

A tailored costume at a couturier's was thus devised:

A long half-fitting jacket, made of brown duvetyne, exactly in the shade of enclosed jersey pattern. Lining also of the same color (I told you already that it is fashionable now to have the lining in the shade of the garment). When the lady took off her jacket, she appeared in a robe chemise perfectly straight, made entirely of that Jersey, but for a band 15 inches deep at the bottom, that was in duvetyne, to show that the dress and the jacket were matched. No trimming, except a silk cord at the waist, no

The Fabrics Described by Paris Correspondent



1. Velveteen in tiny grey irregular squares on black ground. 2. Plush imitating broadtail. Made in colors as well as black. 3. Velveteen with black and grey spotted stripe. 4. Black velveteen with fine white stripes. 5. Embossed silk jersey; very fine texture. 6. Chiffon velvet in green blocks with printed blocks of solid black and of black and green bias stripes. 7. One of the new flat, loose silk jerseys. 8. Sapphire blue chiffon velvet with black stripes. Reproduction reduced one-half.

collar and short sleeves. I think this model was the prettiest I have seen in Paris this season (at least to my taste).

We have many similar robes chemise worn with tailored costumes, in place of skirts and blouses.

Greek Tunics With Narrow Belts

When skirts are adopted, the blouses are often Greek tunics of silk jersey, opened in points, and with the waist underlined by a narrow belt made of cloth or silk cord. Sometimes one or two big flowers are embroidered on the Jersey.

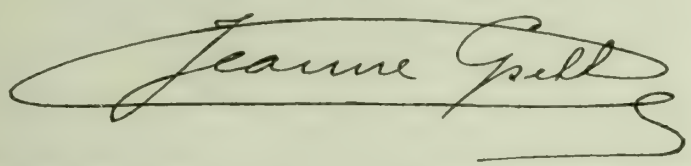
Woolen tricot is being worn more and more extensively.

The nicest novelty of the season is a kind of kimono made of two bands of tricot, joined at the back, flounced on a very wide tricot belt that is rolled twice around the waist; the sleeves are not fastened, and are finished with a tassel at each end, as well as the belt. It is found very convenient for home wear, where fuel is still scarce, for this little coatee leaves all movements free.

I shall tell you more about hosiery in my letter on lingerie.

Next month, I shall deal with general fancy accessories, also with ribbons, and the ways to use them.

Yours very truly,



PILE FABRICS

All of those in the trade who have anything to do with pile fabrics are unanimous in their enthusiasm over the market for their goods for next year. Already orders of substantial proportions have been placed in Europe and elsewhere for goods of this nature. In a recent issue of DRY GOODS REVIEW it was pointed out that a very strong demand for velveteen was on the way for next Winter, and each month seems to emphasize this tendency. Velveteen has gotten away from its commonplace position and is now numbered among the high class fabrics. This, of course, is due in part to more care being placed upon its production than used to be, and to the rise in the price accordingly. Velveteen is no longer looked upon as a substitute for silk velvet, but is a fabric with its own merit.

Many of the most attractive afternoon costumes are made of velveteen with a touch of real old lace. Sport coats and capes are being shown in velveteen for the Spring and velveteen linings are used for Winter garments on many occasions.

Corduroys Strong

There is a steady and keen demand from all over also for corduroys. Speaking with a manufacturer of these lines in New York, DRY GOODS REVIEW was informed that business is exceptionally good. His firm had managed to keep deliveries up to the end of the year, but their output for the whole of 1920 was already alloted. He has noted a big call for corduroys for wraps and for the kimona trade. Blouse makers too are using corduroys for smocks. Some of these new corduroy smocks lined with Japanese silk in a delicate shade and trimmed with hand embroidery in worsteds are exceedingly smart.

The Winter has been an exceptional call for chiffon velvets. These have been used more during this season than for a number of years past, for afternoon and evening dresses and for elaborate wraps and millinery. The majority of manufacturers who specialize in pile fabrics are making up lines of chiffon velvets just now, but in finish, the French goods seem to have the lead. Novelty brocaded velvets and two-toned effects are quite fashionable and in good demand for special purposes. On the American markets are some materials in mohair which are new and unusual.

Manufacturing conditions are quite as troublesome in pile fabrics as in all the other textiles and as demand for these lines grows and production is lowered, the shortage is keenly felt. One New York manufacturer who, expects the biggest season ever known in pile fabrics despite prices being higher than last year states that the shortage of dress velvets and velveteens will surely assert itself since the mills will turn out about half the quantity of last year.

Silk and Cotton Mixtures

The fact that the prices of the high class printed Georgettes, which are really very fashionable for next Summer, are beyond the purse of the average purchaser, some manufacturers believe, therefore, makers of silk and cotton mixtures goods are looking for a stronger market than ever before for their product. While silk-and-cotton Georgettes have been on the market for the past four or five years and are, therefore, not really a new fabric, still their range of designs this year is quite different from what has appeared before. They follow very closely the fine color and designing of the Georgette, and it is as a substitute for the high priced Crepe that the mixture goods are being featured. It is felt that in this capacity there should be a ready market. Both highly-colored novelties and staple types of patterns and colorings are to be had. This fabric sells to the wholesales at around 80 cents, with duty to be added. While this price is considerably higher than the article was originally offered for it is still far below the prices paid for Georgette, and merchants, therefore, who have a clientele including some who want novelty goods, but are unwilling to pay the rates of all-silk Georgettes, will no doubt find this line of fabrics saleable readily.

Admission to the British Industries Fair, to be held at London, Birmingham and Glasgow in February next, is by invitation only. Canadian buyers who propose to visit the fair can obtain invitations from the British Trade Commissioners in Canada at Montreal, Toronto, and Winnipeg respectively.

Fine Array of Silks for Spring

How Wares to Buy at the Prices and Additional Costs—Foulards Show Development—Silk Dyestuffs Have Novel Features—European Stocks Appearing, but Shipments Seriously Delayed

WHETHER it is that manufacturers of silks in the United States are a bit timorous of the readiness with which the public will accept the prices which must be asked during this year, or whether it is a matter of catering to a wealth-laden public, the fact remains that manufacturers are putting forth every effort to offer a range of silks for this year which will entice by its very gorgeousness, and this despite machinery and labor rendering manufacturing conditions the worst ever.

More in silks than in any other line of textiles is there a competition in production, rather than the old-time competition in buying. The competition in production amounts to almost every well-established firm aiming to offer its clientele a bigger range of color, design and weave than it has ever done before.

This condition of course applies more to the New York manufacturers than it does to European. It is rather early yet to see competition among the European mills in their present state. Their one endeavor is an individual effort to attend each to his own business to the utmost of his ability. The result is that though little more than a year has elapsed since the heart of France was in its trenches, her marvellous adaptability has allowed her to ship silks and fineries to this country in quantities impossible since 1915. Canadian stores are now featuring French and Swiss goods in quite a nice range. For that reason a goodly number of staple types of stripes and checks will be worn in this country during 1920. So will the pompadour silks which featured delicately-shaded flowers and floral effects. These are being made up with plain colored Georgette crepe to match or else with Georgette printed in the same design.

Foulard Colorings Increase

But to return to the American silks whence we look for novelty, as stated in earlier issues of DRY GOODS REVIEW, foulards are again imported. The patterns in foulards this year are perhaps a little more fanciful and irregular than has been the case previously, and frequently they combine one or two colors in rather new effects. The colorings on the whole, too, are of lighter and slightly brighter effects than last year. Among the outstanding colorings this year are dragon-fly blue, electric blue, old China blue, rather a deep orchid, browns and tan, jade and bisque, while gray, taupe, rose, navy and gold appear in the designing.

In the plain silks, which, too, will be wanted in considerable quantities for Spring and Summer, the range of colorings is almost unended. Each firm has a different set of names for its colors in chiffons, Georgettes and novelty silks, as well as plain silks, but scarcely two

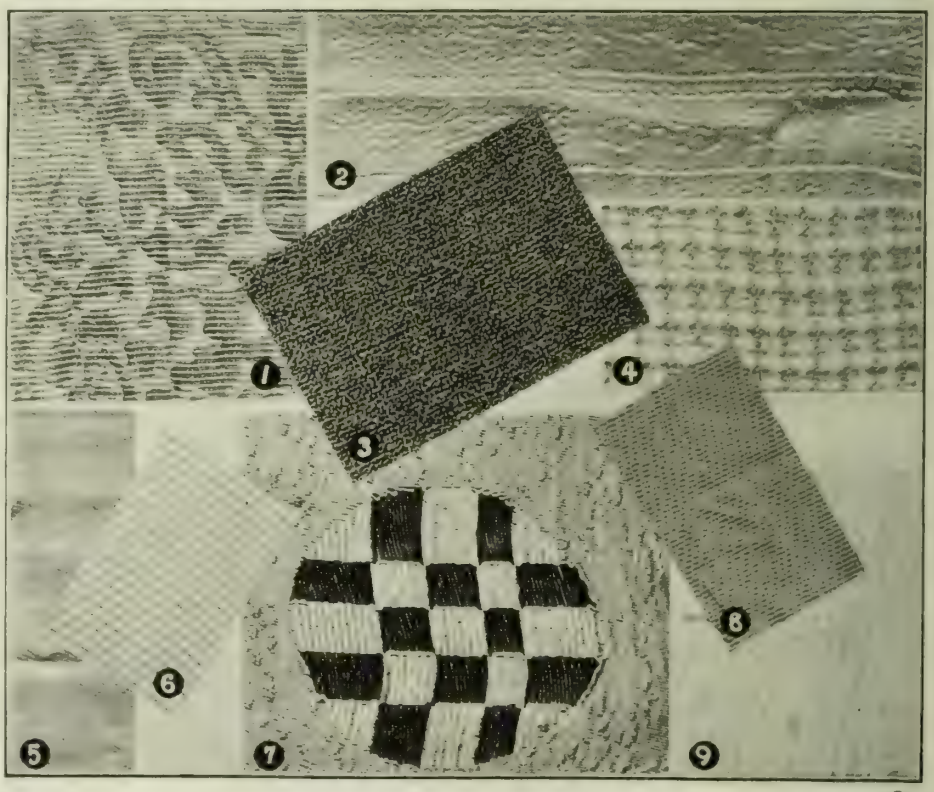
FASHIONABLE SILK COLORS FOR SPRING.

Red-browns.
Red-yellows.
Yellow.
Capucine.
Brique.
Nut and sand browns.
Tans.
All blues with green cast.
Wine red.
Orchid with pink cast.
Jade.
Nile.

names coincide between different firms though the colors are frequently duplicated. Brilliant, dignified, simple, whatever one's taste in coloring, it can be satisfied this year and be in fashion.

A Galaxy of High-Grade Novelties

There are some quite striking novelties among the silks which will retail at around $10 a yard. These silks are for the most part heavy in appearance, but very pliable and soft in texture and woven in plain as well as figured patterns. This heavy effect is attained by coarse and irregular weaving and loose cordings and brocade-like design. Some of the fashionable names are almost descriptive of the silks themselves, and give a fair idea of the type of silk being featured. For instance, Tussatyne is a heavy-looking silk with a close herring-bone cord. Kordovan crepe is a thick, soft and pliable silk with threads that appear to be coarsely twisted. This is



A Few of the Novelty Silks For 1920

1 "Cordelle"—in dragonfly blue and light gold, with brocaded pattern developed by having the cords flat for the background and raised for the pattern.

2 Rhapsode—in rose and white, giving a cool, frosted effect. A block pattern is distinguishable as well as fine single and double stripes. These two are shown by the Carl Shoen Silk Corp., New York.

3 Silk ratine in deep gold color.

4 Fishermaid, in alternate green and white, open weave threads making what might be called a ratine net.

5 Ostend striped silk in blue and white twilled effect. This silk is featured by Weissenbach and Kay, Inc., New York.

6 "Newport Cord" in pale pink.

7 A new pattern in blue and white kumsi-kumsa. The circle measures 3¾ inches across.

8 An interesting fine, slightly bias cord in mixture of pale grey-green with black, called veldette. Shown by Pelgram & Meyer, Inc., New York.

9 Chinchilla satin, in pure white with crinkled surface. The crinkle is maintained by tight warp threads on the under side. Nos. 3, 4, 6, 7 and 9 are from the Mallinson Spring lines for 1920.

SOME OF THE NEW COLOR NAMES

Bosphore (new blue).
Minaret (flame).
Mandarine (red-brown).
Heron (grey).
Sahara (light brown).
Twilight blue (dark).
Chrysis (cerise).
Fiume (jade with blue cast).
Trappist (reddish yellow).
Esperance.
Pershing orchid.
Antwerp.
Chaume (like biscuit).
Pheasant brown.
Roubaix (brownish grey).
Apres Midi (deeper than Nile).
Soiree (deeper than sky).
Jonquille (deeper than cream).
Hortensia (pinkish blue).
Marigold (between coral and orange).

made in striped and checked patterns as well as plain. Another firm features Cordelle, Rhapsode and Chimerai, all of which are developed in the cord-like silks. Still another firm has Thistledu, silk Ratine, and Newport cord. In addition there are new versions of Kumsi-kumsa and Fantasi and silks along that order with which the trade is already familiar.

There is a wide variety of novelty satin being shown for Spring. One of the newest of these is chinchilla satin; this is in white with a gently crinkled surface, which resembles the surface of chinchilla fur. Kitten's ear crepe is featured again and in brocaded effects as well as plain, and so, too, are the rich two-toned satins.

Another of the novelty silk offerings this year is scarcely to be classed with any one type, because it is so very open; it is given the name of Fisher-maid. This silk seems to be woven with double threads knotted and crossing at such intervals as to leave open spaces almost like a fish net. One design in this silk shows the double thread alternately in green and white in both warp and weft, so that the effect is like a fine plaid. It is also very delicate in a pale pink shade. This silk is said to be successful for dresses for the Southern trade and also made up into pull-overs and smocks suggesting the filet crochet garments. Silk ratine mentioned above is a very attractive silk made on the same plan as ratine in cotton, which was fashionable about six years ago. The silk production will be used for suits, trimmings, dresses, skirts, etc., on the tailored order.

Fine Knitted Silks Shown

The fashion for knitted silk continues in importance. There are some extremely fine silk materials of this nature being shown, and the presesd or embossed patterns giving brocaded effects are considered especially fine. The plain fabrics are shown in finer stitches than have been on the market previously. In fact they are so fine that one would scarcely recognize them as knitted silk at all until they are deliberately stretched out by the hands. These patterns are given the names of Treco and Trellisette. Denisette in brown, black and navy blue for dresses is rare indeed. These silks will retail in New York at about $8 or $10 a yard.

Silk Duvetyns Gain in Favor

Another range of silks which is decidedly prominent in fashion circles is the type of silk resembling duvetyn. This has been on the market for some seasons past, but not in the variety it is at present. A number of manufacturers are turning out these silk duvetyns under various names. Among them are "Peach-bloom," "Gloveskin," "Kordovan," "honeycomb," and so on. The last two of these are described by their names, since the one has a fine cord effect and the other a faint checked effect, resembling a honeycomb. Some idea of the importance of these silks is estimated by the range of colors which some manufacturers are putting out in this one line of silks alone. Nineteen colors in duvetyns are included in one range.

NEW SILK FEATURES

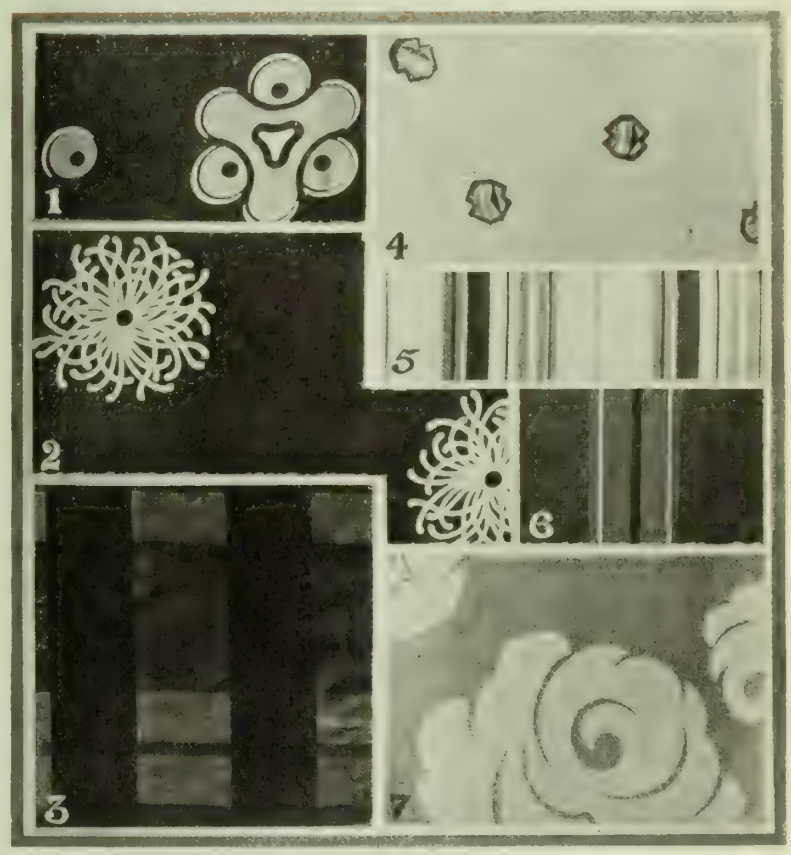
Cord effects.
Heavy crepe weaves.
Rough and irregular surfaces.
Silk ratine.
Brocaded crepes and cords.
Georgettes, with fine art silk stripes.
Printed chiffons.
Silk duvetynes.
Silk trecos.
Fishermaid.

Georgette crepes, too, are coming in for a great deal of attention in the way of new designs. Perhaps the most popular type of these is the little fine crinkled stripe of white or gold. These stripes are made of artificial silks, giving the effect of silver or gold on the dull background. The threads are so fine that it does not seem to have been difficult to select names which describe the material. One, for instance, is called "Seaspray," and another, "Dream Crepe." In printed patterns the Georgettes are to be had in peculiar futurist effects. These are mysterious in both outline and color combinations, but are very effective and attractive on the whole. Summery patterns, such as branches of foliage, flower effects, etc., are also very promising in Georgettes.

Hand-blocked Chiffon Patterns

Owing to the extremely high prices

Continued on page 105



From the Canadian Market

1 and 2 are new satin foulards; 3. Satin stripe Swiss taffeta with shadow cross stripes. The ground is Burgundy, the satin stripes dark green and the shadow stripes dull gold. 4. A dainty pattern in printed sand-colored crepe de Chine. Red, green, purple and black in the tiny design. 5. Satin for skirts, trimming sport dresses, etc., in multi-colored stripes. 6. Swiss taffeta in sapphire blue with brown stripe and green and gold satin line stripes. 7. A rich brocade in Spring green and gold, very much in vogue just now. Designs reduced one-half in reproduction. From A. S. King Silk Co., Ltd., Toronto.

Fine Finish Woollen Fabrics Wanted

One or Two New High-Grade Offerings—Small Checks and Striped Novelties for Sport Skirts, Coats and Trimmings—White Wool Jersey Gains Favor—High Colors for Sport, Navy for Fashion, Little Hope for Novelty in Next Fall's Goods.

FASHION is once more tending towards the fine, close weaves in woollen fabrics. Not because the product is any more plentiful, but because if one has the price the finer goods are to be had at times. There are fine wool tricotines, fine gabadines, serges and duvetyns on the market which are equal to anything which has ever been placed there, and this despite the fact of the extreme scarcity of wool and the difficulties of manufacturing conditions. The reason for the present shortage of materials is no doubt owing to the fact that the quality is there, and it is quality goods which people want. In colors, too, the staple navy blue is that wherein value predominates. Navy blue is popular far beyond everything else for Spring tailored suits, but for other purposes a number of novelties are to be had. Wool duvetyns are very much liked for both dresses and suits, and also coats and wraps, but strange to say, this popular material sells better in everything else than in navy blue; there is very little of it in that shade. Duvetyn is preferred in the mahogany or brique shades. Bright greens, bright blues, light browns and other novelty shades are sold, of course.

Coarser materials such as polo cloth are extremely popular for separate coats and the rougher weaves are liked for trimmings.

White Jerseys Popular

For sport suits and skirts there is nothing smarter than striped serges and checked serge and velours. Both these patterns are of a finer type than was popular a couple of years ago. Stripes do not exceed an inch in width as a rule and the checks range around the eighth, quarter, and half-inch sizes.

Wool jerseys are very much to the fore again. In addition to their popularity in high shades such as jade, turquoise, peacock, dragon-fly, and gold, also taupe, tan and grey, they are altra-fashionable in white or cream for separate skirts and also for suits.

A novelty fabric which is on the market this year is after the duvetyn order but is called gloveskin and is featured in checks, in combinations of black and white, blue and white, and brown and white. The checks are ⅛ and ¼ inch. A number of manufacturers have adopted the French idea of using these checked materials with plain goods for suits and coats with either one used as trimming.

Cheruit twill is another fabric in wool on the market, which is especially adaptable for suits and tailored dresses.

Paquin serge is a very fine material, and so, too, is wool stockinette, both of which are adaptable for any purpose requiring a fine grade wool material.

Dove twill is a very fine fabric of gabardine weave, especially designed for dresses. There is also a special dress weight in tricotine which is the same finish as that for suits, but is of lighter weight and fine thread for dresses.

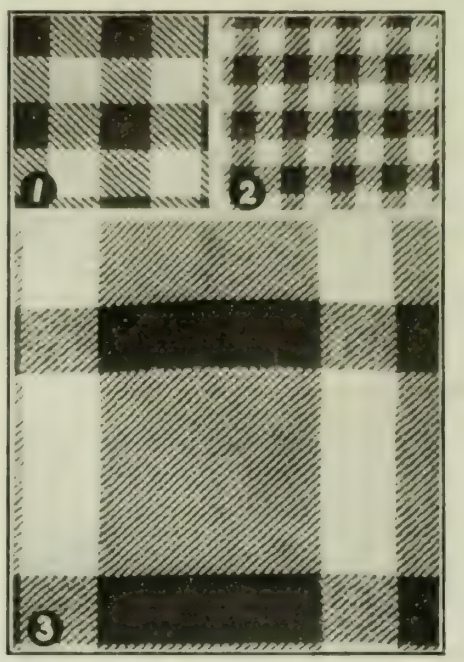
One firm is featuring a line of sport wool cloths which they characterize as unfinished worsteds. These are twilled in heather mixtures, and may be had also in three-color checks. Some fine even crepes are shown for dresses.

These delectable tastes of new woollen goods will only serve to keep up the insistent demand for the cloths which people have been unable to procure for so long. This demand is even more persistent with regard to British manufacture than it is in the United States. British manufacturers are compelled to refuse orders simply because they cannot give the required deliveries for new goods. There is no easing in the situation for finer wools and not likely to be so long as the call is almost exclusively for botany and fine crossbreds.

Tweeds will be made quite a feature for Spring owing to the revival of sport apparel. Tweeds in heather mixture and in greys are in special demand, especially in the finest weaves. Reports from Scotland are to the effect that manufacturers are being rapidly booked up for all they can turn out for the Winter of 1920-21, with prices for the finer qualities of wools used for these Scottish tweeds advancing daily. Several cloths are quoted at four times their pre-war price.

While shipments from the Old Country show some increases over the war period quantities arriving are still far below requirements. Canadian textile mills are reported to be working at capacity. In fact, their whole output of jerseys, velours, serges, homespuns, tweeds, etc., are spoken for for months ahead.

While the trade can get along very nicely on what is available for the Spring and Summer requirements there is anxiety felt as to securing the long-hoped-for ranges of woollen fabrics for next Fall's showings.



Spring Woolen Cloths

1. Brown and white checks, ⅜-in. size.
2. Black and white 3-16 in. checks.
3. Black and white, 1¾-in. squares inside half-inch cross stripes.

These are the new "gloveskin" materials, reversible, one side having a velours finish the other resembling serge. Shown by Haas Brother Fabrics Corporation, New York.

LINEN

May Have No Pure Linens At All a Year Hence

As has been the case for several years past, varying opinions are heard with reference to conditions in the linen trade. A number of importers declare that it is very difficult to get supplies and that they are becoming more and more scarce and the price is going higher and higher. The latter condition is true, as quotations indicate. One large importer stated that he had been over to England about three months ago and was going over again in a week or two to see if he could pick up some more. Linens were so scarce that he had little pure linen, and was forced to accept cotton goods. Of "union" goods he handled very little.

Another importer, this time in one of the largest linen departments in a retail store in Canada, stated to DRY GOODS REVIEW that he had never had a better supply of linens than at the

Canadian Buyers' Views of European Markets—(Continued)

Continued from page 71

sume their former positions and intent upon working with the old-time vigor, were told by their fellow workers to quit it and carry on in the manner in which the present employees were doing. British labor has secured a reduction in the working hours, and this has put the price of the finished article up, and now British labor, not content with shorter hours and higher wages, is attempting to demoralize conditions still by loafing on the job; this will seriously affect the competitive powers of Great Britain in world trade, and is bound to re-act disastrously upon the working man who supposedly created these conditions for his own benefit.

RUGS

The condition in Turkey is possibly the worst in the East, for it is believed that Germany has thoroughly cleaned the country of all fine rugs, and as the people have had to kill their sheep for food, the question of a wool supply will be very serious. It is believed here in London that the price of Turkish rugs, when such are available, will be over last quotations. Many of the finest Turkish weavers were Greeks living under the Ottoman rule, and the slaughter of these people by the Turks surpasses description, so that even eventually, this industry has been dealt a blow from which it will take years to recover.

LINENS

The present reserve stock of flax is very low, and there will be no change in linen prices until after the new crop is on the looms, and manufacturers will be able to quote prices for goods in hand. It is interesting to note here that many firms will continue to make fine aeroplane linen, and this is a war industry that will continue with a strong demand in Peace times, and is bound to affect prices, especially fine double damasks, prices of which, it is believed, will go still higher.

It is interesting to note that enough flax was grown in Ireland only to supply the markets of the United Kingdom last year for about 6 weeks running—this is an interesting indication of the real shortage that exists. It will be June of 1921 before new goods manufactured of Belgian flax can be placed on the market.

present time. He, too, is going shortly to Ireland and Scotland to get additional supplies but he said that his experience was that he could get all that he required or nearly so in the highest grades of linen. Long ago he had decided not to stock the medium and lower-priced goods or cottons at all, as his class of trade wanted the pure article. On this condition he had been buying very heavily, particularly two years ago and one year ago, and was in splendid shape at the present time. The medium grade and the coarser lines, he said, were very scarce, owing to the use of them during the war, but the finest grade he found he could secure if he was willing to pay the price.

A report from Ireland at the end of December stated that there was a steady enquiry for the all-linen article, especially from the United States, but demand from South America and the Colonies was also good, but it was necessary that the bulk of business be done in cottons or unions. One Canadian representative stated to DRY GOODS REVIEW that it was his opinion that by the end of this year there would be absolutely no pure linen goods available. The home requirements are so keen that he thinks everything available will be taken up there. While manufacturers are doing their best to provide for their overseas' customers, they feel that the dearth of flax will not permit of enough pure linen fabric to be made to be of any consequence for export. One shipment which this representative had received early in January had been stamped on the packages for entry into the United States and had evidently been "side-tracked" for the Canadian market.

One Toronto store, which has always made a feature of its linen department, was offering a lot of plain hemstitched linen serviettes at $6 a dozen. Several dozen of these were disposed of the first day and each day thereafter until at the end of a fortnight the stock began to get quite low. Meanwhile the buyer had asked for more from the wholesale and finally received a new lot of 15 dozen, but these were at a figure requiring the retail price to rise to $7. Even then they moved out steadily, together with end-cloths, runners and luncheon cloths to match.

The 48-hour working week in the Belfast linen trade went into operation the week before Christmas. This reduces the working hours for the week by 7 with the weekly pay unchanged from that for the 55-hour week.

The Belfast "Linen Trade Circular," Ireland's leading linen journal, in a very recent issue states in part:

"Flax.—There is not a glimmer of light as regards the position of Russian flax, and Scotch spinners, who have reduced their production to the same extent as has been current in Ireland for a long time, are agitating for the retention of the small warehoused supplies of Russian flax for their use. Irish fibre is lacking in the best qualities. The outlook as regards raw material as a whole is most disquieting, and substitutes for flax on a very large scale are to be considered by the Empire Flax Growing Committee of the Board of Trade. The question of seed for next year is a matter of urgency. There will be only a small quantity of good Dutch seed available, and no improvement in this respect can be looked for until fresh seed is got out of Russia, and when that will be or what quantity can be obtained are matters of grave uncertainty.

FINE FINISH WOOLEN FABRICS WANTED

Continued from page 75

can bank on is that they will not buy poor stuff. They bought good silks when they did not show anything like the advance that woolens and cottons and, now that they have soared so that the comparative value is not in them as before, too, there will be a stronger demand for good cottons.

More Home Dressmaking

There is another favorable factor: Ready-to-war has jumped to such excessive prices that women stand aghast at paying them. This will bring them to do far more of their own dressmaking than they have for years back. In my own department this is the case already.

A NEW COTTON

"Granette," a mercerized irregular weave of cotton fabric, used for skirts, suits, boys' blouses, etc.


When in
NEW YORK
VISIT
Tub Shirtings
Crepe de Chines
Crepe Meteor
Foulards
Charmeuse
Pongee
Plaids
brightly colored
285-4th Ave.
PINE TREE SILKS
(Ground Floor)
Wash Satin
Sport Satins
Plain and Fancy
Woven Jersey Silks
The largest Collection in America in open Stock—For Immediate Delivery
Fancy Silks
Taffetas
Messalines



WINGS ON YOUR STOCK

GOOD advertising of good goods puts wings on any stock. It flies out in parcels—it flutters back in dollar bills.

The trade mark at the head of this advertisement is the house mark of the Dominion Textile Company, Limited, Montreal. It is our stamp for sheetings, pillow-casings, towelling, prints, drills—everything that we make. It certifies that we believe in our goods.

We are advertising this trade mark extensively. Telling the prudent housewife that the cotton which bears this mark is the best of cotton and the cheapest in the long run. We are suggesting reasons why she should use more of it and why she should insist upon getting Prue Cottons always.

By linking your selling campaign with ours you can make sure of increasing your sales of cotton goods, stimulating the good opinion of your customers, and adding to your profits.

Be ready when you are asked for Prue Cottons!

DOMINION TEXTILE COMPANY Limited

MONTREAL TORONTO WINNIPEG

3

Priestleys' DRESS GOODS

SPRING 1920

Below are a few names of some of our leading lines of PRIESTLEYS' DRESS GOODS

COLORS
(ALL WOOL)

ANCONA SERGE
RALEIGH SERGE
FALCON SERGE
MIRANDA FABRIC
PANDORA POPLIN
SATIN DUCHESS
PARMA SAN TOY

BLACKS

WOOL TRICONA
TRICOTINE
MELROSE
CASHMERE
TAFFETA
ZERO CORD
SICILIAN

The Leading Shades for SPRING 1920

SAND	REINDEER	TOBACCO
PUTTY	KANGAROO	WINE
TAUPE	KING FISHER	NAVY
ELEPHANT	PEKIN	BLACK

GREENSHIELDS LIMITED

"Everything in Dry Goods"

VICTORIA SQUARE MONTREAL

Belgian Royalty's Approval of American Silks

MALLINSON'S
Silks de Luxe

SERVICE DE LA REINE

On board the USS Geo Washington.
November 10th, 1919.

Palais de Bruxelles

The Secretary to the Queen of the Belgians has been directed to have the honor to express the sincere thanks of Her Majesty for the very kind token of sympathy which Messrs Mallinson and C° have been so kind as to send to Her while presenting Her with that beautiful silk.

DEPARTMENT OF STATE
WASHINGTON

Royal Belgian Special Train
En route, October 20, 1919.

Messrs. H. R. Mallinson & Co.,
Madison Avenue and 31st. Street,
New York City.

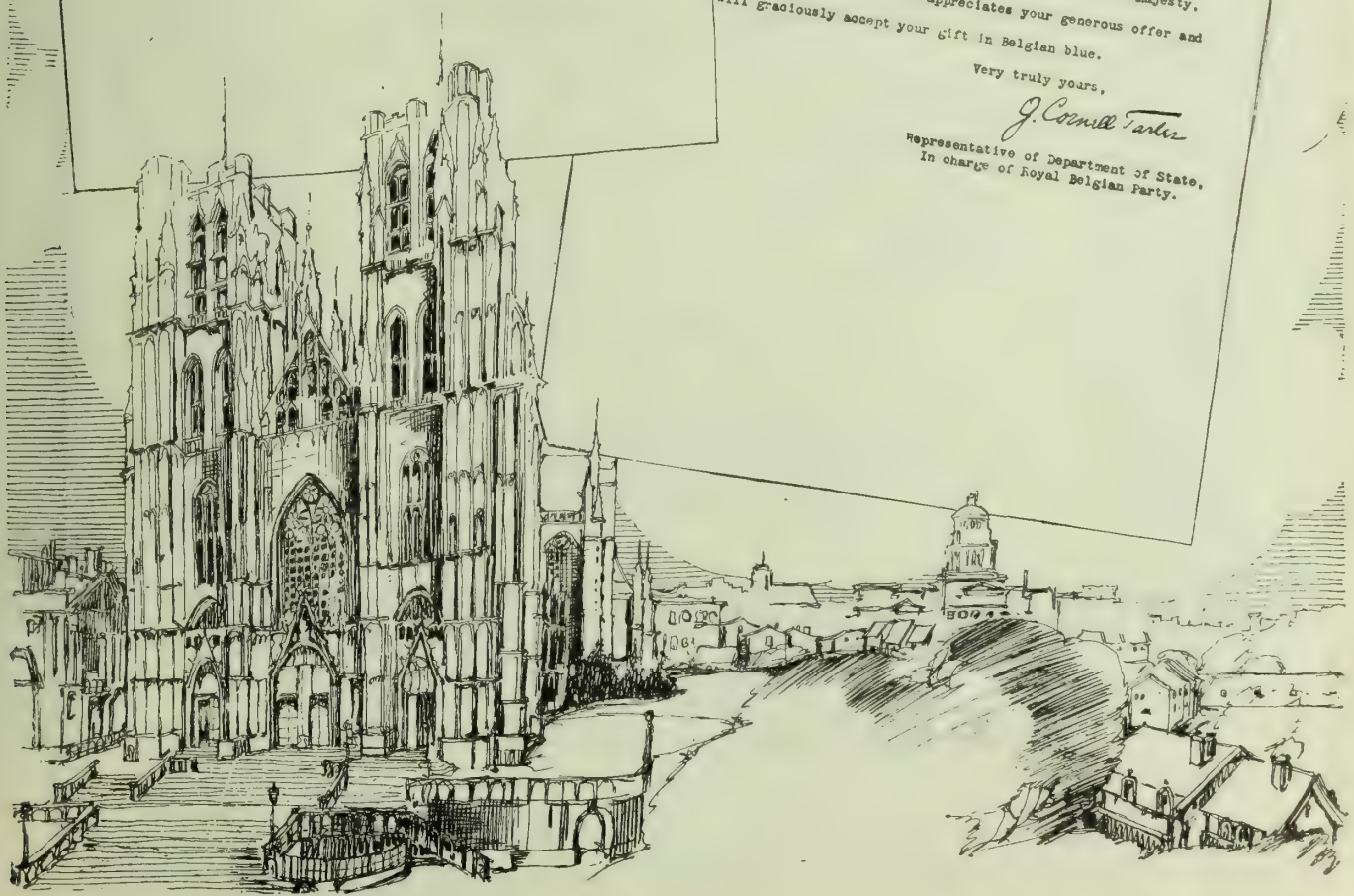
Gentlemen:

Replying to your letter dated October seventh addressed to Countess Ghislaine Carnman-Chimay, Her Majesty, the Queen of the Belgians appreciates your generous offer and will graciously accept your gift in Belgian blue.

Very truly yours,

J. Cornell Carter

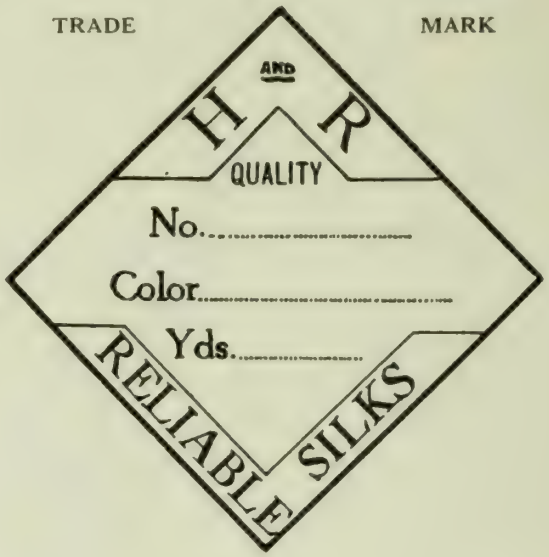
Representative of Department of State,
In charge of Royal Belgian Party.



New Silks

New Service New Organization

TRADE MARK



We Specialize in Broad Silks

DUCHESSE	TAFFETAS
MESSALINES	HABUTAI
CREPE DE CHINES	GEORGETTES
PONGEES	SATINS

NEW NOVELTY SILKS

See our Samples before placing.
Every piece reliable.

HAMM & RILEY SILK COMPANY

LIMITED

55 Bay Street - Toronto

Wooltouch
TRADE MARK

SUITINGS

Profitable for the Merchant---Economical for the Customer

These Wholesalers sell WOOLTOUCH. Send for samples.



Greenshields Limited,
Montreal, Que.

Alphonse Racine, Limited,
Montreal, Que.

The W. R. Brock Co., Limited,
Toronto, Ont.

Gordon,Mackay & Co., Limited,
Toronto, Ont.

Vassie & Company, Limited,
St. John, N.B.

Canadian Representative:

Chas. Duncan, 42 Rainsford Road,
Toronto, Ont.



BEDFORD MILLS, INC.

80-82 Leonard St., New York City



The gown in the painting above was created from Rhapsodé and the wrap from Cordellé

PENIKEES SILKS

The silk novelties described below have just been brought out, and are admirably adapted for suits, wraps, dresses and skirts. They come in a wide range of exquisite shades

CHIMERAI

A new changeable silk, having an exquisite crinkled surface of almost metallic lustre

RHAPSODÉ

Resembling Chimerai in texture, but revealing in certain lights self-color plaids or blocks of the most subtle nature.

CORDELLÉ

A heavily corded silk that is yet marvelously soft and pliable, the paler shades having a silvery sheen

Among the other PENIKEES novelty silks are:

SPORTUSSAH
SYLVA-SPRÉ
and
PENIKEES DUVETYN

The more staple weaves include

Penikees Crepe de Chines
Penikees Crepe Meteors
Penikees Satins
Penikees Charmeuse
Penikees Poplins
Penikees Georgettes
Penikees Faille de Soie
Penikees Silk and Wool and Printed Novelties

AN elusive coloring that shifts and changes with every move of the wearer—a luminous radiance that ripples in every fold and lurks in every shadow—of these is born the magic that lifts the new PENIKEES Silks into the realm of art.

Three distinct weaves—*Cordellé*, *Chimerai*, *Rhapsodé*,—alike in delicacy of sheen, and in depth and brilliancy of tone, but each offering a fresh conception of how much beauty can be woven into a silken fabric. Dark shades that make fascinating day wear, and pale hues designed to glow under evening lights.

The mills where these new silks have just been created have for years been making fine American silks for American women. You can now identify them by the name PENIKEES in the selvage of every piece.

CARL SCHOEN
SILK
CORPORATION
Formerly REILING & SCHOEN, INC.
260 FOURTH AVE
NEW YORK

The advertisement reproduced in miniature above will appear as a full page in black and white in the February Ladies' Home Journal; and in a full page in the original colors in Vogue for January 15; Fashion Art for January; Le Costume Royal for February; and the spring numbers of the Butterick Quarterly, Standard Quarterly, New Idea Quarterly, and the Pictorial Fashion Book. The advertising of PENIKEES Silks, thus introduced to the American women, will be continued regularly and consistently.

Carl Schoen Silk Corporation, 260 Fourth Ave., New York



Jersey Cloth never comes into fashion, because it never goes out of fashion. This Spring as last Spring and next Spring, Standware Jersey Cloth is the Stalwart Fabric that stands up in wear, stands out in the crowd, stands apart from imitations

When you stipulate 'Standware', you discriminate between the best Pure Worsted and the rest - poor wool. The Standant is-

Standware

JERSEY CLOTH

Garments made of "Standware" Jersey Cloth are on view at all fashionable Department Stores and Apparel Shops. The genuine is labeled 'Standware' because it Stands Wear.

PURE WORSTED
SCHREIBER
Standware
FABRICS
JERSEY CLOTH
MADE IN U.S.A.

You are sure of a quick turnover if you buy your dresses, suits and skirts from manufacturers who use Rudolph Schreiber's Jersey Cloth, always labeled "Standware," because it stands wear.

PURE WORSTED
SCHREIBER
Standware
FABRICS
JERSEY CLOTH
MADE IN U.S.A.

RUDOLPH SCHREIBER

1140 Broadway
New York

Mark Fisher Sons & Co.

Two New and Important Departments

LINENS

"Kingfisher"

Scalloped and hemstitched TABLE CLOTHS and NAPKINS, TRAY CLOTHS TEA CLOTHS, SCARVES
Finest quality, best selling designs and sizes.

Staples

Crashes, huckabacks, terries, white and coloured mercerized damasks, linen damasks, linen table cloths, and napkins, English bath towels, white and colors.

"Snowcrest"

Madapolams, longcloths, sheets and pillow cases

SILKS

Just arrived from Switzerland.

An Elegant Quality All Silk Duchess Mousseline

In High Novelty and Lighter Shades for Party Gowns.

Other Silk Ranges include:

Navy Chiffon Taffetas
Black Chiffon Taffetas
Black Duchess Satins

and exceedingly rich Crepe Back Charmeuse in handsome colours, made by Bonnet et Cie, of Lyons.

Your Mail-order enquiries will receive immediate attention

MARK FISHER SONS & CO.

Fine Woollens, Silks, Tailors' Trimmings, Linens

28 VICTORIA SQUARE MONTREAL

70 Bay St. TORONTO
286 and 290 McDermott Ave. WINNIPEG
420 Cordova St. VANCOUVER

231 Hollis St. HALIFAX
93-99 Germain St. ST. JOHN
Booth Bldg., Sparks St. OTTAWA
Lister Chamber HAMILTON
5 Duffield Block LONDON, Ont.



The AGB Fabrics

Spring and Fall Deliveries

CREPE DE CHINES
GEORGETTE CREPES
CHIFFONS
NINONS
NOVELTY SILKS
SILK SHIRTINGS
COTTON SHIRTINGS
PLAIN SATINS
FANCY SATINS
COTTON VOILES

Stocks in most of these qualities always on hand in Toronto Warehouse-

Write us for particulars.

Albert Godde, Bedin & Cie

PARIS
TARARE
LYONS

Empire Building, 64 Wellington Street West
Telephone: Adelaide 3062
TORONTO



DAY & NIGHT WEAR
Trade Mark Regd

The Mark of Fine Merchandise



Your customers have confidence in any product carrying the "DAY AND NIGHT WEAR" Label because they are assured it represents Quality. Have you a representative stock of **"Viyella"** and **"Clydella"** Flannel?

Our advertising appears in

MACLEAN'S
CANADIAN HOME JOURNAL
LITERARY DIGEST
LADIES' HOME JOURNAL
VOGUE
HARPER'S BAZAR
COUNTRY LIFE
TOWN AND COUNTRY
GOLF ILLUSTRATED

Wm. Hollins & Co., Limited

62 Front St. W. Toronto
New York, U.S.A. London, England

DAY & NIGHT WEAR
Trade Mark Regd

THIS SEASON

The House of Variety and Style ---

VOSS & STERN

71 Fifth Avenue
NEW YORK

Is represented by

Mr. Reuben Rose

Included in his line are

Novelties in Flouncings, Bandings and Laces for Evening Wear that radiate elegance and originality.

Printed Voiles and Printed Organdies of exclusive patterns and color combinations.

Printed all Silk Chiffons and Crepes of attractive floral patterns so much desired by women of to-day.

Silk and Cotton Crepes demanded by women for popular-priced waists and dresses.

And a complete line of Laces, Embroideries, Nettings and Wash Goods.

VOSS & STERN
NEW YORK

The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

Working and Outing Shirts,
Flannels, Taffetas, plain and fancy,
Tweeds, Drills, Flannelettes,
Oxfords, Sateens, etc.
Night Shirts, Pyjamas,
Boys' Waists.

The Deacon Shirt Co.

BELLEVILLE, ONTARIO

SPECIAL VALUES

Direct from Mill to the Trade through Commission Merchants

Grey and Fancy Worsteds
Blue and Black Serges
Pure Wool Scotch Tweeds
for Men's Wear
Also
Botany Wool Serges, Gabardines, Etc.
for Women's Wear

C. E. ROBINSON & CO.
Importers and Commission Merchants
Mappin & Webb Building
10 VICTORIA ST. MONTREAL
Tel. Uptown 8553

Say You Saw It
in
Dry Goods Review



Our Stupendous Menagerie

THE increasing cost of furs and the scarcity of fur-bearing animals offer an unsurpassed opportunity for style variations in artificial fur fabrics.

The "Shelton Looms" has anticipated this situation and the novel fur effects created for garments and trimmings, are amazing in their variety.

Seal Effects—Brown Backs
- Ungava
- Hudson Bay
- Unimak
- Poletex
- Polarkin

Beaver or Nutria Effects
- Yuwin
- Furist
- Furmoss
- Sofurra
- Also in Mole colors

Tiger Qualities
- Cheetah
- Jaguar

Black Seal Simulations
- Lapinex
- Prybiloff
- Nishni

Moleskin Ideas
- Anniemole
- Varimole
- Artex
- Yulex

Bearskin Reproductions
- Nuphur

Fur Pelt Effects
- Persica Lamb
- Baby Lamb
- Sea Otter
- Civet Cat
- Marten
- Sable
- Hairseal
- Muskrat
- Kerami

Deerskin Imitations
- Doe
- Gazelle

Retail stores find much satisfaction in handling these beautiful textiles by the yard. Our national advertising is bound to result in many calls for these materials.

We want to make our goods better known to you in Canada. Where already introduced, they are increasing in demand.

The Shelton Looms

SIDNEY BLUMENTHAL & CO. INC.

395-401 Fourth Avenue, New York

First Canadian Fur Auction to be Held in April

Company Has Been Organized With Prominent Fur Dealers and a Number of Financial Leaders—Greatest Fox Pelt Collection in the World—Will Stimulate Dyeing Industry as Well.

PLANS for the organizations of fur auctions for Canada have been developed since last month's issue, and a charter has been granted to the Canadian Fur Auctions Sales Limited, and an offering of stock will be placed on the market. It is almost certain at the time of writing that the first auction will be held in Montreal in the month of April. Estimates of the value of the skins that will be sold in a year at the three auctions that probably will be required, run all the way from $10,000,000 to $15,000,000. Whatever the amount, the venture promises to be to the advantage of those engaged in the fur trade, all along the line from the trapper to the manufacturer, and incidentally to the retail merchant.

Advertise Fox Pelts All Over World

Keen interest is being maintained in the auction proposals by the fox breeders of Prince Edward Island, and a numbr of members of the Fox Breeders' Association had a conference with the directors of the Auction Company early in January. They were informed that it was the intention to give special publicity to the fox pelt offerings in all the fur-buying centers of the world, with the idea that by far the best collection will be gathered together in Canada to be seen in the world. Great interest is being shown in New York, London, Paris and other fur centers in the outcome of the Canadian venture, and buyers from the States and Europe are expected to be drawn in large numbers by the superior lots of the special furs that Canada produces above any other country in the world.

Will Develop Dyeing

It is learned that the company will not limit its activities to the selling of furs on commission, as is done by some of the large houses in the United States. In addition to the auction sales it is the intention to buy a large quantity of furs and also to engage in the dyeing of skins. This part of the fur business has been very limited in the past in Canada, although great developments have taken place since the war shut out European dyeing houses for the most part. The new company will develop this part of the business and it is their intention to undertake the finest forms of fur dyeing that are required for the Canadian manufacturer.

Fur Dealers Behind It

Among the prominent fur firms interested actively in the auction plans are the following: A. Pierce, president of A. and E. Pierce, Limited; A. A. Allan, president of A. A. Allan and Co., Ltd.; R. S. Coltart, vice-president of Holt, Renfrew and Co., Ltd., and the Redmond Co., Ltd.; F. G. Gnaedinger, president of L. Gnaedinger, Son and Co.; E. E. Cummings, of Cummings and Cummings, and F. Cooper, vice-president of Boulter, Waugh, Ltd.

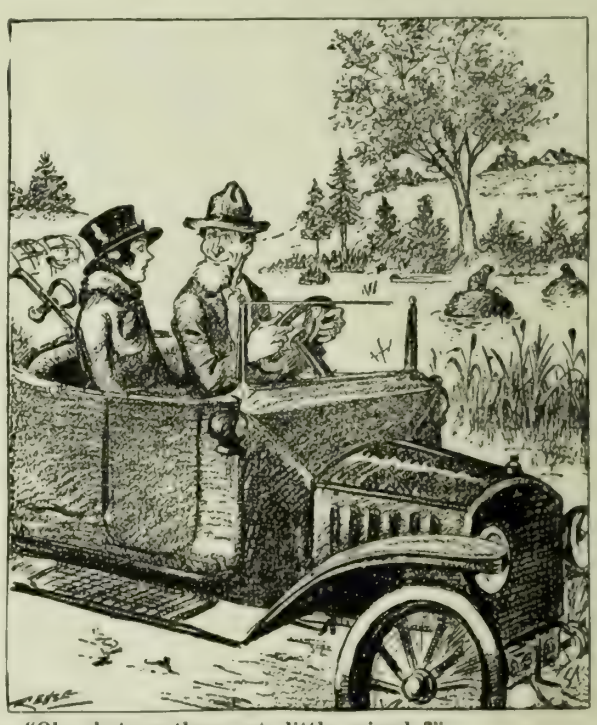
In addition, powerful financial interests distinct from the trade are backing the company, among these being: Lord Shaughnessy, chairman of the board of directors of the Canadian Pacific Railway; Sir Herbert Holt, president of the Royal Bank of Canada and the Montreal Light, Heat and Power Company; Lorne C. Webster, director of the Merchants' Bank of Canada and the Nova Scotia Steel and Coal Co.; P. P. Cowans, of the Montreal stock brokerage firm of McDougal & Cowans; J. W. McConnell, president of the St. Lawrence Sugar Refinery, and W. A. Black, vice-president of the Ogilvie Flour Mills Company.

At the conference held in Montreal,, representatives from the Fox Breeders' Association of Prince Edward Island, included Hon. A. E. Arsenault, former Premier of the Province: J. A. Webster, of Charlottetown, and Herbert Champion, fox raising and other enterprises in their province. Accompanying the party, and also interested in fox farming, were: Creelman McArthur, M.L.A., president Brace, McKay & Co., Ltd.; H. T. Colman, vice-president R. T. Holman & Co., Ltd.; E. W. Manson, B. G. Rogers and J. W. Colbeck, of Summerside, P.E.I.; Walter S. Grant, J. S. Wedlock and J. D. Jenkins, of Charlottetown.

It is of interest to note that there was an issue offered to the public of $2,500,000 of 7 per cent. cumulative preferred stock, with a bonus of 35 per cent. of common stock. The total common stock issue amounts to $2,500,000, the same as the preferred. The issues will both be listed on the Stock Exchange.

The list of directors includes the following: E. E. Cummings, Jr., general manager (Cummings & Cummings); R. S. Coltart, of Redmond & Co.; A. Pierce, of A. & E. Pierce; all of whom are connected with the fur trade; also Lord Shaughnessy; Senator Lorne C. Webster; J. W. McConnell, Sir Herbert Holt; W. A. Black; and four fur men, one representing Prince Edward Island, one for Qeuebec, one for Ontario and one from Western Canada, probably Edmonton, as a centre of the fur trade there.

And How They Cost!



"Oh, what are those cute little animals?"

"Why, up here we call 'em muskrats, but when they reach the city they're Hudson Bay seals."

M. Davidson, furrier, Rideau Street, Ottawa, was married to Miss Vineberg on January 4. Miss Vineberg has been secretary of the Hebrew Ladies' Benevolent Society for some seventeen years and was recently presented with an illuminated address as a mark of esteem by the members of the society.

Hudson Seal Coats

While very few of the fur manufacturers have done much yet in the making up of samples for the season of 1920-21, there is a general agreement of opinion as to the price situation, in so far at least as a substantial advance is concerned over the prices that have ruled for the season just closing. As was intimated in these columns for two or three months back, the prices that will be paid for the raw skins have been showing advances in nearly every line. The figures quoted last issue show a very marked advance in several kinds of pelts. This, in itself, would account for a fairly marked advance in prices for next Fall. There is, in addition, an increase during the year of some 20 per cent. in labor and the costs of dyeing are also considerably higher. Altogether the manufacturer will have to fix a price that will cover this and is likely to show an advance of anywhere from $50 to $150 a garment, or higher for the highest class goods, in Hudson seal coats.

There is a disposition to bring out more samples of the shorter or sports coats for next Fall as a fairly good reception met those that were shown this year. It is known, of course, that in New York, 36-inch coats have been popular, and in the larger cities of Canada this had a fairly good sale this past season. Of course, it is not expected that in staple sales anything but the 42- and 45-inch garments will meet with a ready response. While there is not as much fur used in the shorter coats, hence they are cheaper. It is not the women who could not afford a longer coat who buy these coats. It is a fashion model chiefly, and it is the weather that will decide in the main the length of the coat. However, fashionable demands cover a good deal of business, and some of the manufacturers are going to extend the number of lines in the shorter coats over those they showed for the past season.

Another element in the increased cost will be silk. A manufacturer remarked that where he was able to get silks in the past for $2.50 he would have to pay $3 and $3.25 a yard, so that this, too, is a factor, although not comparable to the advance in skins themselves. This will be one of the little items that will help the totals mount up.

Fur Reports From Western Canada

A report from Winnipeg quotes the chief inspector of the Hudson's Bay Company, A. Bassett, as declaring that there would not be the absolute shortage of muskrat that had been rumored this Winter, but this undoubtedly would be scarce, as it had been for the past three years. Lynx would be scarce, but he expected a slight improvement over last year when the supply was the smallest since 1910.



Photographing Special Fur Pieces

This is a sample of a little folder that Holt, Renfrew & Co., of Montreal, issued several times this season among a selected list of customers. The special point about this is that the illustration is not just printed on the paper, but is a proof of a cut made from a photograph taken of a Russian sable scarf in the store. This proof is attached at the upper end to the coarser paper of the folder. This is done also on an inside page. The effect of this plan not only ensures an improved print of the coat or scarf, but gives the customer the impression of a special print being made for her herself.

MAY ABANDON THE FEBRUARY FUR SALES

Greatly Increased Costs May Put New Value on Stock Carried Over to Next Year.

THE certainty that prices of furs for next Fall will be much higher than they were this present season presents a problem to the merchant who has to decide very soon whether he shall make the usual seasonable reductions of "25 to 50 per cent." in the Christmas prices, in order to clear his stock out in February, or whether he shall take the stand that this Hudson seal coat that he has marked at $550 will sell at $700 next Winter, if he doesn't sell it this season to clean up, say at $400.

Different merchants will have varying views on this subject, but the acute situation so far as prices are concerned is causing the most radical of former years to pause. With many merchants, and quite properly, too, it is a fixed policy not to carry over any goods into another season, as there is usually depreciation in value, perhaps a change in style, loss in interest, insurance, etc. This settles the point in normal times, but furs threaten such an advance that many merchants have decided to make little effort to dispose of first-class stocks at least, at much of a discount.

One large retail firm that was interviewed stated that they were making extensive improvements to their building and they were faced with this problem: should they sell their furs, their sets and coats, at the ordinary reduction and get rid of them saving them from being rendered dusty and thus injured in quality and value by the building operations, or should they put them away on the ground that the values would increase by next Fall? They thought that the best plan was to sell them, and they will put them on the market at a fairly good reduction.

There was another point to influence this firm and one that must be kept in mind by other merchants, and that is in this case they had a number of sets of wolf and a few other lines that had not been selling well, and they thought it to their advantage to get rid of these at a reduced price. In order to attract buyers they could not limit the reduction to these but they put in others amongst them as the more goods that they had at an attractive price they felt the greater the attraction to the buying public, and the greater the chance of them disposing of some of the slow lines they had collected in the last year or two.

Another firm stated that their reductions would not be nearly as much as last year. Where they had been paying about $2.25 or $2.50 for muskrats for the early season, the Winter muskrat now was costing them over $4, and some quotations as high as $4.80 had been received. Silks that had cost $2.25 to $2.50 were now selling at $3 to $3.50, so why make much of a sacrifice?

RELIABILITY

Furs can be dyed two ways---one is the wrong way, the other is

The Hollander Way

You can RELY ON THE DYE when it's Hollander's

Hollander Seal and Sealine have become famous throughout the trade. Now comes

Hollander Electric Seal

our latest production, which we are now offering to the trade. It is the result of the combined efforts of our laboratory, plant and efficient staff of trained dyers and dressers.

We welcome your problems, Mr. Fur Manufacturer, and we are pleased to give you the latest ideas in fur-dyeing and dressing. Let us get together.

We solicit your inquiry, no matter how small your problem may seem.

A. Hollander & Son, Limited

64 Queen Street :: Montreal

N. Y. Office: 129 West 30th Street

Let Us First Wish You A Prosperous New Year

What Does the New Year Offer Us?

Increased opportunities, and the assurance that prices will not decline. Of this we are positive. There need be no hesitancy in placing orders for your reasonable requirements, as pre-war conditions and prices will not obtain for years to come.

Our travellers are now heading in your direction with our usual complete range of samples, embracing,

Mitts and Gloves, Mackinaws, Sheep-Lined Coats, Fur Coats, etc., etc.

And we bespeak for them your usual valued orders.

James Coristine & Co. Limited

Montreal



ESTABLISHED IN 1852

MOOSE HEAD BRAND FURS

FIRST GUNS

Being fired in the selling campaign for Fall 1920 under the following chief operators:

E. J. AMEY - - N.B and P.E.I.
W. S. DEXTER - - - Nova Scotia
R. DAY - - - - - - Ontario
WM. HAGUE - - - - Ontario
J. P. HYLAND - - - - Ontario
J. H. LAPIERRE - - - Montreal
E. N. LAVALLEE - - - Quebec
A. LEFORT - - - - - - Quebec
CHAS. VALOIS - - - - Quebec
F. G. B. HAMILTON - Manitoba
ALEX. ROSS - - - Saskatchewan
B. L. MOOREHOUSE, Alberta & B.C.

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Fur Coats and Robes, Cloth Caps, Mitts and Gloves, Fur-Collared Coats, Motor Plush Rugs, Mackinaws and Sheep-Lined Coats, Sweater Coats, Mufflers

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90-94 St. Peter Street
MONTREAL

Cummings & Cummings

MONTREAL



Persian Lamb 1921

SKINS

We have on the floor:

Persian Lamb
Mink
Aust. Opossum
Skunk
Muskrat
Hudson Seal
Wolf
Lynx

Very soon our salesmen will be showing you our new samples. We cannot too strongly emphasize the wisdom of buying.

Russian Sables—Silver Foxes

We are making a special showing of these skins. They merit your inspection.

SKINS

We have on the floor:

White Fox
Cross Fox
Kolinsky
Raccoon
Beaver
Ermine
Squirrel
Moleskin

Exclusiveness

LABERGE - CHEVALIER furs have long been especially noted for their superior quality and distinctive style, and to-day, more than ever before, you find them the logical choice of the most discriminating. Their striking individuality of style and fineness of execution make them especially attractive to your particular customers.

IT is impossible for us to visit every merchant in Canada with our exclusive styles, but even if you are interested in only a few pieces for your special people, write us and we will arrange for you to see our line.



LABERGE, CHEVALIER & CO. LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.



DYNAMO BRAND

By this Mark you are enabled to recognise MALINES which cannot be equalled in Quality--absolute Exclusiveness and Economy.

"Dynamo Brand" Malines

Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

They excel where others fail, and they naturally become the ideal Maline for Millinery and for Maline Scarves, so appropriate for evening wear. They are economic, because **one** yard of Dynamo Maline offers more advantages than **two** yards of any other make. Buy Dynamo Maline, it is the Original Guaranteed **Rainproof Maline.**

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Room 705
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Tel. Main 6524

CHAS. MOUTERDE (*United Makers*)
The only selling agents for *Gros Million & Co.* of Lyons (France) for the Dominion of Canada. *We only sell to the Wholesalers.*

80 Wellington St. West,
TORONTO
Tel. Adel. 4184

A String on Your Finger

—lest you forget to turn to the latter part of this issue and read the Buyer's Market Guide.

HFD CO.

Squirrels
DYED
Taupe and Battleship Grey

Foxes Wolves White Foxes
DYED
Taupe and Battleship Grey

Rabbits
DYED
Kitt and Mole

FURS DYED
in all
THE NEWEST SHADES
Prompt, Skilful Service



The Hollander Fur Dyeing Co., Limited
645 St. Paul St. - Montreal

Labor Fills Season With Uncertainties

Millinery in All Its Branches Suffers From Unsettled Labor—Everything Possible Being Brought Out to Supplement Insufficient Supplies—Therefore, a Season of Novelty at Hand—New York Wears Snug Turbans Just Now.

Written by staff member of Dry Goods Review upon recent trip to New York, especially for this issue.

NEW YORK, December, 1919: The millinery situation for spring is in the midst of one of the most uncertain periods it has ever passed through. Materials, which for many years have continued "good," are impossible to procure. Others are in very limited quantities and prices are exorbitant. Substitutes have to be tried out, and everybody is trying out something different.

The labor situation adds very materially to the uncertain conditions. Labor in the hat factories, as well as among the trimmers for the wholesale, is at a very uncertain stage. Workers are continually asking for higher wages and shorter hours and are interfering very materially with the regular flow of business, which should be in swing at this time of the year. No permanent settlement seems possible. The large houses are no better off in this respect than the smaller ones. One of the best known wholesale houses in New York showed DRY GOODS REVIEW representative a line of body sailors which they had selected at $24 a dozen for the advance opening displays. Just a couple of weeks after this, when he wanted to give in order for his regular season's goods, the price had advanced to $36 a dozen. This is only one example of what is taking place in every line of material used in the millinery work. It all depends on how early one places his order for goods as to what the price to the retailer and the consumer must be. The retailers themselves will do well to bear this in mind, for the one feature which will characterize the trade throughout the coming year is that there will be a competition in buying, rather than a competition in selling.

Some Early Innovations

Numerous novelties are being brought out for the Southern trade, and among them are some which are looked upon as good numbers for the regular summer business. One of these is Batavia cloth. This is a cloth of open weave made of hair and embroidered in darning and running stitches in worsteds or silks, in the fashionable colors, such as henna, deep blues, tans and browns. The designs are in large floral and conventional motifs, giving an allover effect, and the cloth is used to cover the whole crown and brim. It is quite light in weight and fits the shape smoothly. Haircloth, of closer weave, is also being featured with some success.

Leathers and kids are considered good prospects for Spring and early Summer. Paris is fond of them in black, natural and colored tones. They are used in large round or fancy spots appliqued to the crown and brim, or for bands, brims or whole shapes. Patent leathers used in strips or twisted and cut in unusual forms, is a close competitor of cellophane, which has been described previously in DRY GOODS REVIEW. Both materials are thin and glossy in effect, and are shown in a variety of colors as well as in black and white.

There are several novelty mohair fabrics which are very new and which are being taken up quite extensively by the millinery trade. It appears that any of the light weight, smooth-finish fabrics will be used for the coming season rather than hats of the one-time fashionable straw. Not that straw is at all passe, but it is very scarce, as intimated in the beginning, and, therefore, it is a novelty as well as an ultra-fashionable material for hats.

Another new material is a fabric with cotton back and tufted with very narrow visca straw. The material is soft and elastic and lends itself well for draping. One of the big firms manufacturing hats of this cloth gives it simply the name of straw-cloth. It is used for both tailored and sport styles. Tafftophane is another new material with a striped surface and dull finish which make it of more subdued effect than cellophane, but is no less pleasing.

Raffia embroidery used on malines and on several of the novelty silks makes up some of the attractive new models. This is developed in the quieter street tones, as well as in sport ideas. The shoestring braid worked into sunburst rays and embroidery effects is also good.

For Southern wear there is nothing which surpasses the hats made entirely of ribbon. Ribbons combined with brocade, too, are very good. There are two-inch Japanese brocaded ribbons used attractively as trimming and another ribbon of heavy red silk tape is embroidered with a smooth gold thread. These are quite effective used with the new silks, both plain and fancy, and many printed patterns are being made up for the new models for the South. Straw laid on in cross-bars, stripes, circles and embroidery outlines, is effective used as trimming.

Maline Remains Good

Maline is found to be taking a firmer hold on the millinery trade, as the season advances. For current dress wear it is especially liked in the shape known as the "bird cage" tan, in which it is used to encase brocade, duvetyn or velvet. Black maline used with glycerined or uncurled ostrich, is especially good. Quite an unusual model was shown in a Fifth avenue shop recently. The hat was of soft folds of maline with no other trim-



SEEN IN NEW YORK

The two hats at the left depict the new puffed satin effects shown for early Spring. The underbrims are of straw.

The hat in the centre, made of black maline, looks demure enough here, but can you imagine that ostrich edge being mottled in all the gay colors of the rainbow—and some the rainbow never shows? It is from Gidding's.

At the right is one of the trig little turbans that are so fashionable. This one has its tire brim all covered with black grosgrain. The crown is panne velvet and the tassel is a long flat one held down close to the crown by a band of half-inch ribbon.

ming than an extending edge of uncircled ostrich, dyed in bright mottled tones of capucine, peacock, henna, sky blue, tan, etc., ostrich trimmings. Rolling Chin Chin models, bulky side crown effects, turbans, and the larger dress hats of maline use bands of glycerined ostrich on the under brim or to cover the entire crown. In some cases the ostrich is replaced by a silky black grass.

Puffed Satin Brims

Among the interesting tailored modes for early spring are sailors with under brim and side crowns of lisere and the crown-top and upper brim of satin put on loosely, so that it gives a soft, puffy effect. No trimming is required. The favorite color in this style seems to be dark brown, though blacks, navy, etc., are to be had.

Just at present New York is practically entirely devoted to the small turban, which has developed from the Hindu turban of a year or so ago. This present-day fashionable turban is simply a silk or brocade-covered crown with a soft sash passing around the side, intertwined as a girl braids her hair, and usually of the same color and material as the shape. So popular is this type of turban this season that a foreigner might look upon it as the "uniform" head-dress of Americans. At the least, it is staple this season. The idea is developed in little rainy-day cloths, in delicate evening materials, in tailored satins, velvets or duvetyns, in the richly-embroidered and brocaded ribbons, and is even being made up in bright-colored crepes and organdies for summer.

And in Conclusion

On the whole, the outlook for spring is for medium and small shapes to predominate. Crowns are of a fairly generous size, and brims may turn up in Chin Chin shape, roll up in Spanish sailor style, turn slightly down in cloche design, droop slightly with extension towards the front, which is a naive reminder of the poke bonnet of the past two summers. Then there are the more or less severe shapes with brims turning abruptly off the face and sometimes shooting off into surprising heights and points; soft fabric brims turning upward, and the regulation severely flat brim of two to four inches in width. A good reception is promised for flower turbans and for flower and ribbon trimmings. Medium and narrow ribbons are preferred and colored, as well as black cire ribbons are again featured. One style of hat which is considered especially likeable is the one with the petal brim. This is not exactly a new idea, but is one which works out nicely in the available materials. The "petals" may form a scalloped outline for the brim or may be rolled back from the edge, giving a more realistic flower effect. In dainty summer silks, softly edged with straw, these are very attractive.



A Spring Novelty

The new "straw cloth" for 1920 is featured in this smart sport hat. Gaily colored silks are used for the trimming.

STRAWS COSTLY

In the straw hat trade matters with regard to supplies are not exactly depressing, but still they might be more cheering. All braids are scarce, and especially those that fashion has decreed shall be the favorites, e.g., lisere and Italian milan, as well as all the shiny straws. Practically none is coming from England; some are coming from Italy, but not freely. It is the best braids that are scarcest, and the best braids that are most wanted. From China and Japan, one can get braids in fair quantities, but in the cheaper grades, and it almost looks as though these two countries were going to capture this, as well as a number of other fancy industries in which their production has become noticeable since the war for its quantity and cheapness. The reason is that living and labor there are so much lower than in England and Europe that it seems useless for these latter countries to try to compete, except as regards high quality products. Those who have their orders placed for Spring straw shapes are to be congratulated, according to some authorities in the trade. The danger is that manufacturers will be unable to fill their orders complete for the Spring trade. One large firm sent its travellers word the middle of December that they had only two days' notice in which to finish their bookings, as the firm could accept no more.

Increases in price, it is stated, are liable to be up to 40 or 50 per cent. in many cases. But this is due not only to the scarcity of braids and their consequent higher price, but also to the increased cost of doing business, of getting factory help, of shellac, paper, twine, boxes, everything in fact that enters into the putting of the product before the public. From 25 to 35 per cent., says one dealer, is a conservative estimate of the increase in the price of straw millinery since what are known as normal times. As this does not begin to compare with the advances in other lines of women's wear, it is only to be expected that increases would come sooner or later.

GIVES INSURANCE POLICIES

Every employee of Canadian Cottons, Limited, at all the mills, to the number of about 3,000, has been presented with an insurance policy as a New Year's gift. The employees will be insured for amounts ranging from $500 to $1,500, according to the length of service under the group insurance plan. The action of the Board is taken as a mark of appreciation of the efficiency and loyalty of the employees. The adoption of the group insurance plan has been carried out in a number of organizations in Canada since permission was granted by the Insurance Department to write this form of insurance. It was only two months ago that Canadian Cottons adopted another plan for strengthening the desire for co-operation amongst the employees, namely, the granting of a bonus for increased production.

A PROSPEROUS MERCHANT

R. A. Briscoe, dry goods merchant at Galt, Ont., purchased this month the finest residence in his town. The price, it is understood, was $20,000, the highest figure ever paid for a house in Galt.

Cellophane, Cire and Bright Colors for Spring

Canadian Market Has Novelties, But Rangesof Requirements Impossible--Deliveries Slow —French Houses Making Chiefly For Home Trade Just Now—Another Month May See Brighter Outlook for Style.

ONE hates to think of millinery designers being concerned with anything in any way mundane or outside the scope of artistic aspirations, but the truth is that fashion creators in this industry are faced with a most lamentable state of affairs. No longer is their chief concern the evolving of a masterpiece in original design and from the daintiest and most luxurious of the materials on their shelves. Instead, they are lying awake nights wondering when they are going to get deliveries on, models and materials that they have been expecting since last November. It is not a case of conceiving a design and then executing it in whatever fabric fancy dictates, it is rather a case of figuring out what sort of chapeau may be evolved out of the materials on hand.

"My trip to New York was most disappointing," said one wholesale buyer to DRY GOODS REVIEW. "The models were disappointing, and supplies were almost impossible to procure. Cellophane will be used extensively but will be restricted by the deliveries. Things were never in such a difficult state for the millinery business as they are now. Prices simply must go up on the average about 25 per cent. If you have observed closely, millinery so far has not advanced in the same proportion as other articles of women's apparel; although people in general have been buying higher priced models. But this is just due to the fact that women are anxious to secure good quality in whatever they buy nowadays and when they can pay $100 and $150 for a suit they do not hesitate when asked $35 for a hat. The later must be in keeping with the suit."

French Goods Almost Unobtainable

Another buyer just returned from France found a similar condition of affairs. Ribbons, ornaments, braids all seemed to be trying to elude his search. The factories were already filled with orders and could not promise deliveries for many months. The most satisfactory buying he could do was in the handmade flowers and fancies; but here quantities were very limited. "Novelties of all sorts," he stated, "are practically off the market. The French are making them for themselves, but when we have to wait a year to get them over here, they are no longer novelties."

The greatest reason for this condition of affairs seems to be the stupendous demand which is fairly overwhelming the French, Swiss and American markets, already much impeded by labor troubles. Also, the outburst of gayety following the war has much to do for this demand being so prevalent throughout the entire dry goods trade.

Regarding fashions, so far as they are known, no strikingly new shapes can be announced. Small off-the-face shapes are the most prevalent; and draped turbans are going to be smart also for early spring wear. One very attractive one is being shown made of gold cloth, the top of the crown of brown velvet. In the several folds of the gold cloth monkey fur had been inserted which stood up all around in sort of shaggy ridges.

The draped turban covered with maline is seen also. Malines are going to continue to be used to a considerable extent, also cellophane, fancy straw braids, raffia, and a number of fabrics such as Batavia cloth, haircloth and raffia fabric.

Shiny Novelty Trimmings Featured

Cellophane in particular is being used in all sorts of ways. It is used in narrow stripes, braided and covering the whole shape. It is made into flowers and ornaments. Another mode was seen in a dashing little model which had two-inch bands of black cellophane interlaced with black satin in a basket weave to form the upturned brim. Soft folded satin made the crown.

Cire effects are going to be good, too, judging from the modes prevalent in Paris and New York. They seemed particularly so to one Toronto buyer who made a wide selection of novel wing arrangements.

In Paris one notices indications of a Chinese influence in millinery. These are very quaint and lend themselves well to spring fashions. Suzanne Talbot is even bringing out some models copied from Egyptian headdresses.

Gay Colors for the South

For Southern wear Toronto shops are showing hats with slightly drooping brims in very gay colors, flames, geranium, French, Dutch and old blues. A marked feature is the amount of handwork put on some numbers. Hats of satin, duvetyn, or linen are embroidered in wool or silk and very dainty are the designs. Crowns in the hand-made hats are chiefly of the soft crushed variety that have been seen during the season past. One smart blocked sailor of rose peanut straw had a two-inch band around the crown, and one folded over the edge, of fluffy white angora; two one-inch squares of pearl on the crown band were the only other trimming. The effect was both dainty and unusual. These strictly summer hats, however, are not for the present season for any but high-class shops in the larger cities. But similar styles to these worn at the Southern resorts are generally found to be good during the summer season following.

Buyers from Paris are remarking on the continued vogue for veils of all sorts. Few of the smartest hats are seen without them. Some of the new-



Spring Chapeaux

Black maline is used in a novel way in the model at the left. It is overlaid with straw piping braid and trimmed with burnt goose. The chic model at the right has a crown of embroidered silk with straw braiding and a band of picot ribbon. Photos by courtesy of D. B. Fisk Co., Chicago.



Right: Georgette crepe stitched with silk floss, narrow velvet streamers and silk flowers are not the only factors responsible for the beauty of this hat. Its little turn-down brim makes it generally becoming.

The brim at the left is of woven strands of black silk braid. The crown is jade silk, embroidered in gold and black. It's a nobby model but dignified, too. Photos by courtesy of Gage Brothers, Chicago.



est designs are being brought over to Canada, but owing to their price ($20 to $30 retail), it is not likely that any outside of the most exclusive trade will select them.

They are largely of the draped variety, some three-cornered with a wide net border having thread-run motifs. Filet and Shetland meshes are used, too. Real Chantilly laces are reported to be worn "over there"; but here only the wide borders are seen of Chantilly. Some of the veils have the pattern outlined in thread of a contrasting shade. In this line, black and white promises to be best, probably because of its conservatism.

Millinery

Some of the designs are most unusual, but although intrinsically beautiful, it is hard to imagine the average woman wearing one with a street costume. For instance, there is one embroidered in red and black giving a distinctly Chinese effect. Another has a large butterfly worked with ribbon which rests on the crown of the hat. Another veil, embroidered in black, had two special portions to be cut off; one to be used for the crown of the hat, the other for the brim. The part that remained—a large square—is then draped over the chapeau. Why buy a new hat at all? Why not just buy a new veil?

Fine Array of Silks For Spring

Continued from page 79

of Georgettes this season, chiffons are coming in for much more attention than in the past few seasons. These chiffons too, have been improved in design and coloring so that they may be used quite well in place of Georgette, and many of them have a crepe finish. "Paulette" chiffon is one line which is claimed to be durable, and offered in such colors as hortensia, soiree (blue), geranium pink, jonquille, marigold, Vesuvia, blue Lorraine (which is similar to Alice blue), Chateau Thierry (which is a tan bordering on khaki). Another chiffon called "Pompadour" is characterized by hand-blocked designs, which utilize nine to ten colors, all well blended in medium and more delicate shades of the Spring colorings.

Satin stripe and printed patterns combined are also very attractive in both chiffons and Georgettes. In dark shades these make up prettily into Summer afternoon and even street dresses.

The first offerings have been put on the market of the U. S. Government cartridge silks, transformed into their new colorings and patterns for clothing purposes. No bright colors are used, but the blue, pink, brown, gray and dark green are all rich, and the fabrics have been dyed exceedingly well. Embossed and hand-embroidered decorations are shown in the finished article. The effect of the embossing on the natural color is said to be not unlike silk brocading upon heavy white silk. Some of the natural cloth was reserved and eyelet embroidery in border effect shown on it. For sport wear some skirts are made up showing extremely heavy hand-embroidery in elaborate designs in white yarn on these silks after they were dyed various hues. Some printed patterns are also offered for sports wear.

On the whole there is a splendid range of fashionable silks offered, and provided one has the price he can get quite a nice selection. In purchasing these goods, however, "the price" includes a good deal of "overhead" added to the manufacturers' quotations, whether one buys in the New York market or from Canadian wholesalers. This will simply mean that for the most part Canada will forego the highest priced lines and select the plainer merchandise of good quality, as the recent tendencies have shown.

While indications point to an improvement in prospects in the silk trade insofar as Switzerland and France are concerned, at present serious delays in deliveries of goods are complained of by all importers. One wholesale house that expected deliveries of silk goods, such as taffetas, paillettes, satins, etc., in December, now does not expect to get them until April, the manufacturers of Switzerland stating that the delay in production had been due partly to a lack of raw material and partly to a shortage of coal. England, of course, has far less coal than she required for her own industries, and, besides that, she supplies Italy and Switzerland to some extent. Germany, from whom Switzerland at ordinary times received a large quantity of coal, is far behind in its supplies to France according to the terms of the Treaty.

Another importer stated that he had just received word from Switzerland that the mills would not accept confirmation unless they had both the raw material and the coal on hand. From this he comes to the conclusion that there is no such thing as confirmation of an order. This, of course, also applies to the price because there is no guarantee of prices until the goods are actually shipped. Another report comes from Switzerland that in a few months it will be almost impossible to secure any satin-backed goods, as the backing, which is ordinarily very cheap, is so high now that it sells at the price of No. 1 silk. This will include silks such as grenadines, charmeuse, etc.

Some Canadian importers are blaming the trade in the States for bidding so high for Japanese silks and say that they are almost out of reason. A good many importers in Canada have given up the idea of buying any more silks at the present price, claiming that they are too high. This, of course, is purely a matter of opinion. One year ago some importers and thousands of local merchants gave up buying certain lines as they were too high, and now they are much higher and they have gone into the market again, being forced to do it on account of the wiping out of their own stocks on the shelves.



LAVINIA
GAGE

IN anticipation of an increased demand during the year 1920, we materially increased our facilities for supplying our customers with GAGE merchandise, only to find that the demand had increased even faster than we could have anticipated.

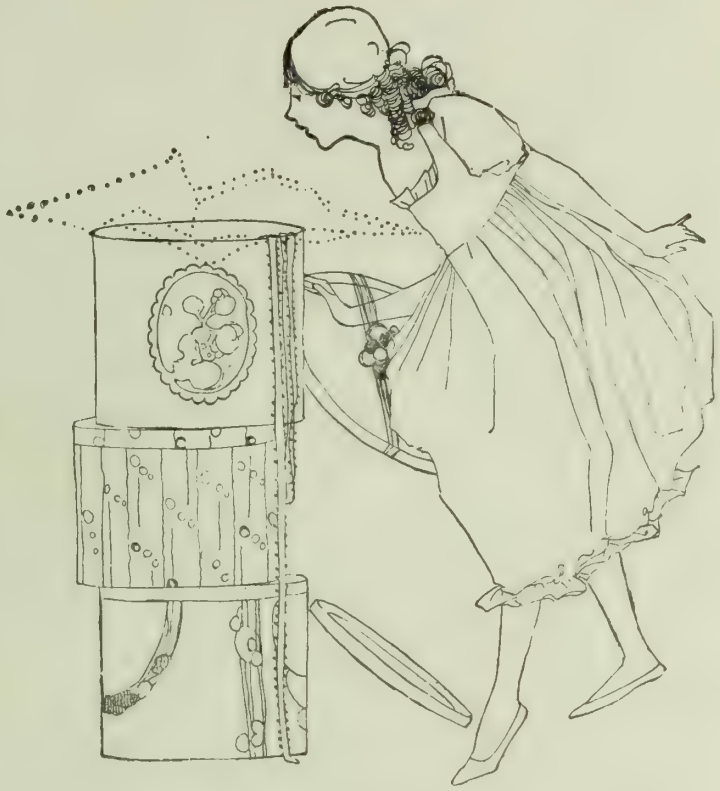
The prevailing conditions regarding merchandise, labor, hours of work and transportation are such as to warrant the belief that desirable styles will be difficult to secure, particularly as the season advances.

With a view of enabling our loyal patrons to secure a satisfactory showing of GAGE styles, we will—on January 5, 1920—at our Chicago store, 18-22 S. Michigan Avenue, and at our New York store. S. W. Cor. 5th Ave. and 37th St., display an unusually comprehensive line of Spring merchandise, including imported novelties, trimmed and tailored hats.

We urge that you take advantage of this opportunity to place your orders early and to make your selections from an unbroken stock.

Gage
BROTHERS & CO.
PRODUCERS
OF CORRECT
MILLINERY
Chicago New York Paris

We invite you to
TAKE A LOOK
into our
Spring Styles
of unusual
distinction and value



Wholesale Millinery

Spring 1920

Opening Monday, first March
and following days

MODEL HATS
MILLINERY NOVELTIES

Early buyers will find us thoroughly prepared in all departments from 9th February.

Inspection by the trade cordially invited.

G. Goulding & Sons

55 Wellington St. W., Toronto

WINNIPEG OTTAWA HAMILTON

What Toys Will You Sell in 1920?

A Brief Survey of the Field of Toy-Making—Embracing Domestic and Import Trade

THE year 1920 promises to be a bigger year than ever for toys and dolls of domestic production. The big wholesale houses sold Canadian toys and dolls during the year that has just closed to an extent that has been true of no previous year, and the year was remarkable for the big wholesale business done in the last two months of the year.

There were in 1919 many improvements over the early war years. The dolls for instance, have lost some of that amateurish appearance which often added greatly to the amount of salesmanship required to dispose of them over the retail counter. The new lines are very graceful, and the faces are patterned after Canadian ideas. The unbreakable dolls are finding greatest favor. The old-style wax dolls are almost off the market, these productions being chiefly those of Austria and Germany. Educational toys continue quite popular.

It is not to be understood from this that the bulk of the toys sold in the stores are made right here in Canada. Far from it; the toy industry in fact, in this country, is only in its infancy, but it is solidly established now and is bound to grow to big proportions with substantial advances each year.

Canada buys toys from Great Britain, France, Japan, and the United States. No German toys have as yet appeared, or if they have they have been effectually camouflaged. There is no indication that there will be any German toys brought into Canada this year, either. The sentiment against them is unanimous—wholesalers and customers including the ultimate consumers, the kiddies themselves.

One buyer for a big department store in Toronto, when asked by a newspaper reporter whether there were any German toys in stock in that store, remarked emphatically: "Not a one and there never will be as far as I am concerned. It is against the policy of our firm, and besides, I never bought such an excellent collection of toys in my life."

He referred especially to toys bought in Scotland. These he said, were principally stuffed animals, and he considered that they excelled all other available toys of that nature, being not only perfect in shape and design, but most durable. The ponies will bear the weight of a man. Other remarkable toys from Scotland, which were turned out at the Clyde, and have a special appeal to the small boys, are sailing yachts, which are most complete, and are made on model measurements.

An interesting fact about the English toy industry is that while before the war England only enjoyed an output of some 25 per cent. of her own consumption, they are now turning out fully 85 per cent. and large quantities for export. Some of the English toys are the finest on the market, and they have taken the lead in all lead soldiers, which are greatly in demand.

Then there are English horse sets and the quaintest old doll houses which are replicas of the old English houses.

Educational Toys

A feature of the English toys as well as the American is that some thought has been given by the manufacturer to turn out constructive and educational toys, especially in the line of engineering. This branch of the toy trade is bound to show still further development in 1920.

French Toys

French toys are getting a stronger foothold than ever before in Canada. This will be still more noticeable in 1920. French peasant women, with the aid of the returned soldiers, gave a most unique contribution to the 1919 Christmas trade. There are all manner of French toys, including dressers, shoo flies, autos, and figures, which are exceptionally fine work. There are animal heads made of paper, which are used for parades and other festive occasions. The French also send to Canada ponies and saddles, pull toys artistically painted by the soldiers, handsome tea sets and dolls' sets, beside different celluloid toys and games.

The French excel in the finish of their dolls, and they will continue in strong demand in the Canadian trade.

As to the U.S.

When it comes to toys from the U. S., it is a fact that even before the war Canada imported toys from that source to a far greater extent than was generally thought even by retailers. Many of the latter, buying from the big jobbing houses, were under the impression that they were buying German goods, when these goods were really made in the U.S. There were some disputes in the early years of the war with some dealers who adopted the "Missouri attitude." They had to be convinced that the goods were really made in the U.S. It was not that the wholesalers had misled the trade at all, but what was the use of wasting time in going into an abstract question that didn't matter in the ante bellum days? Everybody knows of the many other unfounded beliefs largely held by a great proportion of people, from belief in ghosts to the efficacy of carrying a horse chestnut to cure rheumatism. However, the war stirred up this question of the source of the toys that came into Canada and as there really were large quantities of toys imported from Germany this supply has had to be otherwise met. The result was enormously increased toy manufacturing activity in the United States. One outcome of this has been a veritable revolution in toy making, so that even if the people on this side of the ocean would stand for German toys coming over, the German makers would find themselves woefully outdistanced in the merit and originality that has demonstrated itself in the output of the toy manufacturers in the U.S. whose total output now far exceeds the combined total of German and U.S. made toys in the years before the war.

TOY AIRPLANES

The widespread interest in airplanes is reflected in the corresponding interest in "Toyland" in toy airships, and this is a line, dealers will find, that will sell readily every month of the year. Items of this class should, by all means, be included in stocks purchased for year-round trading by dealers who have not, heretofore, dealt in toys to any great extent, or who have, in the past, restricted their toy dealing largely to the Christmas season. Following is a suggestion for an item for a toy trade advertisement from a recent advertisement of the Murphy-Gamble store, Ottawa:

> Mechanical Airplanes. Large size. One of the most popular of the season's toys, and in reality "the newest thing under the sun." Will give hums of delight with its bird-like flight. Special Monday, 75 cents.

Of course, there are different forms, equally good, of devising toy trade advertisements. For instance, a good advertisement of these airships would be to devote, say, a double-column space, four inches deep, entirely to this item, including an illustration of it; but a composite advertisement, giving news about various toys, devoting a paragraph to each, is frequently advisable.

VANCOUVER.—Miller & Coe, Ltd., in their holiday trade newspaper advertisements, had a picture of Santa Claus, with a big hand pointing to the word DOLLS in display type, and this was followed by the following paragraph:

Beautiful faces, natural curly hair and sleeping eyes with long lashes, have these new dolls. Their bodies are of kid, jointed. They are light and pleasing; several sizes; $5.00 up. Truly the ideal gift doll.

INDUSTRY IS BOOMING

An indication of how the toy industry in Canada is booming, is the difficulty of some of the toy factories in getting enough help to be able to fill orders in stipulated time. One factory having large orders to execute before March 1, 1920, has been advertising for fifty more hands, offering good wages to learn the business, with the assurance of steady employment for male or female operatives.

Increase Range of Fancy Wools

Manufacturers Feel That the Keen Demand is Worthy of Their Encouragement—Stamped Goods Selling at Prices Far Above What was Anticipated a Few Years Ago—Vogue for Fancy Combs Growing Steadily and Surely—Notion Prices Firm.

THE price of fancy wools continues to mount so precipitately that should the fact of his remarkable importance ever become impressed on the mind of the sheep, it would mean the end of the old expression: "Meek as a lamb." How could any lamb be meek if he knew the way industry was begging and bartering for his cast-off overcoat? Moreover, in this day of insisting on one's rights, does any one suppose that the same lowly sheep is getting his share of the net profits of wool? He gets no more juicy grasses than he did before the war; and in some cases not nearly so much. Surely this is a case that should be investigated by those afflicted with the mania for investigations; for it is perfectly plain to anyone who has ever driven a motor car through a sheep-raising district that this, the most vital branch of the production of wool, does not receive an adequate reward for its services in comparison with the rise in the price of the finished article.

However, it remains that someone, shearer, comber, spinner, shipper, whoever it may be—seems to make it his business to add a liberal percentage to the price of wools every few months or so. For instance, in the finer qualities of wool for knitting sweaters, scarfs, etc., the increase for Spring is from 30 to 40 per cent on all lines, one line of Berlin zephyr having advanced from $2.55 to $3.95.

In medium grades, such as Shetland, the advance is not so remarkable, yet in no lines is there any sign of a falling off in the demand; and a few new colors are being put on the market owing to the maintenance of the vogue. Wholesalers are advising their customers to place their orders early. When the jobber has to wait ten months for deliveries it behooves the merchant to be forehanded. One prominent wholesaler stated to DRY GOODS REVIEW that he had already booked twice as many orders as were in this time a year ago, in spite of the fact that he had been forced to discontinue a number of lines in different departments because of their scarcity.

High Grade Stamped Goods Selling

In stamped goods, too, the inquiry is brisk, and people seem to be buying goods of better and still better quality all the time. "Take children's dresses," stated one dealer, "a few years ago $1.50 was the most that a merchant could ask for a little stamped dress. Now they can get rid of dozens at $3.45. Women's nightgowns, too, are being put on the market made of extra fine durable materials to retail as high as $7. Not so long ago $3 was the most that could be asked. They seem to be realizing that it is a waste of time to put fine hand embroidery on materials that are not of high quality."

The artificial silk used for embroidery and crochet work is getting very hard to obtain because of the difficulties among practically all United States manufacturers. Consequently, a decided increase in price is only to be expected. This amounts, in some cases, to 48 per cent., but in others 'tis no more than 20 per cent.

Fringes are still good for finishing centerpieces of the natural color linen, but manufacturers are not producing as many lines as formerly and prices have increased considerably, one three-inch variety gong up 100 per cent. Beads are still used extensively for trimmings as well as for home-made necklaces, and deliveries are fairly sure.

Bluebird Revives

Then there are numerous fancy pins of the gilt or enamel sort to be had, which always have a ready sale. The Blue Bird design is appearing again with some slight variations, possibly in honor of the visit of Maurice Maeterlinck to this side of the Atlantic and the opening in New York of the Blue

Bluebird Revives

Much concern is being felt in the celluloid trade because of its scarcity. Sheet celluloid is difficult to obtain and the producers of combs and barrettes suffer in consequence.

There is little call for the steel knitting needles for sox which had such a big run during the war; the burden of buying being more on the long wooden needles used for sweaters.

Surprising Interest in Fancy Combs

Fancy combs are growing in variety and popularity. One large retailer told DRY GOODS REVIEW he was forced to make an extra trip to New York in the middle of January, because he had sold out at Christmas time a stock of combs that he had expected to last through the Spring.

Ivory buttons are strong and a few lines of fancies, but the demand for the latter is not assured. Pearls, of course, are a staple line, but their price will in some cases be a little higher.

Cap hair nets are having a brisk sale and rather outdoing the fringe variety just now.

Narrow Leather Belts Active

Another article coming into prominence is the narrow leather belt. These are being shown on a number of early Spring suits, so that their counter trade is possibly due to that fact, coupled with their debut with the shawl scarf of last Fall.

The outlook for all lines of notions for this year shows a fair range of goods, but "thinly spread," with prices firm.

Training the Customers of Tomorrow

The department stores of Omaha, Neb., have started a systematic campaign to educate the coming generation of women customers in the texture, value and quality of fabrics, by inaugurating dolls' sewing classes for little girls.



For a Baby Princess

"Simply adorable" is the only way to describe this infant's set, crocheted of palest blue artificial silk in filet with wide borders in pink flower design. Further touches of exquisiteness are added by white silk lining, edgings of narrow Valenciennes, and countless rosettes of pink ribbon. Shown by Hambly & Wilson, Ltd., Toronto.

NEW ITEMS FOR THE FANCY GOODS DEPARTMENT

Attractive braided girdles, especially when they are finished with long, silk tassels, are much favored just now. Some of them have the tassels flat with rather elaborate ornaments at the top.

A new idea which promises well is a one-piece pillow slip. These slips are woven closed on either side, making them less likely to rip than when there are seams. They have snap fasteners attached on a tape at the open and ready for use. The colors are guaranteed by the makers. The slips can be retailed at about 80 cents or $1 a piece.

Toronto stores are showing stamped white cotton voile blouses to be embroidered in colored worsteds. They have also some white cotton crepe smock blouses stamped for the same purpose. The patterns are rather elaborate and the colorings usually deep and highly contrasting. One of the smock blouses was shown worked in deep shades of purple, in quite heavy embroidery. A braided girdle of the worsted with tassels in a lighter shade was shown with the smock. Buyers find that these stamped garments sell better when there is very little making up to be done with them. For that reason the voile blouses are being taken faster than the smock blouses, since the design of the blouses is with kimono sleeves, while the smocks have to have slits made at the sides and worked around the edges.

A display in the Bush Terminal Sales Building, in New York, during December, which caused a great deal of interest among the public, as well as with toy buyers, was the Mar-Jean toy city. This toy city occupied a booth, about eight feet wide, and contained a perfectly laid out city with street lights, street cars, parks, residential and business sections, all built in miniature and lighted as a "full grown" city. The street cars and automobiles operated, of course, and so did the lights in the buildings and in the streets.

A new type of lamp shade which is creating a good deal of interest is made of a kind of parchment. This is stencilled and hand touched with a kind of shellac which is transparent. The color effects brought out are quite interesting and the semi-transparent type of shade is a better distributor of light than the heavy silk shades which have been so popular. The designs, of course, are a little more conventional than the "dressy" silk shades. Perforated tin is being used also for a new type of lamp shade with a good deal of success.

Among the scores of interesting displays for the fancy goods buyer which are seen at the Bush Terminal Sales Building, in New York, are the cases showing a new style of rag articles. In the first place the rags used for these articles are of very soft texture, such as flannelette and silks. In the next place the colorings are kept delicate, in pastel tints for the most part. The result is very dainty little pillow and quilts for the baby carriage and then there are slipper bags, school bags, and all sorts of articles from which these materials are made. Some of the quilts and pillows are woven with borders and fancy patterns, or have a light-toned border stencilled. Pinks, blues, mauves and grey, combined with white or ivory, are characteristic coloring.

Merchants Make Suggestions For Wholesalers and Manufacturers

The matter of how manufacturers and wholesalers send out invoices has been discussed in times passed in DRY GOODS REVIEW, and some methods have been improved vastly since then. However, new weaknesses seem to crop up as new methods are tried out. The latest suggestion comes from a merchant in St. Catharines, Ont., who has been much inconvenienced at times by receiving his invoices in one of three ways: namely, a week or so later than the goods, attached to the parcel, or within the parcel itself.

The objections to the first method are easily seen. It is unpleasant, when one's stock has run low and a customer is standing at the counter asking for the goods to know that they are in the stock room waiting for an invoice before being brought out to be sold. The second method solves this difficulty to a certain extent, but in the case of many orders, after the goods have been handled by the express company the invoice has been torn from the outside wrapping. In this event, the merchant must first wait a week in hopes that the invoice will come by mail; then he writes, and by the time a duplicate has been forwarded another week has almost elapsed. The third method is unsatisfactory because, unless the stock clerk is looking for an invoice, he is apt to unwrap the goods and discard the wrapping without noticing the invoice within.

Should be Marked "Invoice Within"

Other retailers interviewed on this subject agree that trouble often occurs from one or another of these causes. The most satisfactory manner in which to receive an invoice, according to the general opinion, seems to be to have it enclosed with the goods and the parcel marked plainly on the outside—"Invoice Within." If such a custom were to become habitual, stock clerks would look for the invoice immediately upon undoing the goods, inconvenience would be avoided and the stock room kept clear of merchandise which should be on the counter.

Like Terms to be Stated Definitely

Another practice not very well liked by merchants is that of marking invoices—"Terms as Before." This may be all right in the case of old customers, and even then, a merchant must sometimes refer back to former orders to discover just what the terms are, for it is possible now and again to confuse one account with another. But in the case of new customers, would it not facilitate matters were the terms stated in brief on all invoices?

Present day conditions bring forth their own contingencies and one of these, that both manufacturer and merchant alike put up with, is the delay in deliveries.

Marking Balance of Orders Helpful

But the fact remains that a considerable amount of extra bookkeeping is entailed by having orders arrive in small dribbles. It is troublesome to keep track of the order, how much has been received and how much is yet to come. This, however, has been overcome by some wholesalers who append to every invoice a memo stating the amount of the order still standing and thus the merchant is enabled to see at a glance just where his order stands. This is another small matter which, if noted by dealers in general would tend to eliminate friction as well as a good deal of waste time and expense.

THE PAISLEY SHAWL

Paisley, the seat of the thread trade, has other claims to celebrity. For many years there was manufactured in this town the garment famous as the "Harness plaid" or Paisley shawl, an excellent imitation of the more famous product of Kashmir. At one time a trade exceeding £1,000,000 annually was done in the article.

Harness weaving in Paisley fell on evil days; but demand for the Paisley shawl is going up by leaps and bounds. One serious difficulty confronts manufacturers, and that is the scarcity of skilled labor. To meet this shortage a local scheme is being formulated whereby women will be trained specially for the work. Arrangements are in process of completion for the training of a given number of women at a time who will be paid a specified sum for maintenance during the period of instruction and who at the close of this period will be enabled to earn good wages.—The Drapers' Organizer.

"WORKINGMAN" WANTS TOYS OF REAL VALUE FOR HIS CHILDREN

In spite of the fact that retailers in general found a call for the higher-grade toys mostly, some manufacturers complain that even the biggest merchants would not handle their best lines. The result was that previous to Christmas they received a large number of letters and money orders for their most expensive articles from parents who had become acquainted with the goods through advertising.

These, of course, are toys of real educational value, costing up to $60 apiece and designed not merely to amuse children, but to have an educational value as well. The remarkable thing about it is that the majority of these people are from what might be called the "overall class"—mechanics and so forth, to whom the toy, if such it can be called, means the sacrifice of a whole week's wages. This means that they must see in the article something distinctly helpful in the training of the child.

JAEGER COMPANY'S UNIQUE DINNER

Gold Watches to Staff Members of Over Twenty Years' Standing

A unique event in connection with the Jaeger Company took place just before Christmas in the form of two simultaneous dinners to commemorate the first year of peace, the one held in London, England by the parent company, and the other in Montreal, head office of the Canadian branch. A feature of both gatherings was the presentation of gold watches to the members of the staffs who had been in the company's service for twenty years or more, and it was significant that it required eighty-one of these watches to cover the number of "veteran" employees. Three in Canada were fortunate recipients of this hand-

some gift: E. F. Edwardson, the Canadian manager, who has been with the company for twenty-three years; P. A. S. Osborne, who is branch manager at Winnipeg, twenty-one years' service, and Miss Alice Lace, twenty-one years, now factory manager. In the last-mentioned case the gift was a gold bracelet watch. The appreciation of the souvenirs was enhanced by the fact that the presentation was made by the son of the managing director and chairman of the company in England, H. R. Tomalin, who is attending McGill University. In addition to these special gifts each member of the staff received a special peace bonus. After the dinner the staff were the guests of the company at a performance at the Princess Theatre.

During the evening two cables were received from England and the reading of these aroused much enthusiasm. One was from the London directors, and read as follows: "Board sends good wishes for a jolly evening and a happy Christmas, both well earned." The second one was a personal one from A. H. Patterson, who had been manager in Canada since the inauguration of the Canadian branch until the appointment of Mr. Edwardson in 1916. His message read: "Personal greetings to all old staff friends."

The whole evening marked a very pleasing milestone in the history of the Canadian branch.

A NEW CANADIAN CORSET

A new corset is being offered to the Canadian trade this month. It has been produced in Toronto for some years past and the makers feel that the time has come when it should be sold through merchants. Canadian patents have been taken out and the company incorporated as the Uplift Corset Company, Limited, capitalized at $1,000,000. They have spent some $125,000 in the past 15 years in perfecting the corset for universal fitting, which is based upon the hip development of the individual. There are 13 basic models. The feature of the corset is its belt, which fastens easily across the abdomen before the corset is fastened up on the figure, and is designed not to slip up after it is once adjusted. These new lines will retail at somewhere about $9.50 to $15.00 a pair, according to the materials selected.

J. R. Moodie & Sons, Hamilton, have acquired the glove factory property on Cross Street, Dundas, as an additional plant for their general lines, and are converting it into a modern knitting plant.

BOOKLETS RECEIVED

An attractive 8 x 11 book of 14 pages and cover is being mailed by the International Fur Exchange (Funsten Bros. & Co.), St. Louis, Miss., to the fur trade. It is printed in two colors on beaver tinted book paper with heavy grey cover, embossed and tied with grey silk cord and is well illustrated. It is designed to set forth the advantages of buying and selling furs in St. Louis.

A DICTIONARY OF DRY GOODS TERMS

IVORY

(Continued from last month)

A maker of one of the leading lines of ivory goods points out in a booklet sent to his customers that the process of manufacturing ivory requires the utmost cleanliness and care in mixing, etc. Cellulose in its purest state obtainable is used in the form of tissue paper made from pure cotton rags. It is made up uncalendered, about 12 lbs. to the ream, of 24 in. x 36 in. sheets, free from dirt and sizing.

Strong nitric and sulphuric acids, alcohol, camphor in the pure refined flowers are among the raw materials required.

All the water used in the chemical process is filtered, sometimes twice, in order to insure a uniform white color.

BUTTONS

Buttons are made chiefly of ivory (vegetable), celluloid and celluloid compositions, ivoroid, glass, pearl-galalith, bone, wood, etc. Those made of vegetable ivory are most expensive. The nuts are very hard and have to be sawed. They grow in the South.

Pearline finish is a finish on glass buttons, given to resemble a pearl bead. Glass buttons are also made in bright colors and hand-painted.

Galalith is made of milk baked with a powder which renders it solid. It comes to the button makers in sheets about ⅜ of an inch thick. Many galalith buttons are fashioned by hand, which makes them very expensive.

The Ivory Nuts are scarce.

Celluloid buttons are dyed by having the dye sprayed on them.

Shank—The part by which the button is sewn to the material. Cloth buttons usually have a canvas shank. A shank button is one which is not sewn through holes in the top of it.

Die is the pattern of the button. It it made of hard steel and forced into the material by machinery, cutting out the button the shape it is to be. This process is known as **turning.**

Blank is the ivory before it is turned. Ivory is first turned into white and then machine dyed.

Sand blast is a finish on ivory buttons. It is smooth and dull. They have a high polish finish also.

Ocean Pearl is the pure white and natural smoked pearl. It is made of pearl shells taken from the ocean. It is also called **mother of pearl.** The white pearl buttons are made from the light part of the shell and the smoked pearls are made from the darker part of the shell. About seven-eighths of the shell is dark, which accounts for the smoked pearls being cheaper than the white pearl.

Mississippi or Fresh Water Pearl is the pearl of the shells taken from the Mississippi. The pearl is very white and lacks some of the lustre of the ocean pearl. It is cheaper than ocean pearl.

Japanese Pearl comes from Japan. It is also a salt water pearl. Creamish color with very faint pink and green tints noticeable in it.

Brass and nickel are also used for buttons. **Dull** and **shiny** finish in both. Also **oxydized** finish which is almost a dark grey in the nickel.

Brass satin finish both in **white silver** and **matt gold.**

(To be continued)

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

The employees of the Dominion Button Co., Waterloo, Ont., received a pleasant New Year surprise in the form of a cash bonus of from $1 to $150 based on an average of $10 for single employees and $20 for married employees for each year of their employ with the company.

Mr. Stephen Haas, president of George H. Hees & Co., Ltd., Toronto, has this month been elected vice-president of the Union Bank of Canada. Mr. Haas is also director of Columbia Mills, Inc., New York Power Corporation, Canadian General Electric Co. and Park Union Foreign Banking Corporation. He has been director of the Union Bank of Canada since 1911.

SPRING FASHIONS IN COTTONS

Continued from page 74

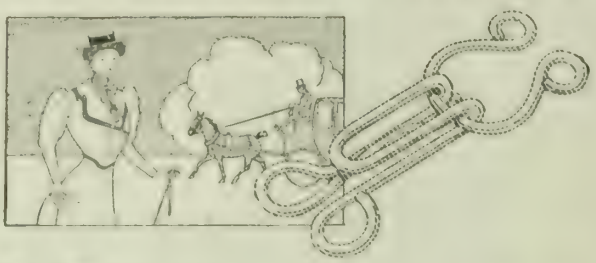
ings such as heather mixtures. This material may be had in a close firm or loose open weave. In the closer weaves the looped pile is short and tight so that in some cases almost a velours effect is obtained. These are rather high in price selling in the New York stores now at around $2.25 a yard. There are also some combinations of voile with ratine stripes which are very exclusive and sell around $8.50 yard. The plain weave, however, can be had at about $1 a yard Yellow, pinks and blues are shown a good deal in this material.

Big Season for Ginghams Again

A very big season is again to be accorded ginghams. Plain colors, stripes and checks are features in these rather than the large and loud plaids of last season. More than the usual amount of yellow and orchid shades are observed in the new offerings, but for the most part the colors are the lively ones which are characteristic of ginghams. One wholesaler remarked that he anticipated doing just double the business in Scotch ginghams that he did last year.

Practically all the New York department stores were gay with their 1920 cotton displays during the first week of January. According to reports received from New York, some of the stores must have looked almost like a formal Spring Opening. Lord & Taylor, for instance, had in their cotton goods department decorations of parasols, palms, artificial flowers and canaries, which gave a decidedly Springlike atmosphere.

In 1900, the Hook & Eye



In 1910, the Round Snap



In 1920, the New Shape "Forget-me-not"



Introducing To Canada Harmony Forget-me-not Snaps

Here is the latest, greatest improvement in Snap Fasteners. The Exclusive Forget-me-not shape makes this snap easier to handle; the needle can't miss the easy-sewing eyelets; smaller and neater on the garment. Lustrous rust-proof finish, dependable spring, carefully rolled edges.

ASK YOUR JOBBER FOR SAMPLES AND PRICES.

Federal Snap Fastener Corporation

25-29 West 31st Street New York City

CANADIAN REPRESENTATIVE: WILL P. WHITE, LIMITED
489 St. Paul St. West, Montreal 65 Simcoe St., Toronto

"A boon to the busy sewer," writes one enthusiastic woman.

Harmony Forget-me-not Snaps

Harmony Forget-me-not Snaps retail for 10 cents a card.

BOOT LACE CABINETS

Goodasilk
Globe
Nufashond
(Fabric tipped)
Vogue

BUTTONS

Pearl, Glass, Celluloid, Horn,
Composition, Agate, etc.
—Special Pearl Button Cabinets—
1920 (Freshwater) Velvet Lady (Ocean Pearl)

VEILS

With Elastic
Celia Glad
(Plain mesh)
Gismonda
(Fancy figured)

HEART
Brand
Dress Beltings
Tapes
Braids
etc.



4/0 to 2. All sizes in stock
White and Black

MENDING WOOL

Cards and Skeins
Black and Colors

Special
HAIR PIN BOXES

Rhonda
Rhoda
Floral
Celia Glad

HAIR NETS

Real Human Hair
Tidy Wear (Fringe)
R-22, R-24, R-400
Easifix Cap
Queen Charlotte
Veilanet
Yoda Lane

BULL DOG

Coat
Chains
Bachelor
Buttons
Plush
Buttons

SOME AGENTS For—

Luke Turner & Co.,	Leicester, Eng.,	Elastic Webs and Braids.
J. Bonas & Son,	Derby, Eng.,	Tapes, etc.
Morris & Yeomans,	Redditch, Eng.,	Needles and Crochet Hooks.
Rosenwald Bros.,	London, Eng.,	Hairnets.
Howard Wall, Ltd.,	London, Eng.,	Dean's Tape Measures.
Buttons, Ltd.,	Birmingham, Eng.,	Metal and Covered Buttons.
F. Bapterosses & Cie,	Paris, France,	Agate Buttons.
Star Pin Co.,	Derby, Conn.,	Pins and Hair Pins.
Narrow Fabric Co.,	Reading, Pa.,	Braids.
Henry Myer Thread Mfg. Co.,	Chicago,	Threads.
Federal Snap Fastener Corp'n.,	New York,	Harmony Snap Fasteners.
LoBars Detachable Button, Inc.,	New York,	Bull Dog Bachelor Buttons and Coat Chains.
W. Wendtland, Inc.,	New York,	Fancy Glass Buttons.
New American Button Works,	New York,	Celluloid Buttons.
Winwal Button Co.,	Rockford, Ill.,	Winwal Button Moulds.

WHOLESALE and MANUFACTURERS ONLY SUPPLIED

Will P. White, Limited

TORONTO—65 Simcoe Street
MONTREAL—489 St. Paul St. West



Fountain Brand

Irish Linen Threads

Manufactured by

Island Spinning Co., Ltd.

Lisburn, Ireland

Here is an absolutely reliable thread for

Wholesalers and Manufacturers

of leather goods and clothing. "Fountain Brand" linen thread costs no more than ordinary brands. Yet it is greatly superior to them in strength and durability. It is THE thread for the particular manufacturer who wants the best.

½-lb. and 1-lb. Patent Wind Cops; 1, 2 and 4-oz. Spools.

Colors—Black, White, Whitey Brown

Sole Agents for Canada:

WALTER WILLIAMS & CO.

MONTREAL: 508 Read Building **TORONTO: 20 Wellington St. W.**

THREE BEE WOOLS



WOOLS

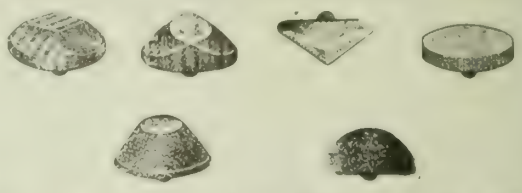
For Immediate Delivery

When you are in the market for wools of any kind, come to the big Wool House. You will find our range in all lines complete.

HAMBLY & WILSON

LIMITED

11 Wellington Street West - - Toronto



Make More than 500% Profit

By making **buttons** of the same materials you sell to your customers for dresses and suits, and in that way assure them of **buttons** that match perfectly.

"Your store is not complete without a Menkin complete **button making outfit,** and **interchangeable button dies."**

It helps the sale of dress materials and makes it possible for you to reduce the size of your finished **button stock.** No left-overs—or sale of **buttons** at the end of each season.

IMPORTANT

If you now use a **button machine** tell us its name and a list of what **buttons** you are now able to make. We will send you sample **button moulds** and show you how to make PERFECT BUTTONS the MENKIN way.

"Service" That's Our Motto

S. MENKIN, Inc.

Creators, Promoters and Producers of Covered Button Supplies for over Sixty Years

143 West 28th St., New York

NERLICH & CO.



For Spring and Summer 1920

We are showing a splendid range of Sporting Goods, including Baseball, Tennis and Football Supplies, Croquet, Bathing Caps, Hammocks, Flags, Souvenirs, Wheel Goods, Summer Toys.

ASK FOR PRICE LIST OF EASTER GOODS

SPRING AND SUMMER CATALOGUE READY EARLY IN MARCH

NERLICH & CO.

146 Front St. West **Toronto**

(OPPOSITE UNION STATION)



"Kurley Kew" Hair Wavers and Crimpers

Easy to adjust

Comfortable to wear

Produce a quick attractive wave

Made of Soft, Pliable washable cotton

No metal to cut or injure the hair

WAVERS

-inch - 6 in Box

$2.25 per Doz. $24.00 per gross

CRIMPERS

5-inch - 6 in Box

$9.00 per gross Boxes

Staple Smallwares for Spring

Our stock is complete of the following lines :—

Morralls Needles	Ric Rac Braids
Crochet Hooks	Stickerei Trimming
Darners	Lingerie Tape
Knitting Needles	Mending Cotton and Wool
Derby Safety Pins	Hat Elastic
Colonial do.	Garter Web
Capsheaf do.	Hair Nets and Sport Veils

We advise an early purchase as prices will be higher and deliveries more difficult to obtain in future.

Wrinch-McLaren, Limited

77 Wellington St. West - - TORONTO, Ontario

Morimura Bros.

53-57 West 23rd St.
New York

IMPORTERS
of
JAPANESE MDSE.

For Delivery 1920

Toilet Brushes

Tooth, Nail, Hair, Hat, Cloth, Shaving

Sole Agents for U.S.A. and Canada

Sakabe & Co., Inc.,
Osaka, Japan

Pearl Buttons

Staple and fancy designs in assorted cabinets.

Sole Agents for U.S.A. and Canada

Nagai & Co., Kobe, Japan

China Toy Tea Sets,
Bisque Dolls,
Celluloid Dolls, Toys,
Xmas Tree Ornaments,
Baskets, Lacquer Ware

On Import Only

WRIGHT'S BIAS FOLD TAPE

The old "stand-by" in family sewing

Made in U.S.A. Since 1898

"W & N," Monarch and Meteor Brands

for binding, piping, fancy work and trimming, in white, black and colors.

Reliable fabrics, cut on true bias, selvages trimmed, seams opened and pressed.

Easy to sell because they are easy to use.



Look for the trade mark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM

The newest labor-saver



All ready to sew on middy blouses and sailor suits. Two yards in a piece—enough for collar, cuffs and yoke.

Pretty, handy and economical.

Keep your stocks up on the old and the new popular labor-savers.

Wm. E. Wright & Sons Co., Mfrs.
315-317 Church Street, New York

Stocks carried at all Agencies

CHICAGO
E. S. RANSOM
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar, 1011 Chestnut Street



In U.S. Pat. Off.

Introducing—



A new hose supporter with features that win prompt welcome from every mother

It's the WILSON "Cord and Slide" Garter—the first really comfortable hose supporter.

In all America there's nothing like it. Never has there been a hose supporter so quickly successful.

It allows children to grow up straight, "like little soldiers." Gives complete freedom of movement. Does not jerk the stockings—does not tear. And it **does** keep stockings tidy.

WILSON
Hose Supporter

Over a million mothers have bought Wilson Hose Supporters already.

We are now making it and distributing it to the Canadian trade.

In two styles—with shoulder straps as shown here and "pin-to-waist" style.

Order now — direct or through your jobber.

Wilson's retail at 50c. Your profit 40 per cent.

Here's big news, too!

For over 18 years **CMC style** hose supporters have been the leaders on the market.

No other hose supporter has won such a tremendous sale in Canada. Because no other hose supporter has been devised quite so good as the **CMC.**

No part to make a round hole in the stocking. No loop to pinch the stocking. Just a plain, protected clasp (highly-plated and non-rustable) that cannot possibly tear, wear or slip.

During the war the demand for **CMC Hose Supporters** far outstripped our production. Materials and labor have been scarce.

Now we are in a position to meet any demands. Figure your needs now—in Women's, Misses', Children's. Place your order at once for this satisfactory, guaranteed, **profitable** hose supporter—direct or through your jobber.



C. H. Westwood
Mfg. Co., Limited
TORONTO



New and Fascinating Way to do Beautiful Art Embroidery

"Marvel" Hand Embroiderer

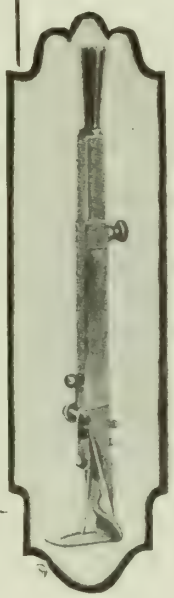
At last the tedious, tiresome work of embroidering, stitch after stitch, slowly and carefully and evenly by hand has been eliminated with the greatest and most practical invention since the sewing machine—the **Marvel Hand Embroiderer.** The finest pieces of embroidery work in the most elaborate designs can be finished with remarkable ease and rapidity.

THE COMPLETE "MARVEL" OUTFIT

consists of the Marvel Embroiderer, a specially made Marvel hoop and a full assortment of Marvel needles. **The Marvel Embroiderer** is a small, compact contrivance, is but 8 inches high and weighs less than 5 ounces. It can be carried most conveniently in an embroidery bag and particularly practical for use while travelling.

Fully guaranteed; approved and endorsed by Good Housekeeping Institute. Note the approval star.

$7.50
Complete



Marvel Needlekraft Works
309-311 FIFTH AVENUE
NEW YORK CITY

Write at once for an Agency for your town to

J. H. WINTERS CO., LIMITED, 431 KING ST. WEST
TORONTO

Quebec Agent: *Sole Right for Canada*
L. E. AUGER, SOMMER BLDG., MONTREAL



Canada to Capture British Trade

Canadian Mills Not Accepting Export Business at Expense of Domestic Market, Says F. H. Yapp, Secretary of Woollen Manufacturers' Association—Will be Able to Turn Out Finer Tweeds, Serges, and Worsteds—Decline in Prices Not Yet—World Shortage and Decreased Production Responsible.

THAT the Canadian market is not being depleted because Canadian manufacturers are accepting export business, that the time is approaching when much of the finer grades of tweeds, serges, and, in time, worsteds, now imported from Great Britain, will be turned out by the Canadian mills, and that there is not yet in sight any decline in prices owing to the world shortage of wool and the decreased production noticeable in all countries—these are the statements and convictions of Frederick H. Yapp, secretary of the Canadian Woollen Manufacturers' Association, Hamilton. Mr. Yapp discussed at length and with perfect frankness the whole situation in woollens so far as the Canadian producer was concerned, and he laid special emphasis on the statement that the domestic market in Canada was not suffering because of the export business done by the association. Accompanying the increased earning powers of the people of Canada was a demand for the finer lines of tweeds, serges and worsteds and silk and cashmere hosiery in both ladies' and gentlemen's wear. Canadian mills producing these lines were not engaging in any export business to the disadvantage of the Canadian market; it was those mills turning out the coarser grades; mills whose capacity had been greatly increased during the war to turn out underwear and socks for the men in arms, which were now making goods for export trade, goods which were not in demand to any great extent in Canada. Mr. Yapp made the emphatic statement that orders for hundreds of thousands of dozens of silk and cashmere hosiery had been turned down though the price offered was better than that received in Canada, because the Canadian mills did not wish to deplete the domestic market.

Will Capture British Trade

One of the promising features of the Canadian production, according to Mr. Yapp, was the output of the finer grades of tweeds and serges for suitings and coatings for men's wear. Many of the Canadian mills, he said, were now being equipped with the necessary machinery to make these finer grades, and he believed the time was not far off when the British trade in this respect would be recaptured to a large extent.

No Decline in Prices Yet

Mr. Yapp could not see a decline in prices for a year at least. The world's supply of wool would not be made up for years to come, following the war and its tremendous demand on all woollen materials. Production, owing to decreased hours and lack of productive power, showed an alarming falling off in some quarters. In spite of the decrease in this respect wages increased and thus overhead expenses were added to materially.

"The export business is not being done at the expense of the domestic market," said Mr. Yapp very emphatically. "It has absolutely no effect whatever on the supply of goods for the domestic markets."

"In the first place there are two classes of mills in Canada, that is two classes of mills making goods for men's wear. One class of half a dozen mills is making tweeds, serges and worsteds equal to any made by the British mills. The second class is making the old-fashioned Canadian untearable tweeds, friezes, mackinaws and blankets, etc. The mills that make this heavyweight stuff have a season that lasts only from four to six months as they can make the necessary supply in that time. The untearable tweeds are not in very great demand at the present time because all the orders are for the higher class goods. The mills that have been making these heavyweight goods are the mills which are making goods only for export orders, and the export business is of this class of goods. If they were not making these goods for export they would be closed down as they are not equipped for turning out the finer lines for which there is such a demand in Canada.

"The first class of mills mentioned have not taken any orders whatever for export but are working wholly on Dominion orders. The statement has been made by some parties and in some newspapers that if these mills would not take export business they would be competing for the Dominion market, and, in consequence there would be lower prices in their particular lines. This is not the case as the price of wool is fixed by the world demand and supply and the comparatively small amount used in Canada would have no effect whatever upon the general price?

Production Shows Decrease

Mr. Yapp said there had been a marked decrease in production since the signing of the armistice in November of 1918. He attributed this partly to the fact that the productive power of the individual had, in many cases, been temporarily lessened because of the tension during the four and a half years of the war. Families with two or three girls who had been engaged in war work and who had brothers or near relatives at the front, showed that their productive power had been weakened because of the strain under which they had lived during those years. But there were other causes, attributable to the general labor unrest and increased demands which had lessened production.

"With regard to production," said Mr. Yapp, "during the last year since the signing of the armistice all the mills have reduced their hours of labor by an average of ten per cent. They have increased their wages to such a degree that operatives are earning more money during the reduced hours of labor than they earned during the war with longer hours. This reduction of working hours means not only a corresponding reduction in the output—which is thus costing ten per cent more—but means also an increased cost per yard in the overhead expenses. The reduction, however, is not limited to the proportionate reduction in the hours of labor but is actually, in some cases, twenty per cent. less instead of ten per cent., owing to a general lack of—well, I can think of no better word than "pep" on the part of the employees. Many firms have shown a reduction in twenty per cent. output though their working hours are only ten per cent. fewer.

Canada the Cheapest Market

"The increased demand on the Canadian mills has enormously increased owing to the fact that importations from Great Britain especially have been cut down by, probably from 50 to 75 per cent., and this reduction in importations is partly owing to the same causes operating in Great Britain as those mentioned as operating in Canada, and partly to the fact that a very much higher price can be obtained by British houses in other countries than can be obtained in Canada. This, in itself, is pretty conclusive evidence that Canada to-day is the cheapest market in the world for woollen goods."

To verify this statement, Mr. Yapp said that shipments were being made to the United States to-day to firms willing to pay a forty per cent. duty on the Canadian woollens.

World Shortage Prevents Decline

"As to the future," continued Mr. Yapp, "I cannot see any possible decline in the price for a year to come but I think that, owing to the fact that many of our mills are increasing their capacity and equipping them with machinery to make the finer lines of goods, the shortage will be relieved to some extent even though there is no decrease in price. The world shortage in wools cannot be made up for years to come.

"The situation with regard to worsteds will not be relieved to the same extent as serges and tweeds, for the same reason that the machinery used in making worsted yarns—a large proportion of which has, hitherto, been imported—cannot be obtained for at least two years to come." Mr. Yapp here referred to the combs that are used in the making of worsteds.

Have Turned Down Orders

Mr. Yapp stated that the Canadian mills had at their disposal an enormous supply of the heavy grade stocks, due to the fact that their capacity to turn out these goods was greater than the demand, which was for finer grades.

In conclusion, and to emphasize the fact that the Canadian mills were not accepting export orders to the disadvantage or depletion of the Canadian domestic market, Mr. Yapp said: "We have turned down orders for hundreds of thousands of dozens of cashmere and silk hosiery for export, and at higher prices than have been paid in Canada."

Fine Soft Wools for Sweaters, Scarfs, etc.

Novelties for Summer Appearing—Pastel Shades in Rainbow Effects Growing—Fancy Scarfs New—Tricollette Still in Fashion.

AFTER one of the biggest knit goods seasons in years, manufacturers are setting out hopefully in 1920 with every expectation of a continued demand. In spite of the scarcity of tops and the labor difficulties, they are in hopes of turning over an immense quantity of business and going a fair way to meet the supernormal inquiry.

In sweaters, high grade trade seems to be asking chiefly for silk and fine wool knitted models in Tuxedo effects. These include the full Tuxedo collar extending right to the hem, and also the shorter Tuxedo, finishing above the waistline. Some people still cling to the fancier designs, but it is expected that the simpler cuts and stitches will win out in the end. For Palm Beach trade, the Canadian shops are showing some knitted wool sweaters in plain straight styles with large sailor colors of striped brushed wool and cuffs to match. Sports—angora is also being shown—a knitted fabric with a brushed finish. This comes in most attractive stripes and colorings, as well as the plain colors. Sets are shown consisting of a skirt, scarf and tam to match; or a jacket of sports angora, with a matching band trimming a white skirt of baronet satin. Purple, paddy, and numerous blues and yellows are seen to good effect in this material.

Some of these jackets are in plain straight styles, possibly sleeveless; others are in a tie-on blouse effect. The skirt pockets and belts are often ornamented with a fancy nosegay made of wool.

Many Pastel Tints Combined

New York is talking about rainbow effects in sweaters, but the colors are not vivid. They are pastel shades blending delicately into each other.

Scarfs are promised great popularity this coming season as well. In these, too, the collars are going to be softer, and stripes more subdued. Originality in design is being put into the weaves, in which great variety is seen. Some are in raised square patterns; others in stripes. An invisible cross-bar design is exceedingly attractive and should gain many admirers. These are in silk weaves. Little change is to be noticed in the wool scarfs shown, as their day, except for steamer trips, will be practically over for another season when the cold weather is gone. The large brushed wool variety, however, continue in favor, with pockets and narrow leather belt, and maybe a matching tam. Some mid-Winter arrivals in soft brushed wool have narrow belts (one and a half inches) of the same material and color, secured in front with a metal buckle. Others have plain knitted belts attached at the back.



A 1920 Sweater

Stewart & Co., New York, are showing this attractive new sweater of soft wool with long revers, ripple flare, flowing sleeves and narrow leather belt. Rows of plain knitting among rows of stocking stitch make smart rib trimming. The colors featured are grey, purple, peacock, black and buff and it retails at Stewart's at $11.95.

Tricolette Still in Vogue

Tricolette skirts in the more conservative shades, such as navy, brown, and grey, are promised a good run. They are being made up in plain styles, but all impressions of sameness are dispelled by the wealth of design demonstrated in the knitting of the material itself. Plain weaves are used as well, since people have not yet tired of the supple softness of this fabric. Some of the Canadian makers of silk sweater coats have added tricolette to their output for this year.

Handbags of tricolete will be on the market this year and their popularity is assured by the extent of the demand which could not be satisfied last season. In this day, when a variety of fancy handbags has almost become one of the necessities of a smart woman's wardrobe, one of tricolette with a circular, leather-finished handle is far from being unacceptable.

MRS. McMICHAEL LEAVES GOSSARD CO.

Mrs. C. S. McMichael, who is known to corset buyers in Canada from coast to coast, has severed her connection with the Canadian H. W. Gossard Co. and also with the parent company in Chicago. Mrs. McMichael is spending some months in California and Honolulu and does not intend to take up active business life again until next Fall. Her many Canadian friends will join with DRY GOODS REVIEW in wishing her the best results possible from her well-earned holiday.

PARISIAN CORSET MFG. CO. EXTENSION

Four Storey Addition to Quebec Plant at Cost of $75,000

The Parisian Corset Manufacturing Co., Ltd., of Quebec, are arranging for a four storey addition to their present building in order to provide them with the necessary increased space that they now require. The new addition will be 70 x 40 feet and will include a basement. The offices will be situated in the new building and the entrance will be on St. Valier Street. Construction will begin in the Spring and the cost of the extension will be about $75,000.

The Arundel Street Mills, Chester Rd., Manchester, Eng., have amalgamated with E. H. Price & Co., Ltd., of London, Hadleigh and Catteris. The new firm is registered as E. H. Price & Holmes Smith, Ltd. In addition to making all classes of webbing the new firm will manufacture door mats, cocoa and other fibre matting, jute and cotton sacks, hearth-rugs, etc. They have also purchased and newly equipped the Lancashire Mills, Manchester, Eng.

Buster Brown Stockings Lower the Clothing Bill

HERE'S a real proposition for your customers! Cold-weather stockings at a reasonable price. Closely-knitted from extra-long yarn, warm and durable——sturdy stockings that will stand the strain of winter sports.

Your customers will welcome Buster Brown Stockings. Welcome the saving they will effect in clothing bills. Welcome the mending they will save by their long wear.

Buster Brown's Sister's Stockings are excellent for the girls. Knitted from fine mercerized lisle, in Black, Leather Shade, Tan, Pink, Blue and White. Shaped to fit and moderate in price.

Order Buster Brown Stockings, and Buster Brown's Sister's Stockings from your wholesaler.

THE CHIPMAN-HOLTON KNITTING CO.
HAMILTON, - ONTARIO

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED



The Home of

"TIGER BRAND"

Heavy Elastic Rib Underwear

For Men and Boys

Representatives are now out, featuring our samples for Fall, 1920.

It is a well-known fact that our several lines are the best value on the market and have been for many years.

The Galt Knitting Company, Limited

GALT — Manufacturers of Underwear and Knitted Specialties — ONTARIO

Agents:

ONTARIO—
J. E. McClung, Toronto.

QUEBEC—
P. DeGruchy, Montreal.

MARITIME PROVINCES—
Fred S. White,
St. Stephen, N.B.

TRADE MARK REGISTERED

TIGER BRAND

WESTERN PROVINCES—
Hanley, MacKay Co.,
Winnipeg.

BRITISH COLUMBIA—
Hanley, MacKay Co.,
Vancouver, B.C.



Bentro-Knit Range for Nineteen-Twenty

FOR Fall and Winter, 1920, our representatives are now showing the complete range of

Men's, Women's and Children's
SWEATER COATS
MUFFLERS, MUFFLER SETS,
TOQUES, CAPS,
MITTS and GLOVES

We believe you will find the inspection of this line a matter of much interest.

BENTRO KNIT

For Spring Delivery
Boys' and Girls'
JERSEYS
in a complete range of styles and colorings, also
Men's and Women's, Boys' and Girls'
BATHING SUITS

The Williams-Trow Knitting Company
Limited
Stratford - Canada

J. M. ROBERTSON & CO., Toronto. J. B. TROW & Co., Montreal. O'BRIEN, ALLEN & CO., Winnipeg. A. M. MOUAT & CO., Calgary.
A. J. SNELL, Vancouver.



ATLANTIC

LIGHT-WEIGHT
UNDERWEAR

Offers Coolness With Comfort

Your customers will like these light, form-fitting union and two-piece garments.

Every point of strain is amply reinforced in order that the garments may give the utmost in satisfactory wear.

Your jobber has them

Atlantic Underwear Co., Limited

MONCTON, N.B.

E. H. WALSH & COMPANY MONTREAL, TORONTO

Selling Agents for Quebec, Ontario and Western Provinces.

Peerless Brings Repeat Orders

OF course you want repeat orders. Peerless Underwear points one sure way of getting them. Lay in a stock of Peerless Underwear for the coming winter. Display it on the counter. Recommend Peerless to all your customers—it will sell itself in future.

Peerless Underwear
Company, Limited
CONTROLLED BY
J. R. Moodie & Sons,
LIMITED
HAMILTON, ONTARIO

MOODIE'S Peerless UNDERWEAR



The New Ballantyne Range

SHAWLLETS, KNITTED
COATS, PULLOVERS, CAP
AND MUFFLER SETS,
MUFFLERS, TOQUES,
TAMS, CAPS, MITTS,
GLOVES, HOSIERY.

YOUR needs in Fancy Knitted Goods will this year be well served by the enlarged Ballantyne plant. Our floor space has been practically doubled, and the new machinery installed enables us to produce fabrics of a type and quality new to the Canadian trade. But one of the biggest features about our new plant is that it enables us to concentrate on quality, as we have done in the past. Despite the greatly increased demand for Ballantyne Knitted Goods, we are able to give the same careful attention to all details of manufacture, with the result that we can supply an increased number of customers with goods of the old standard quality.

R. M. BALLAN

STRATFORD

Season of Nineteen-Twenty

N'S AND BOYS' JER-
'S, CHILDREN'S SUITS
AND

BALLANTYNE GLOVE
"Scotch Knit"



BALLANTYNE Knitted Goods for 1920 are now ready to be shown to the trade, and our representative will soon pay you a visit. You will find the range more complete than ever this year, new lines have been added, and the styles shown in the standard Ballantyne garments comprise the smartest fashions yet created by our designers. In the past, Ballantyne styles have done much to create popularity for knitted garments; this year we invite your judgment on their leadership when the Ballantyne man visits your store. Ballantyne style coupled with Ballantyne quality is a winning sales combination.

E, LIMITED
CANADA



We stand behind every garment!

You, Mr. Retailer, appreciate being able to offer goods that you KNOW are guaranteed by the manufacturer.

We guarantee

Beaver Underwear

for

Quality

Size

Workmanship

Let this be your protection in your Underwear Sales.

Beaver Underwear

—Fleece Lined—

For Men and Boys

Combinations and Two-piece

Children's Ribbed Underwear

Wholesale Trade Only

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St.
Toronto



Quebec and Maritime Provinces
WM. C. FORSTER
43 St. Sacrament St.
Montreal

MONARCH-KNIT

THE MONARCH KNITTING COMPANY, LIMITED.



SWEATERS-HOSIERY-YARNS



QUALITY

THE Monarch-Knit trade-mark stands for quality, first and foremost. Our deliberate policy from the inception of the company has been to make our trade-mark stand as the recognized symbol of reliability in knit-wear. We put into every Monarch-Knit article a quality of material and workmanship that results in the entire satisfaction of the ultimate buyer in the confidence that, by so doing, we could build up a list of loyal customers throughout every part of Canada. Results have amply justified this consistent policy. On the following pages we submit for your examination a few lines from our extensive range of stylish novelties which will be leading sellers during the Spring and Fall. Samples are now in the hands of our travellers, and we solicit your examination of the full range when a Monarch-Knit salesman calls upon you.

THE MONARCH KNITTING CO. LIMITED

DUNNVILLE

ST. CATHARINES ST. THOMAS BUFFALO, N.Y.

MONARCH-KNIT

THE MONARCH KNITTING COMPANY LIMITED



FILET styles will be all the rage for Spring and Summer wear. We are showing an exceptionally extensive range of these popular styles, of which the four illustrated on this page are but a very small portion. You will need a good assortment to fill the Spring demand, and will, therefore, be well advised to place a liberal order when the Monarch-Knit traveller calls.

Write for Filet Style Book for Spring.



THE MONARCH KNITTING CO. LIMITED

DUNNVILLE

ST CATHARINES ST. THOMAS BUFFALO, N.Y.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED











WE are showing a very wide range of Scarf Sets with both Caps and Tams. Also a nice variety of Individual Scarves and Caps. These are made in fine worsted filet and in fine quality worsted with brushed finish in a very extensive array of popular contrasting colors. This range is sure to please you. Please hold your order for these goods until you have seen our traveller's samples.

THE MONARCH KNITTING CO. LIMITED
ST. CATHARINES DUNNVILLE BUFFALO, N.Y.
ST. THOMAS

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

Place Your Order Now for

ART IN KNITTING MONARCH YARNS

Book No. 4



Cover design shown on opposite page.

The great success of our Nos. 1, 2 and 3 books proves that they filled a real need.

This need is based on the fact that women everywhere in Canada are intensely interested in hand-knitting. And they cordially welcome a book of instructions which illustrates the very newest styles and explains the process, stitch by stitch, in a way that all can quickly understand.

Book number four now in preparation is being built on the usual

Monarch-Knit Standard of Perfection

Trade Price 17c each
Retail at 25c

The new book will be ready for delivery in February. Place your order NOW for a liberal quantity, and be sure of your supply.

Place your orders in advance for

MONARCH FLOSS
MONARCH DOWN
MONARCH DOVE

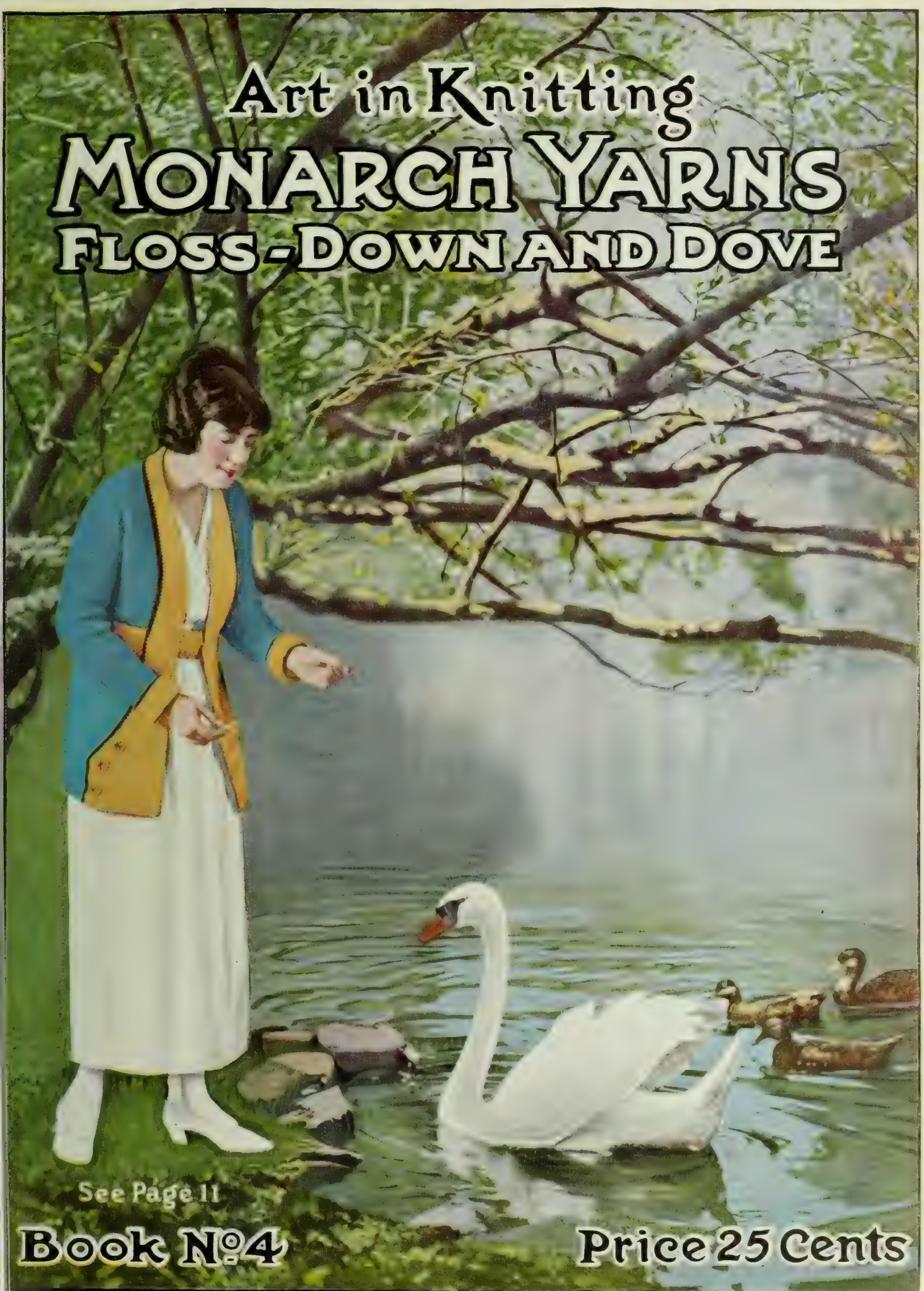
Canada's leading balled yarns.

This Book Increases Yarn Sales

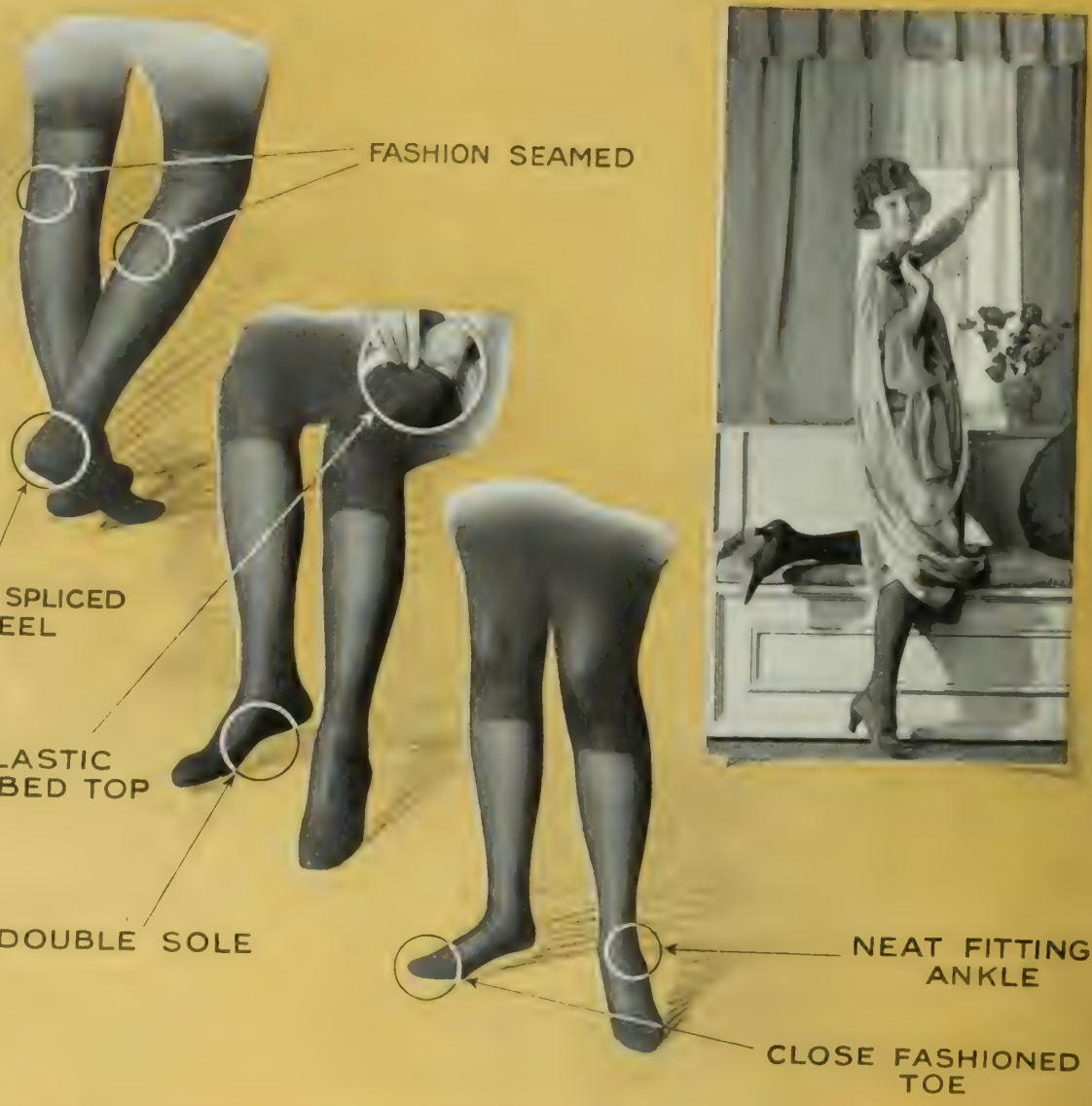
Experience proves that there's nothing so effective in stimulating yarn sales. Everywhere these books have been displayed the sales of MONARCH FLOSS, MONARCH DOWN and MONARCH DOVE have been greatly increased. And these yarns themselves are big trade-builders because they have the smoothness, the quality and the beautiful shades that women require.

Please Let Us Have Your Order Now!

THE MONARCH KNITTING CO. LIMITED
DUNNVILLE
ST. CATHARINES ST. THOMAS BUFFALO, N.Y.


Art in Knitting
MONARCH YARNS
FLOSS-DOWN AND DOVE
See Page 11
Book No. 4
Price 25 Cents

MONARCH-KNIT
THE MONARCH KNITTING COMPANY LIMITED



Monarch-Knit Hosiery for Men and Women

WE are showing the most complete and up-to-date range of Silk Hosiery in Canada for Men and Women. These goods have several special features, as above illustrated, which, combined with their good quality and beautiful finish, make them sure to please your most critical customers.

THE MONARCH KNITTING CO. LIMITED
DUNNVILLE
ST. CATHARINES ST. THOMAS BUFFALO, N.Y.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY LIMITED

The Monarch-Knit
M 1-2-3 Coat



—The outside fabric of this Monarch Knit 1 2 3 Coat is closely woven with a smooth surface that will not "Rough-up." It is double-seamed throughout and will give exceptionally long wear. It is both showerproof and windproof.

This coat is lined with a soft woollen material that insures the utmost warmth and comfort in all weathers.



Monarch-Knit Sweater Coats and Sweaters for Men and Boys

The Monarch-Knit M 1-2-3 Coat is noted for comfort and long wear. It is made in all sizes for men and boys. Be sure to place a liberal order for this number when our traveller calls with samples of our Fall range.

We also show above some of the sport styles from our Fall range.

THE MONARCH KNITTING CO. LIMITED
DUNNVILLE
ST. CATHARINES ST. THOMAS BUFFALO, N.Y.

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

SWEATER COATS

For Women, Misses, Girls and Children

Stylish Slipovers for Women, Misses, Girls and Children

* * *

Children's Suits and Rompers

* * *

Scarf Sets with Tams or Caps

* * *

Individual Tams, Caps and Scarves

* * *

Fancy Silk Senorita Scarves

* * *

Sweater Coats for Men and Boys

* * *

Pullover Sport Sweaters for Men and Boys

* * *

Jerseys for Men and Boys

* * *

Bathing Suits

* * *

Toques and Motor Scarves

* * *

Skirts for Women and Children



HOSIERY

Thread Silk, Artificial Silk and Mercerized for Men and Women

* * *

HAND-KNITTING YARNS

Monarch Floss, Monarch Down, Monarch Dove

Knitting Instruction Books

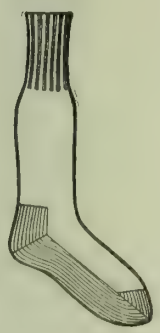
THE MONARCH KNITTING CO. LIMITED
DUNNVILLE
ST CATHARINES ST. THOMAS BUFFALO, N.Y.

Circle-Bar Hosiery

for

Fall 1920

MEN



WOMEN



CHILDREN



OUR representatives are now on the way to see you with samples of Circle-Bar Hosiery for Fall 1920.

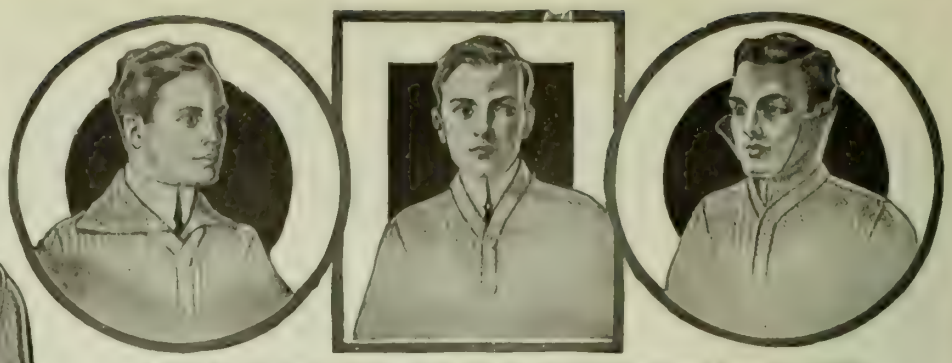
Owing to shorter working hours and the drought in Australia killing off a great many fine wool-bearing sheep, well-made, satisfaction-giving cashmere hosiery such as Circle-Bar may be scarce—therefore we suggest you estimate your requirements carefully, and be ready to order on conservative basis when our representatives call.

The Circle-Bar Knitting Co., Limited

Kincardine, Ontario

CIRCLE BAR REGISTERED HOSIERY





Protected by Canadian Letters Patent No. 131,527 and Canadian Letters Patent No. 120,709

The Visor "4 in 1" Sweater

(Four Sweaters in One)

Note the four ways the collar can be worn. The most practical and best selling coat on the market. Made in many weights in HALF-CARDIGAN, SHAKER, and JUMBO stitch.

We make also this year the best SHAWL COLLARS on the market in all our lines. Also V-NECKS, PULL-OVER sweaters with stripes, and other lines of PULL-OVERS for Men and Ladies. Also Double Reversible CAPS, Ladies' CAPS and SCARFS, BRUSHED and UN-BRUSHED, Men's SCARFS, BRUSHED and UN-BRUSHED. We have added several new attractive lines this year, both in Men's, Ladies', and Boys'. Some of them lightweight for Spring delivery. All with the superior VISOR finish.

One of our representatives will call early in the season. Don't place your order until you have seen our complete line. We have added two more salesmen this year and now cover all of Canada.

VISOR KNITTING COMPANY, LIMITED

NIAGARA FALLS, ONTARIO

Factories also at Niagara Falls, N.Y.

Mothers are Good Customers

If you can sell the mothers of your district and keep them sold, you win a big asset in your business.
You can do so if you carry

PRISCILLA BRAND

infants' and children's woollies. Woollen caps, toques, jackets, leggings, stockings, infantees, mufflers, are important articles in the small child's outfit.
Priscilla Brand woollen garments are made of the purest wool by expert workers, in both hand-made and machine-made lines. They are the standard of quality.

Our traveller will call on you early in the New Year.

HENRY DAVIS & CO., Limited 259 Spadina Ave., Toronto

WINDSOR PRINT WORKS

86-88 WORTH STREET, NEW YORK, U.S.A.

MANUFACTURERS OF PRINTED and DYED COTTON FABRICS FOR JOBBING AND CUTTING-UP TRADE

PERCALES, FLANNELETTES, WASH FABRICS

CANADIAN AGENTS:

John Paterson, 309 Coristine Bldg., Montreal; Wilson & Paterson, 510 Empire Bldg., Toronto

Our Men are now on the Road
with a full range of

WOOLLEN GOODS
FOR FALL 1920

consisting of

Men's and Ladies' Sweaters

Men's and Ladies' Hosiery

Men's Gloves and Mitts

Mackinaw Coats

Underwear

Also

Working Shirts

Overalls, etc.

Wait and see our range before buying
It will pay you

Denton, Mitchell & Duncan

79-83 Wellington St. West
Toronto, Ont.

Nature, Inc.—

original silk manufacturer

PLINY, the well known old Roman writer, often referred to silk. When it was first introduced into Rome it was worth its weight in gold. Silk garments for men were then regarded as effeminate luxury.

Times have changed since the days of Ancient Rome. To-day silk is decidedly more reasonable in price as well as finer in quality.

But modern methods have brought with them modern imitations of real silk.

We have no quarrel with imitation silk. It serves a very real usefulness.

But still we are just old-fashioned enough to want every Monito Silk Stocking to be *real silk*—silk-worm silk.

That they are is a comforting thought to the merchant who wants to say—"Here are stockings which are guaranteed to be of pure silk."

Moorhead Knitting Co., Inc.
Harrisburg, Pa.

Monito sales service radiates from the following offices:

NEW YORK
200 Fifth Ave.
(428 Fifth Ave. Bldg.)

BIRMINGHAM
12 Potter Bldg.

BOSTON
31 Bedford Street

ST. LOUIS
520 Wainwright Bldg.

COLUMBUS, OHIO
260 13th Ave.

ATLANTA
225 Peach Tree Arcade

KANSAS CITY
506 Ridge Bldg.

DALLAS
1019 Commerce St.

PITTSBURGH
3043 Jenkins Arcade

READING
1416 Perkiomen Ave.

NEW ORLEANS
314 Hennen Bldg.

INDIANAPOLIS
319 Occidental Bldg.



Monito

Pronounced "Mo-knit-loe"
STOCKINGS *for* WOMEN
SOCKS *for* MEN

C 1920 M. K. Co

Your Customers Will Like

"CEETEE"

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

"CEETEE" is in a class by itself. Made on different machines and none like it made in Canada—guaranteed unshrinkable.

"CEETEE" is the perfect product of over sixty years' specialization in the making of real, comfortable and fitting underclothing.

By pushing all lines "Turnbull's" Underwear you increase your business and secure a pleased patronage.

Each year we create business for you, with our broad, national advertising campaigns.

Our travellers are now on the road with a complete range of samples.

Don't place your order before seeing them.

The C. Turnbull Co. of Galt
Limited
GALT, ONTARIO

Established 1859

These are our Trademarks
CEETEE



LOOK FOR THE SHEEP
The pure wool underclothing that will not shrink.



Splendid quality plain knitted and special closed crotch.



Ribbed underwear, very popular with boys and girls—very elastic.

Fashionable Accessories Seen in Paris

Paris Correspondent of Dry Goods Review Writes Special Letter on the Latest Trimmings And Novelty Dress Accessories—Paris is to Appear in Pleats and Ruffles And Frills Next Summer.

PARIS, December, 1919.—I will tell you this month about some sundry trimmings that were timidly shown early in the season, but that are getting so much in favor that I feel sure they will be the rage next Summer. There are three various new trimmings:

Leather

As a rule, white kid will make some dainty collar bands. It will edge frills on children's garments. It will make waistcoats, and we have some whole blouses entirely made of that supple kid leather. In the latter case, it is not plain, but has some embroidery made of "points de croix" of different colors, all very bright. Such blouses are the kimono of the season, quite plain, but draped under the arms. In many instances, we see the leather carved or beaded with jet or galalith beads. Irregularly stripped, it will give a new fringe effect.

When our children have their coats trimmed with leather, their hats are matched.

This fashion, just out, ought to grow into great favor, for I hear that the couturiers intend to use leather quite extensively in their Spring collection, even in connection with fur; for instance, a band of Hudson will be joined to the next by a band of leather.

Needless to say that every shade will be used. As a matter of fact, you can now buy a whole skin just as you purchase a yard of cloth.

Patent Leather Effects are Novel

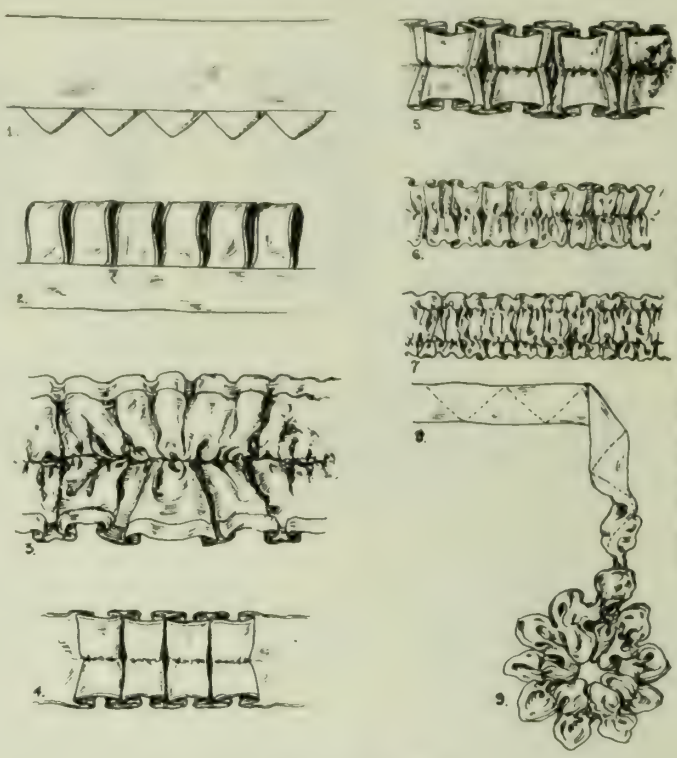
The same popularity applies to oilcloth. This material will be used in the same manner as leather.

In belts it has already won many suffrages, for you can get everywhere belts of all sizes, either in plain oilcloth or in silk, with oilcloth cut into flowers, leaves or all sorts of motifs that show up the silk underneath. As a rule, when choosing a like belt, the silk should be in the shade of the dress and the leather or oilcloth in black. An exception can be made for tan or gray suede leather worn with silk of the same shade.

Close by real leather, we have the Ruban Cuir. This ribbon, which looks like leather, in reality is as supple as can be wished. It makes some exceedingly dainty belts, some bows on fur collars, etc. There is besides a similar sort of ribbon, only it is striped with wide diagonal cords, and it is less supple.

These are seen in all shades.

Another specimen of cire ribbon is more like oilcloth than the former. Its light weight and thinness will make it perfectly fit for Summer wear and its suppleness will allow its use in the frills and ruches that will be fashionable next season; for—mark my words—the coming year will see any amount of ribbons, pleats, frills, tucks, etc.



Dainty Trimming

1. Corners of ribbon edging silk. 2. Loops of ribbon form a new kind of fringe. 3. Silk ruching edged with ribbon. 4. "Ruche" border for sleeves and necklines. 5. Double "ruche," more fluffy. 6. Especially for lingerie or wider for dresses. 7. Two rows of gathers are also effective. 8. How to "run" the ribbon in order to make the rosettes of No. 9 in either wide or narrow ribbon.
Sent from Paris to DRY GOODS REVIEW.

If my prognostics are correct, there should be no more fringes, unless in ribbons, as roughly shown in specimens herewith, and there we have edgings rather than real fringes.

One shows you ribbon edging a piece of silk. You see how it is worked in triangles made of bits of ribbon cut and folded to give that effect. They are sewn close to each other.

I have seen a very dainty combination of silk Jersey thus trimmed. It looked neat and very nice, indeed.

In nainsook, it will edge some collars or brassieres to perfection.

The second is the remnant of fringes, made of bits of ribbon worked into loops. I daresay we shall see many of these loops next year, whether all of the same size or in different lengths.

The third shows how to edge a band of silk with a ribbon. Shirred, as per this pattern, it will make some "chicoree" ruffles to be used on children's or young ladies' dresses. This will prove a sufficient trimming, which will be quite effective.

As I said before, we shall have (at least I think so) any amount of ruffles in the couturiers' Spring collection. I have, therefore, made a few specimens to show you how to work ribbon in this case:

Four shows you the simplest way of making a "ruche." When nicely ruffled it looks rather nice, and makes delightful borders for frills, necklines, sleeve edges, etc.

Five is similar, only it is double, and, therefore, more fluffy.

Six, a plain "chicoree" sample, gathered in the middle, will be used in many instances on lingerie especially, and if made of wide ribbon, on dresses.

The same applies to seven, which has two rows of gathers. In wide ribbon or silk, it will give us what we call "bouilloné."

As to eight, which is nothing but a plain ribbon gathered diagonally from one side to the other, it will make some very dainty crowns, whose use will be very diversified; in tiny ribbon, similar to roccocco, it will be seen on lingerie. Bigger, it will have a ready place on our "debutantes'" ball dresses.

Such dresses, in mauve ninon, with a few such wreaths here and there in the skirt, and a bunch of Parma violets at the waist and in the hair, will look sweet indeed.

These gatherings can be seen edging straight frills. As a matter of fact, there is a rage for them just now, and I have even seen some jewel boxes intended for Christmas presents, made of crystal, and entirely trimmed outside with borders of ribbon thus frilled.

Some New Ribbons

Amongst other novelties in the rib-

bon department, I might mention: Some plain "faille" ribbon with "picots edges."

Others in striped panne velvet, in two shades, navy blue and red, for instance, one-half inch wide, or in various mixtures of shades, such as light blue and white on half the width, and dark blue and white on the other half, which make them look striped.

Very broad ribbons to be used as sashes are either in lame or in taffetas, plain or chameleon. I have more confidence in the latter, for we have seen too much of lames for several seasons.

I must also mention that I strongly believe in all sorts of pleatings. For Winter wear, although they had been devised, it was unlikely they would be really fashionable, as the materials were too thick for such a purpose, but the light voiles, muslins, etc., generally worn in Summer will be perfectly suitable for the full development of this fashion.

Paris Will be Veiled

Veils, always fashionable, will be the rage next Spring. They will be made of embroidered net and will hang down the back as far as the waistline, or, in other instances, they will just cover the tiny toque which we shall wear in light shades of silk. Many of these will also be made entirely of feathers, thus continuing the present fashion, according to which the head-dress for evening wear should consist of several partridges' or pheasants' feathers fixed in the hair. We have had also some flowers made of feathers, and some feather skirts. These I mention because they are original, for they are by no means the staple fashion.

What is staple, though, in the feather department, is the *fan* made of one big ostrich feather fastened on an ivory or tortoise shell handle. Sometimes you have several feathers graded in size, and in some instances blended. In the latter case, the handles are in galalith in the shade of the feathers, which are uncurled.

UMBRELLAS are still the thick, cane-looking implement we have had for several seasons. Most all handles are in ivory, inset with gold or mother of pearl motifs. The wrist handle is generally a bracelet, also in ivory.

BAGS are still beaded and the shape most in favor is the regular pouch.

NECKLACES of large beads are not so fashionable, but the gold engraved and carved pendants that our jewellers have devised lately are real marvels, whether they be in plain gold or in gold and pearls or diamonds.

KEEPSAKE BRACELETS are now in elephant hairs, with pearls, by rows of three.

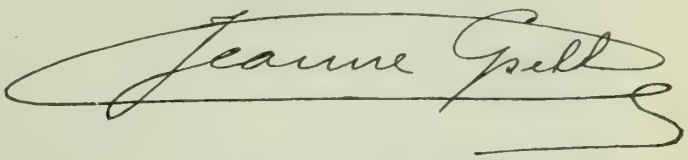
Nowadays, we do not wear any HATPINS, but we have some BROOCHES that cross the hat. They are real arrows of platinum with diamonds or (for cheaper articles) in silver and strass beads. Their length is from four to six inches and the tiny specimens are worn on the chest.

Some fancy articles have been made, such as colored beads, or fanciful arrows, but the plain ones have easily won favor over the others.

I will soon tell you about a collection of silks I have just seen.

With my heartiest wishes for a prosperous New Year, I remain,

Your very truly,



Longer Gloves on the Way

It is Hoped That by the Time a Real Vogue Develops Better Supplies Will be Available—1920 Outlook Sees Little Hope of Replenishment—Big Increase in Quotations Over a Year Ago.

GLOVES have surely had their share in the big business that was done during the past season. A buyer of a large, ready-to-wear store in Toronto stated to DRY GOODS REVIEW that the sale in gloves this past year exceeded that of the last five years together. So many varieties had a strong appeal that it would be hard to name any one line as the favorite.

Kids were good, especially white, but silks seemed to be a little better. The trade in kids, however, was better than it had been any time during the last four years. Then there were the chamoisettes, plain or duplex. Woollen gloves were good, also silk and wool and the two-toned fibre silk, wool lined, which is a clumsy looking glove but unequalled, its wearers declare, for motoring.

"Women like the closed wrist, I find," said the buyer mentioned above, and perhaps that is why gauntlet and strap wrists have been popular and promise to continue so. Considerable variety is noted, especially in silk lines, in the treatment of the gauntlet cuffs when pin tucks or lace insets are employed.

In the States, it is said, in some places the sale of long gloves exceeds that of short, and a prominent importer believes that the Canadian trade will experience similar conditions, probably by next Fall. The increase in the demand for long gloves, he thought, would come gradually during the Summer months.

Some inquiry for three-quarter lengths is expected for Spring, but not enough to affect the sale of the shorter lengths, so that's "the long and short of it."

Increases in prices for next season are certain. Quotations to the Canadian trade from France are around $50 and $60 for plain, short kids, and the rise in silk floss will help to boost prices still further. It is expected then that the steady demand for chamoisette will be quickened as the price of silks and kids advance.

60 Per Cent. Higher in France

Speaking to the "Daily Garment News," New York, William J. Harrigan, New York representative of Rey-Jouvin Freres, French glove makers, expressed feelings of distress over the 1920 outlook in the glove trade. Predicting staggering prices though unable to tell just what the advance would be, he said that some varieties of gloves are selling 60 per cent. higher for this Spring wear than they did in the Spring of 1919.

"The scarcity of kid gloves is one of the most important reasons for the increase in the price of gloves," he said. "During the war the animals in France (which make the best quality gloves), were killed for food. Breeding was neglected and naturally a lessened supply was the result.

"Then the silk floss with which the gloves are made has advanced enormously as is generally known. Added to the strikes and labor troubles and the result is a chaotic situation.

"There was a general strike of the tanners in France that lasted for weeks and was finally settled in October. During the time of the strike many skins were neglected and ruined as the result. Then there are troubles in the glove factories. Labor is short and all the factors combine to high prices."

Regarding the situation among the American manufacturers, labor troubles and the shortage of skins have placed American manufacturers in the same position as the French.

As an example of the increase in the price of mocha gloves, which are very popular, gloves that sold for $36 a dozen, wholesale, last Spring, are now quoted at $50 a dozen. Cape skin gloves now selling for $39 wholesale are expected to advance to $42 within a short time. Twenty-eight button gloves now retailing at $5.25 a pair are predicted to advance to $6 within a few weeks. French mousquetaires are quoted at $12 a pair.

DRY GOODS TRADE LIKELY TO BE WELL REPRESENTED IN TORONTO BOARD OF TRADE FOR 1920

Mr. C. Marriott, of G. Goulding & Sons, was elected Jan. 16, by acclamation, as president of the Toronto Board of Trade. Mr. B. B. Cronyn, of the W. R. Brock Co., Toronto, is nominated for the vice-presidency; and for the council, Mr. A. R. Auld, president of Nesbit & Auld; R. W. Eaton, director of the T. Eaton Co., and R. A. Stapells, president of the McElroy Mfg. Co., are among those nominated. The elections will take place January 26.



The newest spots and meshes being offered for Spring, 1920. Featuring the Spanish spot.

The two centre designs are from E. & Z. Van Raalte, New York. The others are shown by Herbert B. Lederer & Co., New York.

Yardage Veilings Important for Spring

Spanish Spots Used for Newest Designs—Fancy Meshes the Vogue—Black and Brown Leading Colors, With Navy and Taupe in Third Place.

THE matter of Spring veilings is interesting from two or three standpoints. The first one is that veilings by the yard are showing renewed activity. Even the high-class trade seems to regard the veil with an eye for utility though of course the made-up separate veils are still to be had in many artistic and original conceptions.

Fancy Meshes Featured

The next interesting feature about Spring veiling is the matter of design. The popular type of smart veil is almost invariably in novelty mesh. The thread is on the whole a little finer perhaps than it was a year ago, though still fairly coarse. As to trimming, all the big veiling houses are featuring the Spanish spot. The Spanish spot is characterized by threads woven back and forth into squares of different sizes. These squares are grouped to form patterns such as little crosses, double crosses and so on in geometric effects. Sometimes a thread slightly heavier than the regular mesh threads, connects these spots, so that jagged or more even squares are formed and sometimes circles and ovals. In the fancy meshes the openings are sometimes as large as three-quarters of an inch or an inch. The trench mesh, which was out last year is shown again with slight variations; this time there are none of the woven parts to it, the mesh being quite open and still without any spots in the pattern.

A few of the Spanish mesh veilings have border effects, but these are fewer in number than the all-over patterns.

More elaborate designing is shown on some of the novelty offerings; they have heavy scroll patterns on fine square and hexagon meshes, and doubtless many smartly dressed women liking "something different" will wear these in the Spring. In the matter of color, black takes the lead once more, but instead of navy, brown comes next to black, which is rather unusual in a Spring season. After brown come navy, taupe, and some purples. There is a new shade a lighter brown than is usually shown in veils. It is called castor, which has been shown in fabrics for the past few sea-

sons. It is a dull shade of brown, but one which seems to meet with approval.

The variety of sport or slip-on veils seems not to have decreased. These will be made up of the Spanish spot veilings and with the small chenille and woven dot effects, some in all-over patterns and some only partially ornamented. This style of veil has come to be a staple and does not allow of any more unusual features than are brought out in veilings on the whole.

In the high-class separate veils the patterns are quite elaborate, large scroll designs are shown, and such unique motifs as pineapples, pine cones, and so on. Then there are the ribbon-run borders and scroll and dot patterns; also two-color effects which those who like something exclusive and of a novelty nature seem to select.

Prices Not Materially Changed

Although veil makers have had their own difficulties with production this year as have other lines of textiles and lace, still there does not seem to be the big increase in prices in veils which characterizes certain other goods. Some of the houses report an advance of perhaps 10 per cent. on prices of last Spring, but some of their numbers are higher than that, while others are lower. The new design veilings by the yard can be purchased in most of the stores at around 75 cents to $1 and $1.25 a yard, which is not so very different from what the public has been accustomed to pay.

NOTTINGHAM LACE

A Nottingham lace manufacturer has the following letter in a recent issue of the "Drapers' Record" of London:

Sir,—It is very pleasant to read about the boom in the lace trade, but the truth is, our industry is face to face with an unprecedented position. The demand is there right enough, and even the outrageous prices asked for yarn and the advances in cost of labor, etc., have not been able to extinguish the demand.

We are suffering from a veritable cotton famine, due to the refusal of the spinners to carry out their contracts, whilst the bulk of their yarn is being sold (via Holland) to Germany and abroad generally.

Our manufacturers can only obtain paltry doles at a profiteering price, equal to or above that which the foreigner, glad to get cotton at any price, is willing to pay.

Appeals have been made to the Board of Trade to intervene and secure a fair proportion of the production to keep our important home industry, with its thousands of workpeople, going, but our deputation was met with the reply that no intervention was possible, as "England must keep up her exports." It was pointed out that in the form of lace the value of that yarn, if exported, would be trebled.

No reply! Of course! That is what we pay Cabinet Ministers for!!

Yours obediently,

LACE.

Ecru Neckwear the Vogue

A Little Row of "Tabs" Around One's Neckline Designates One as "Up-to-date"—In France They Call Them "Petals."



An Artistic Neckpiece

The essence of daintiness is this diminutive collar of ecru batiste, buttonholed and designed in the popular tab style. Shown by the Phoenix Novelry Co., Toronto.

IT is predicted that the big thing in neckwear for Spring will be "tab" collars. These are simply a row of small tabs which fit well to the round-necked frocks and blouses, and are being developed in such dainty materials as flat Venise and guipure laces; Georgettes and organdies. The tabs may be semi-circular, square, pointed, edged with narrow Valenciennes or embroidered. These are what the French call "petal" collars, which is really a more dainty and pleasing term.

Ecru tints are very good and seem to be winning their way into the favor of the trade. One attractive and good selling number is of pale ecru organdie, delicately embroidered in royal blue. These tab effects are being sold in made-up collars and also by the yard, but it is noticed that finer qualities are found in the made-up lines.

It is not thought, however, that the sale of flat collars in net and laces will be displaced by the line mentioned above. These are still seen to advantage in square, round and tuxedo styles made of embroidered net, Georgette, and all manner of real and machine-made laces. Some of these, too, are being shown in the fine Indian hand-crochet lace which is such a favorite lace for doylies, centrepieces, etc.

Then there are the abbreviated gilets —"modesty fronts" which give a charming touch of femininity to the severest of tailored gowns. They feature puffed net and more laces, but are sometimes of pique bound of stiched in colors. These gilets are still short as they have been worn during the first part of the Winter.

A few Medici effects are noticed but they are appealing simply to the highest class trade. When asked "What of the fate of frillings?" a manufacturer replied: "Frillings will be worn as long as round necks are good on blouses and dresses, but their vogue this year will not likely be as pronounced as it was a year ago."

The New York stores are all laying stress on the tab collars mentioned above and anticipate these as leaders for early Spring. Little is seen in white, practically everything being in ecru color.

SPAIN'S CONTRIBUTIONS

A characteristic Spanish production is the making of steel jewelry, inset with gold and silver work. The best work is done by hand at Granada, Toledo, and Eibar, and the wide range of jewelry and fancy articles made find a ready sale, not only among the Spanish, but also among the tourists visiting that country.

The making of gold and silver mesh purses is also a distinctive Spanish industry, being centred in the Balearic Islands. The separate links are individually welded and the decorative hand-carving and sawing give them a very artistic and beautiful finish. One of the largest factories is at Palmo de Mallorca.

The fan is in widespread use through-

out Spain, and an important industry in Valencia exists for the production of ordinary and hand-painted fans. The best fans are artistically decorated with typical Spanish scenes.—*The Weekly Bulletin.*



French Ribbons

They're almost too gorgeous for the commonplace name of ribbon. Nevertheless they come in that category. The bluebirds at the left are very brilliant in blue and silver. The middle piece is of rich brown and green. The lower left is of dull gold and brown and the right is blue and silver. These are used for bodices, bags, trains, sashes, etc. Imported by Ribbons Ltd., Toronto.



Fashionable Bags For Spring

A popular type of avenue bag is shown at the left. It is of patent leather with wide stripe. This one has no interior fittings, but is gotten up for general purposes.

In the centre is a new canteen vanity bag. It is of fine grained patent leather lined with gold color faille and fitted with mirror, purse, nickel puff box, lip stick and hair-pin boxes and handkerchief pocket.

One of the new kodak bags is also illustrated; it is in kebu grain with figured sateen lining, and is fitted with oval mirror, purse and small nickel-covered shopping pad with pencil. It has three compartments, stamp pockets, etc. From Canadian Leather Products, Ltd., Toronto.

LEATHER GOODS

There are some interesting new developments to be had on the Canadian market in purses for Spring. Buyers will find these of special interest for the Easter trade, although there is no doubt orders will be placed for earlier business, owing to the fact that there has been such a demand for all this class of goods for the Christmas season. Leather goods manufacturers state that they have never had so many requests to get last-minute goods as they have during the season just closed. The long stretch of extremely severe weather in the West slightly curtailed the buying in that part, but everywhere else, where climatic conditions have not interfered, business has been phenomenal and merchants are pretty well sold out in every thing they had.

A decidedly new note is seen in the fashionable purses for the new season. This new style bag is called the "kodak bag." It is a flat leather purse of very fine finish and oblong in shape, the handle being attached at one of the narrow ends. The handles themselves are longer than have been the custom for some time and are suitable for slipping over the arm, as does a folding kodak case, for ease in carrying. The bag itself opens in envelope fashion and is neatly lined with silk or faille to match the outside and is fitted with mirror, eyebrow pencil, change purse, rouge box and other vanity accoutrements.

While the popular trade likes heavy, rather conspicuous leathers, those who prefer quality goods will purchase the finest of pin seals and soft, velvet-finished leathers in these purses.

It may not be generally known that ostrich skin has been tanned and used for various purposes for which fine skins have been used. The price, of course, is exceedingly high, but this tanned ostrich skin has quite a decided individuality in its graining. Possibly the strong vogue for ostrich feathers and trimmings of all kinds has been responsible for the leather manufacturers adopting this finish in their fine leathers. Therefore, we see almost the identical grain of the ostrich skin when it is pushed up into wrinkles in the new fashionable bag leathers. The grain is deep and uneven and of quite a smart appearance. This finish is to be had in beaver color, browns, blues and other shades desirable for carrying with Spring suits.

Speaking of new leathers, one manufacturer mentioned to DRY GOODS REVIEW that he was called upon recently by a traveller representing a firm specializing in shark skin. Readers of DRY GOODS REVIEW will remember about a year ago that this attempt to tan and dress shark skin for the various purposes for which hides have been used was described at that time and now we have the samples of the leather on the market. The fact, however, that it is exceedingly high in price forbids its use



Attractive Accessories

1. A smart ribbon sash. 2. A novel boudoir cap made of ribbons with ribbon flowers. 3. Black satin ribbon is cut to follow the outline of the design in the fancy figured ribbon in this pretty bag. 4. A new interpretation of the Miser bag, made of plain and brocade ribbons and drop trimmings of the fancy ribbons. These are models shown by Pelgram & Meyer, Inc., New York. 5. One of the new ostrich grain kodak bags in velvety grey shade. 6. A kodak bag with original lines, in black pin seal. Note the lengthened handle straps. Shown by Julian Sale Leather Goods Co., Toronto.

almost entirely, although the quality of the leather is said to be very fine. It is more suitable, however, for suit cases and club bags and articles of that sort, where good, heavy qualities are required. Some of the New York firms, however, are experimenting with the article and have placed on the market some initial samples. They give it the name of ocean leather. One number shown is almost square and has a flat side-strap and gold clasp. The lining is silk moire.

LACES AND EMBROIDERIES

Prices higher and deliveries worse, is the verdict of lace dealers this month. A buyer just returned from the lace centers in Europe states that the demand for laces at the present time is much in excess of the supply to be had in the European houses. In his estimation, production in France is still only about 50 per cent. of normal and there can be no hope of lower prices until three things have been accomplished—a drop in the price of raw materials, some settlement of the labor troubles that exist in the lace-making industry as well as in other fields of trade and, consequently, increased production.

In Canada, the demand is for laces of every variety, Valenciennes being about the most popular because of the great variety of its uses and its comparative cheapness. Guipures also, both in narrow and wide, are going to have prominence. Metallic goods are still holding their own. The demand for silk nets is liable to fall off after Easter on account of their use being generally restricted to evening wear. At present, though, the demand is strong and supplies scarce.

As for cotton nets, it is thought by some that they will be good in blouses and to some extent for dresses for summer; but their vogue is always rather spasmodic.

Most British lace makers are booked up for six months or more. Nottingham, it seems, would not mind being taken off the buyers' map.

French goods are coming across slowly but surely to the dealers that have orders long standing. Prices are exceedingly high and the depreciation of the franc which one would expect to result in our favor, is counteracted by the fact that we have to buy our foreign drafts in New York where the exchange is against us. Moreover, most orders are accepted now only at the market price when shipped.

Some dealers are anticipating an awakening of the demand for embroideries this Summer. Indications of it they say, are seen in New York and the Southern resorts. Moreover, the high price of silk underwear will mean more business in cotton lingerie which is bound to increase embroidery sales if the fine lines of embroideries reach us.

UMBRELLAS

Canadian Firm Sells to New York Retailer—Silk Tops Scarce

"Our business has increased 50 per cent. in the last year," said one manufacturer to DRY GOODS REVIEW, "and we did half as much business in cheaper goods and twice as much as usual on the high grade stuff." This means that although the output was little greater than the average, the turnover was bigger.

The public, it seems, is buying better umbrellas and also sunshades for the demand is increasing for colored tops. These parasols in different shades made of fine quality silk which may be used either as umbrellas or sunshades are considered by many to be an economy although the price may be high. They sell now to the retailer at $20 where once they cost only $36 a dozen.

From the retailers' point of view, however, the $5 umbrella sells to-day just as readily as a $1 one did in "the good old days."

The big difficulty to be met in respect to the colored varieties is the scarcity of silk. Mills report themselves filled up with orders for 1920 so that the manufacturers' output will have to be restricted by the supplies he has already on hand.

Bakelites, rings and cords are still the chief features of the handles, the new designs for Spring being not yet quite ready.

An indication of the large demand in the United States and the difficulties of the manufacturers over there who up till now have been able to supply their own market, is seen in an inquiry by wire which came to a Toronto manufacturer a month or so ago from one of the largest retail stores in New York.

London, Eng., is featuring as the latest novelty in fans, one with some half dozen or more large ostrich plumes curling in all directions from a common centre.

The Toronto shops are showing some very neat looking spats for women. They are made of heavy satin in black, nigger brown and buff colors, and when worn with a smart pump give the effect of a satin-top boot.

The Dominion Corset Company has a bill before the Quebec Legislature providing for an increase in capital from $1,000,000 to $2,500,000. The company declares that its assets now are equal to the larger amount asked for as its authorized capital.

Best Value in Canada

CLP T

None Better Made Anywhere





Avenue Bags, Top Handles, $13.50 to $96.00 Doz.
Vanity Purses, Strap Back, $7.50 to $72.00 Doz.

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 Front Street West, TORONTO

Montreal Office: 230 McGill Street, C. E. Demers

Best Value in Canada

CLP T

None Better Made Anywhere



Kodak Bags, All Leathers, $27.00 to 54.00 Doz.
Vanity Boxes, All Leathers, $60.00 to $84.00 Doz.

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 Front Street West, TORONTO

Montreal Office: 230 McGill Street, C. E. Demers



J.C.
AMERICA'S BEST
RIBBONS

The pictured dress is a skilful and colorful composition of indestructible crepe and

"J. C." SATIN DE LUXE RIBBONS

"J.C." are America's best ribbons and their originality and elegance of design add a delicate jewel-like glitter to gowns. "J.C." Ribbons are widely preferred by dress creators and ready-to-wear manufacturers. There's one for every need—buy them by name.

LADY FAIR
A new double-faced satin ribbon. There is only one genuine Lady Fair Ribbon—"J. C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best Satin and Taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka Dot lingerie ribbon.

SANKANAC
Popularly priced Satin and Taffeta ribbon.

DEMOCRACY
A gros grain ribbon "For the people."
(All registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.
"America's Best Ribbons"
40 East 30th Street **New York**

Kate Pullman, dancing star in "Roly Boly Eyes," wearing dress trimmed with "J.C." Satin de Luxe Ribbon.



The Smartest of Spring Neckwear

In PHOENIX NECKWEAR the dictates of Fashion are always anticipated and reflected in a way most beneficial to the Trade. You are not only *FIRST* with the *LATEST*, but have for your customers those "different" effects that are so very desirable, and so readily appreciated.

The PHOENIX claim to distinction lies in exquisite designs of individuality and character, daintily carried out and faultlessly finished. Yet Phoenix Neckwear costs no more than *ordinary* Neckwear.

LACE TUXEDOS

SCALLOPED EDGES
(For Rounding Necks)

JABOTS

GILETS

SETTS

and

all popular Neckwear Lines

PROMPT DELIVERIES

PHOENIX NOVELTY CO. Dry Goods Novelties

Phoenix Novelty Company

PHOENIX NOVELTY CO. Dry Goods Novelties

TORONTO

154 Pearl Street



Silk Lingerie

Our Spring range comprises many new and distinctive features in Camisoles, Combinations, Bloomers, Gowns and Athletic Underwear.

Something really new!

Embroidered Satin and Silk Underskirts.

Embroidered Voiles

Dame Fashion says "Embroidered Voiles for Spring." You will find hundreds of patterns, in white and colored novelty effects, in our range.

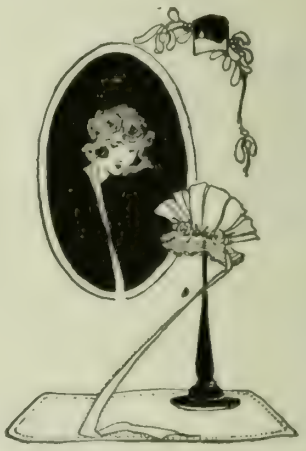
Novelties

For Evening and Party Wear.

In stock for immediate delivery.

Many exclusive designs in Gold and Silver Embroidered Georgette Crepe Flouncings, Allovers and Bandings.

Metallic Laces of all description.



"The Canadian Made Line"

Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST.,
TORONTO



OUR representatives are now on their respective Territories, showing an extensive range of exclusive Novelties for the Spring of 1920.

See our line of Women's Embroidered Handkerchiefs to retail at three for a quarter.

Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST.,
TORONTO



ChamoSuede
REGISTERED

Griffin Gloves
TRADE MARK

Made in Canada

Our Salesman will call on you shortly

with a new and complete line, both single and duplex gloves, in a great variety of styles.

Griffin Gloves

Chamois Suede Duplex
Chamois Suede and Silk

Double the weight, wear and warmth, but wash as well as a single-ply glove.

Delightfully smart and snug-fitting—in a large variety of all the wanted shades.

GRIFFIN GLOVES will give complete satisfaction to your customers—and yourself.

GRIFFIN GLOVES Limited

TORONTO

Sole Selling Agents:

Richard L. Baker & Company
84 Wellington St. West Toronto



"Society" Sport Veils Fore-Shadow Quick Profits

On the counter—right beside your cash register is the place for a "Society" Sport Veil Cabinet.

In the half-minute it takes you to make change—your lady customer will see, covet and buy one of the six fashionable veil motifs, colorfully illustrated outside—and ready-packed inside the cabinet.

A Quick Sale—25c for the Register—and a Good Margin of Profit

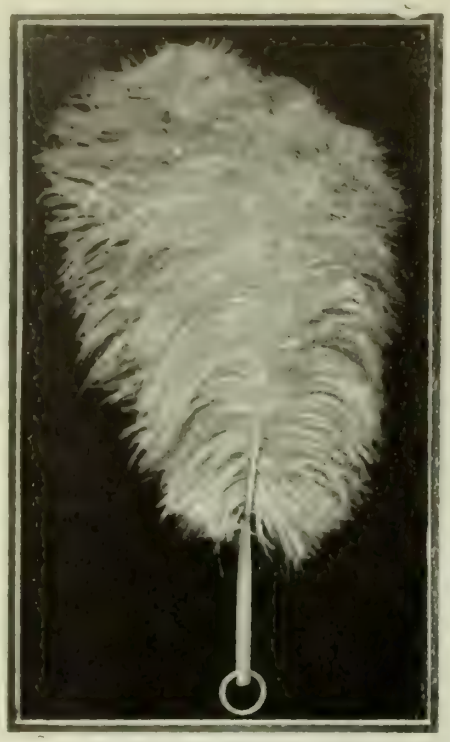
Each half gross cabinet of 'SOCIETY" SPORT VEILS contains the six styles—elastic banded to eliminate knots and pins,—ready-to-take—packed in sanitary envelopes.

"Society" Sport Veils are Nationally Advertised

Your wholesaler can supply you. If he cannot, write us. Act now—this is the season for veils.

HERBERT B. LEDERER CO.
A CORPORATION
Manufacturers and Importers
91-93 Fifth Avenue New York City





The Popular "JAZZ" Fan

Ostrich Feather Fans

Certain it is that the Ostrich Feather Fan has become an accepted, taken-for-granted part of the smart evening toilette. The superb colorings in which they are shown, and the gorgeously graceful plumes have captivated the hearts of Fashion's Devotees everywhere.

Whether it be to match Milady's gown, or to strike a note of brilliant contrast, we can supply you with the wanted shade.

Illustrated is the "JAZZ" Fan, with three uncurled ostrich plumes held in the new stationary holder, with ring handle.

Another immensely popular Fan is the "Prince of Wales," showing three curled plumes of dazzling splendor, arranged to resemble the Crest of "Our Prince."

Many other irresistible styles.

In any color.

Dominion Ostrich Feather Co.

Limited

78 Wellington Street W.

TORONTO



Look for this THE HOUSE OF T B H STYLE & SERVICE Trade Mark

HANDKERCHIEFS

Our salesmen will call on you shortly with a new range of fancy handkerchiefs for Christmas 1920. Also including staple lines for Men and Women for immediate, and fancy effects for the Easter trade.

EMBROIDERIES

All indications point to an enormous demand for embroidery this season. We foresaw this and are showing, for early delivery, a large range covering all styles from one inch insertions to 27-inch flouncings.

LACES

will be, if anything, more popular this Spring than they were last Fall. We have on hand large stocks of Vals., Torchons, Clunys, Filets—Also Camisole effects and metal laces.

Give us a call when in the city on your Spring buying trip.



IMPORTANT

—

Mail Orders receive special attention

Westlake Brothers, Limited

24 Wellington Street West, Toronto

CABLE ADDRESS "DENTCO
WESTERN UNION UNIVERSAL CODE

Dent, Allcroft & Co.

MANUFACTURERS OF
DENT'S GLOVES
Canadian Branch
Montreal, Que.
CANADA.

MANUFACTORIES
LONDON England
MARTOCK England
WORCESTER England
GRENOBLE France
BRUSSELS Belgium
NAPLES Italy

WAREHOUSES
LONDON
PARIS
NEW YORK
MELBOURNE Australia
MONTREAL

January 1st, 1920.

TO OUR CUSTOMERS AND THE TRADE:-

For your valued patronage during the past year and for your considerate appreciation of our efforts to serve you, we beg to tender our thanks.

The difficulties attending the manufacture of fine gloves have considerably increased due to the world shortage of essential materials and the scarcity of necessary highly skilled labor. The immediate outlook is for shorter supplies with a rising market.

It affords us much gratification that we were enabled to take particularly good care of customers who acted in accordance with our advice last season by placing orders early for Fall delivery.

The conditions prompting our suggestion are now much accentuated, the demands made upon us for merchandise being the greatest in our history; while our resources (already the largest in the glove world) are being further developed by every possible means.

Our travellers will submit for your inspection samples of Kid, Suede, Cape, Mocha, Buck and Chamois gloves, unlined, silk lined, lined lamb, fur, wool and seamless for immediate and Fall delivery, also woollen knitted and silk and fabric gloves.

We respectfully direct your particular attention to goods stamped "DENT'S ENGLISH CUT" which we specially recommend on account of their intrinsic worth and super-wearing qualities.

May we strongly impress upon you the imperative necessity of full and early placing to enable us to protect your interests and avoid later disappointments.

Yours very truly,

Dent, Allcroft & Co.

We Are Meeting Increased Demand

Don't Delay Orders if you Expect Early Shipments

ONLY by increasing our output of Silk Threads and Shoe Laces have we been able to meet the demand of the trade.

WE are not only turning out larger quantities, but also new colors in our various lines.

Independent Silk Limited

350-360 St. Paul Street, East, Montreal



GIRDLES

The Latest Novelty

You will find us first always with new effects in

Girdles **Fringes**
Braids **Tassels**
Cords, etc.

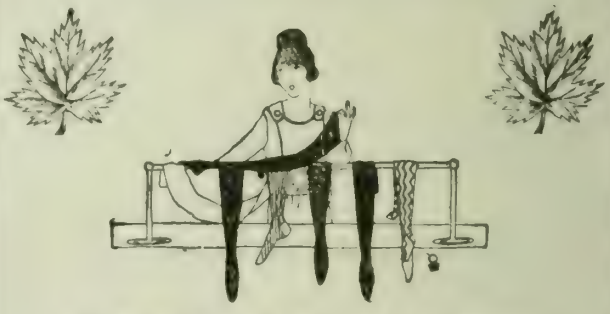
Our range of Furriers' Supplies also includes:
Buttons, Crochet and Celluloid Chains,
and all fur novelties.

Samples and prices on request

Canadian Braid and Trimming Co., Limited

39 Dowd St., MONTREAL

Toronto Branch—96 King St. West
L. B. Ellis, Representative



MAPLE LEAF HOSIERY

Pure Wool

The Old Reliable Brand made up to a standard not down to a price.

Wait for our Representative.

The Goderich Knitting Co., Limited
Goderich **Ontario**





Our Travellers are Just Leaving

on their first trip for the New Year, and it will be but a matter of a few days until you may have the pleasure of meeting one of the "Julian Sale" representatives, and the opportunity of seeing and making selections from the splendid range of samples carried.

Our travellers have never started out with a better line—a most complete range of leather goods and novelties. Just such merchandise as you will be pleased to sort up with to meet the demand of the Spring trade.

We invite you to give the "Julian Sale" line the consideration it merits and your esteemed orders will have prompt and careful attention.

Wait for the "Julian Sale" man !

The JULIAN SALE LEATHER GOODS CO. Limited

Wholesale—Factories—Sample Rooms and Offices:

600 King Street West TORONTO

For Your Protection

With the prevailing Ribbon Shortage, ever increasing demands—and subsequent higher prices—it is most essential that you protect yourself.

We are now taking orders, for delivery at once—also for delivery in February, March, and April, at present prices.

Our stock today consists chiefly of plain Swiss Merchandise, also French Fancies.

Velvet Ribbons and grosgrains will be used largely for Millinery purposes.

SAMPLES

GLADLY

SUBMITTED

RIBBONS, LIMITED

TORONTO
100 Wellington St. West

WINNIPEG
McDermott and Arthur Sts.

ACME
TRADE MARK

You can always depend upon Acme samples to reflect the newest ideas well in advance of their introduction. And there is **real satisfaction** in knowing that all Acme merchandise you buy will measure up to your highest standards.

ACME GLOVE WORKS

Limited

MONTREAL

Our Complete Line

FINE DRESS GLOVES
KNIT GOODS
WORKING GLOVES AND MITTS
MACKINAW CLOTHING
SHEEP-LINED CLOTHING
LARRIGANS MOCCASINS OVERALLS
WORK SHIRTS

Spring Opening

French Novelty Veils

and

Veilings

in all the newest shades.

Malines

in all colors for millinery and drapes.

Georgette Crepes

(French or Japanese)

In a wonderful assortment of colors, including Black and Navy.

Evening Dress Trimmings

Silk Nets and Metal Cloths

Write for an assortment. Mail orders promptly attended to.

Thompson Lace & Veiling Co., Ltd.

111 Wellington Street West

Toronto

Introducing to the Trade

The Uplift
(Name Registered)
Corset

Decidedly different from any Corset ever placed on the Market.

ENQUIRIES SOLICITED

We desire to place the UPLIFT Corset in only exclusive stores—one in each town —with proper fitting facilities and rooms. Special instructions will be given to Representatives, in the correct fitting of the Uplift Corset.

Call at our Factory when in Toronto or write us at once.

Uplift Corset Company, Limited

14 Millstone Lane

Toronto Canada

A Suggestion For January Corset Display



Large branches of oak leaves, palms, and just a few ribbon garlands arranged as above make simple but dignified and attractive display of corsets and brassieres. The single scenic panel in the background and the plush-covered benches are also in good taste. Any one of the three groups would also be effective for a small store window.



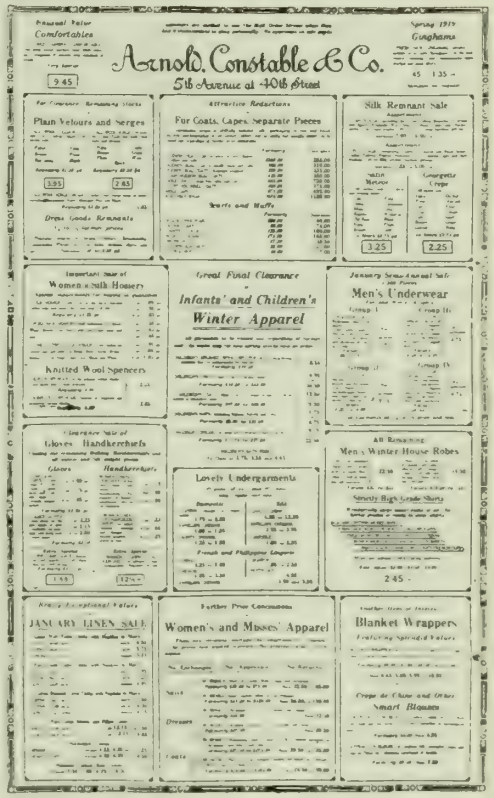
A Spring Opening Window

This window was shown last year but will bear attention for a Spring opening this year. The simplicity in the arrangement as well as the interesting background work unite to make a model show window for style study which is necessary in advance of a new season.

January Advertising



Left: A splendid layout for a blouse sale. In fact the whole arrangement of ready-to-wear matter is highly commendable. Gordon Drysdale, Limited, Vancouver, B.C., who used this 3-column ad. last January, are noted for their artistic and very readable advertising. It will be noted that they use comparative prices throughout this announcement.



Right: This ad. from one of the leading Fifth Avenue department stores, New York, was also used to assist in the January clearance in 1919. In the upper corners mention is made of Spring merchandise already to be seen, but seasonable goods are given primary importance. Note the enhanced effect on the whole ad. of leaving the middle item unboxed but surrounded by special "boxed" announcements.

Some New Features in Store Service

How Ogilvy's, Montreal, are Using Vacated Toy Space—An Original Idea in Developing the Store's Shopping Service—New Arrangement of Departments Throughout.

AN indoor golf school is rather a novel form of "merchandise" for a dry goods store to offer, but this is a line that has just been presented to the public by Ogilvy's Department Store of Montreal. This indoor golf school is located on the third floor of the store, and in so far as room is concerned, it takes the place of the toy department, which, of course, occupied considerable space up to the first of this year. This space will be vacant for several months until summer lines of carriages and bicycles are located there, and the general manager of the store, J. A. C. Poole, conceived the idea of utilizing it in this manner, and he has made an arrangement with Charles Murray, one of the best-known professional golf men of Montreal, and a Canadian champion for many years, to take charge of this school. As Mr. Poole explained to DRY GOODS REVIEW, this is one of many ways in which he was seeking to make this store popular; to have the people use the word "Ogilvy's" in describing something interesting that was happening.

Shower Baths and Tea for Golfers

Hence it is that a couple of hundred men and perhaps a hundred women go there once or twice a week to get their lessons in indoor golf. There are three or four departments that are arranged for this, and stands for their clubs, and in about a week or so after this school opened, a shower-bath was put in for the men to use after a strenuous practice. Adjoining the "school" there is a little arcade, where tables are set out and there the ladies, particularly, and the men, if so inclined, may order up ice cream and a cup of tea and cake, and so on, from the regular lunch room down below. Then, at the back of this, there is a room for the ladies to dress in preparation for a strenuous afternoon or morning's exercise.

Just what actual returns come into the store from this will be difficult for anyone, the general manager included, to figure out. It is part of a general plan, however, of the store to make itself an attractive place for the people who are likely to prove customers, or who are customers. It is planned to get it away from what might be called "cut and dried" business, side types of dry goods stores. Ogilvy's is not so much a store that depends upon transient trade to a great extent, as one wanting to work up a good home trade more with the residents of the community to the west of it running through Montreal and Westmount and the outlying districts. It is trying to produce an "air" for people on entering it, that will make them think that they are welcome, and that it is a bright, cheerful place in which to do any business that they may desire. There is music from the gallery or mezzanine floor, as it is often called, which catches the ear of one on entering, and they usually

have bright, seasonable decorations, and perhaps, most of all, the various departments are located so to make them most convenient for women, covering as great a number of needs as they could wish.

A Very Special Shopping Service

Before entering more on this point, it should be mentioned that a personal service department of the store has been organized, which goes beyond that of the great majority of stores, either in Canada or the United States. There are a number of stores, many of them mentioned before in DRY GOODS REVIEW, which accept orders by telephone and send a shopper through the store to fill these orders, allowing her to use her judgment in the matter very often of the goods themselves, shade, price, trimmings, etc. A number of the large department stores have this feature developed to an extent that is very valuable and accommodating to the customer, and, they trust, profitable to themselves in the long run.

In the case of Ogilvy's, one step farther will be reached, and that is, a customer may be ill and desires to get certain dress goods, house furnishings, neckwear, or any other lines which they are unable to choose themselves, owing to their illness. They 'phone to the store and a shopper makes a special trip to their house, either with samples or without them, and gets the order and comes back and purchases it, and sends it out by regular delivery, or, in urgent cases, a special delivery service is provided.

It will be interesting to note to what extent the store is able to provide this service to a number of customers. A natural objection that the merchant who had not tried it would make, would be that the store could not possibly afford to cover, perhaps, 50 or 100 customers in this way; that the expense would be too great and no profit that the customer would give on this order or dozens of others, perhaps, in the future, would warrant the store in going to this individual expense. The new departure is just now more the matter of a test or an experiment, and further particulars will be given in a few months to show how it is working out.

Unusual Wants Cared For

A third point is worthy of note in connection with this idea of making the store serviceable to the customer, and that is a department will be installed on the ground floor, where a customer, who cannot find a certain thing she wants in the store, will go and make her wants known, and the store will do its best to get such an article for her. This is a theory that is carried out in a great many stores, of course, but separating a department, having a special place in the store where customers go to give orders for goods that they cannot get in the regular department of the store, would appear to be a new departure, whose experience also will be watched with keen interest all over Canada.

A number of changes have been made in the placing of the departments in the store in the last few months for the purpose of furthering the convenience of the shopper. The general principle of these changes lay in regrouping certain sections that seem to fit in better with one another than certain other sections that adjoined them before. The present arrangement of the first floor will bear this out. Running across the front of the store, in a very attractive layout with modern equipment, in the way of stands, show cases, cabinets, etc., are the ready-to-wear department and the millinery department, side by side. The centre of the store running right across from side to side is the lingerie, French and Philippine, and so on, and general underwear and white-wear section. Back of this, on the left-hand side, is the dress goods, including woollens, silks, and next to this in the other section is the infants' department and the toys that have been brought down from upstairs. Joining the infants' department and the toys is an idea that will commend itself to very many merchants, particularly those who have formed the belief in keeping a toy department that will be open a whole year.

In next issue, further details will be given of the regrouping of departments in this store and others, with sketches showing locations.

House Organs With Laugh on Page One

Combination of the Lighter Side of the Store's Life With Articles That Will Help the Clerks —How Western and Eastern Stores Run These.

TWO house organs, one from Montreal, and the other from Swift Current, Sask., reached the office of DRY GOODS REVIEW this month. The latter came from a store whose bright business methods have been referred to on several occasions in the past, the W. W. Cooper Co., of Swift Current. The former is from a store that is being developed with marked success under the management of J. A. C. Poole, along the lines to a great extent of a women's store, what might be termed a family business in the sense that an intimate connection is sought with steady "repeat" business. This is Jas. A. Ogilvy's, Limited.

Avoid the Dry-as-Dust Type

Both house organs agree in the main purpose of publication: to develop a feeling of fellowship among the members of the staff; to cheer them up; and, then, not in a too direct manner, to promote efficiency. Some house organs are dry-as-dust because the latter purpose stands forth to the exclusion of all else that might attract the staff to read it. There is too much lecturing done; the house organ might be termed a School Without a Playground, with an 8-hour session and no recess.

Not so the two copies from West and East. "Ogilvy's Booster" is the title of one; a better term, it may be remarked, than the more obvious one, "Store News." Therefore, the Western one should change its name to a little less staid title. The "Booster" has a special type, nothing stereotyped about it; it fits the name.

Coming down to the contents: the first page of the "Booster" is a personal gossip department. Such, for instance:

> Did Mr. Storey try to kill that dog when he dropped the Rug?
>
> We understand that Lizzie has added a hairpin to her collection: a human one.
>
> By the way, we were almost forgetting Miss Mendelssohn. She is the happiest girl in the store. It certainly is a beautiful ring. Congratulations.
>
> Any time Carrie is late now she cannot blame the Chateauguay train. The 7.56 was only late twice all the summer, anyhow.
>
> Mr. Peacock went fishing in the Laurentians. He would probably have had better luck at Atlantic City.
>
> — — —
>
> Lost, stolen or shaved—one very fine mustache. Apply Mr. Rogers, ground floor.

At the top of the personal news on the first page are the familiar words in italics, with a slight variation:

> There's a chiel amang us takin' notes; an' dagon't man, he'll prent them.

Prize of Two Dollars for Suggestion

This, by the way, was used as a result of a suggestion that was made in response to an offer to pay for the best ones that are offered. For the issue under review, a prize of two dollars was paid to a member of the staff for an article on "Legibility," which is printed in the issue. The "Booster" editor refers to it as "excellent," and goes on in a note to commend it to everyone. At the same time, it does not appear on the first page.

The second page contains a very practical article in reference to a sale of hosiery, with the article on "Legi-

bility" referred to before. On page three is an editorial by the editor, D. C. Weston, Ogilvy's Social Club, etc.

The last page contains an article on "Speak Grammatically," "Boosting or Busting," etc.

Interspersed are little originals, or clippings, such as the following:

The Girl in Pink—"He put his arm around me five times last night."
Her Friend in Blue.—"Some arm!"

Money talks, but the only thing it says to some people is "good-bye."

In the December issue there is an article by the general manager of the store, Mr. Poole, on, "Am I a Real Salesman?" Store news items include doings of the bowling league, the Hallowe'en dance, etc.

Cooper's "Store News" is printed on a yellow-colored paper with a calendar finish instead of a coarse finish. The front page is arranged for a special occasion, with a cut of the Prince of Wales, who was to visit the town shortly. Possibly items of a light nature, the gossip of the store, might be used to good effect on this page, on ordinary occasions, as a light diet for more solid food inside.

A department, "Around the Store," is started in this initial issue, and this could profitably be developed into the contents of the first page. For instance, this item probably hits off a "sore" point:

"Have you any book covers?"
Tell that to the advertising man,
but get ready to run.

"The Boss Says"

One bright feature of this issue is the "mixing" in here and there of humorous cuts with the reading matter, or a more serious one—a very serious one—two Scotchmen curling—when an item appears about the Cooper rink.

On the last page is the beginning of what promises to run in each issue, an article by the president, W. W. Cooper. There is a "box" head with the title, "The Boss Says." Probably the supplying of this for each issue will cause Mr. Cooper more worry than plans for increasing his January sales by ten or fifteen thousand dollars.

At the bottom of each of the inside pages, in italics, is an epigrammatic saying that causes the reader to stop and think. This is a commendable idea. Indeed, this first issue promises many good things for "Store News."

As much as possible the contents should be original, giving sales instances that have come to the attention of the various buyers and department managers, with suggestions based on these. Helpful hints should be given side by side with news of the social end of the life of the store—in order to strengthen the store spirit. Have the items bright, crisp, and therefore brief.

A Department Responsible Now and Then

It might be worth while having the various departments take the responsibility for one or more pages, month by month. This would create a certain competition as to which one turned out the most readable, and helpful "copy."

In any case, the only successful store organ is the one in which the co-operation of the staff can be secured and held.

DRY GOODS REVIEW would welcome other copies of store organs, with an account from the editors of how they are compiled, and the part each plays in the life of the store.

Window and Sales Force

London, Ont., Window Trimmer Makes Some Observations Overseas—Teamwork Brings Results

The co-operation necessary between a store's sales force and its advertising and window display efforts was the subject of a conversation between a representative of DRY GOODS REVIEW and P. H. Mulvey, window dresser and advertiser for John H. Chapman and Company, London, Ont. Three years ago, Mr. Mulvey left a position as window dresser for the Robert S. Simpson Company to go overseas, and has but recently returned to take up the work again in London. While on leave, however, he was careful to note window displays and merchandising methods in England and compare them with similar activities in the Canadian trade.

"In England," he stated, "the dry goods stores do not advertise so extensively as they do in Canada, and that is why they show more of the 'commercial' type of windows, rather than the purely 'artistic.' In fact, the greater part of the business is done through the window displays. The customer sees what she wants in the window, sees the price of it, and has only to walk into the store and pay the money. Of course, it depends a great deal on the salesgirl who attends her whether she buys just the article she wanted or is persuaded by some subtle suggestion to make further purchases."

The one reason for which Mr. Mulvey advocates the commercial window is because it supplements the work of the disinterested salesgirl, who is not concerned with selling her customer anything she did not originally intend to buy. The window with articles plainly ticketed also saves this salesperson the trouble of even telling the customer the price of the desired article. But this method of selling, employed exclusively, would lead to almost what one might term a "Cafeteria" store; and would tend to eliminate the species, considered by a number of merchants to be already almost extinct, known as alert, interested salespeople.



Some girls are even so disinterested that they are quite ignorant of the goods being shown in the store windows or those that are being advertised otherwise. This is really unpardonable, but is perhaps due to some extent in the larger stores where salespeople are not in a position to study the store windows carefully, to the failure of department heads to make known to them what goods are being featured for special sales.

Shopping is Specialized in England

"Another thing one notices in England," says Mr. Mulvey, "is that the different classes of trade are more distinct than in Canada. There are three—low, medium and high class. For instance, poor people would not think of doing their shopping in a high class district; in the west end of London, such as Oxford street, Bond street, Regent street, Piccadilly and many other parts I could mention, where you would see nothing but very tastefully decorated windows. These windows would not interest a good portion of the public at all, because they are looking for a 'commercial' window, where a large number of different articles would be displayed and ticketed and they could almost decide on their purchases outside of the store."

But the fact remains that behind these artistically arranged windows there must be an efficient salesforce or half the value of the display is lost. Suppose a customer is attracted by, let us say, a blouse in the window and enters to inquire the price. If the salesgirl understands readily which blouse the customer is interested in and hastens to put in her hands an identical one in the proper size; or in the case of an exclusive model, when all sizes are not available, shows a similar design that would fit the customer; the chances are that an immediate sale can be made and the purpose of the window fulfilled. If, however, a saleslady is not quick to understand by the customer's description which one of the blouses on display she wishes to see, or says with that air of finality which is most annoying to a customer, "No, Ma'am, we haven't your size in that line," without suggesting in its place a blouse of similar design, not only is a sale lost, but a certain amount of goodwill is also forfeited.

Far too many salesgirls are interested in a customer only where they think that it is going to mean an immediate sale

Continued on page 169



Striking window display in the Miller & Coe store, showing one of the twin girls demonstrating toys.—See other view below.

Maximum Display Store Front

By Use of Glass, Old Hotel Building is Made Into Finest China Store on Continent—Novel Schemes Help Make Sales

IT used to be the old Butler Hotel, on Hastings Street, but after the carpenters and glaziers had followed out the architect's plans, the old building became what is said to be the best laid-out china store on the Continent of America. Visitors come from Eastern Canada and the States, and they all concede that though other retail toy stores may excel in some detail, there isn't the equal of the store of Miller & Coe, Vancouver, in its general layout.

In order to have the greatest possible window space, the windows are doubled, as seen in the picture, to form a showroom where during the day or during the evening the public may wander around and pay the fullest attention to the goods displayed. Then again, this open display well extends up through the mezzanine floor and the other two stories, so four floors of display are comfortably seen from the "court" of the entrance. As an added attraction, Mr. Miller had two little girls, twins, sit one in each window on the toy side and play with the toys. This has been a great drawing card; the public never seems to tire of standing for a few minutes and watching the girls use the various toys displayed.

In the interior of the store, a mezzanine floor or balcony has been built, and the centre of the store has been reserved right to the roof as a light well. As soon as one steps into the store the entire displays on three more floors are visible. In the summer time around each floor at the light well flower boxes are kept stocked with blooming flowers and ferns, and the effect is very beautiful. The backgrounds in the large windows are always seasonable, and are a great help in making the windows attractive.

While the walls are completely furnished with wall cases with sliding doors Mr. Miller has dispensed with the glass silent salesmen. "I have found by actual experience that it promotes sales to use tables instead and let the prospective purchasers handle the china. There is no breakage," he stated, in answer to DRY GOODS REVIEW'S question.

In the wall cases Mr. Miller is installing fixtures made entirely of glass. "There will be no shadows" he explained. Above the light well that occupies the centre of the store there is a large skylight, and Mr. Miller stated that from the first of April till the end of August they needed no electric lights—a saving during the summer that took care of such items as the insurance on the 22,599 square feet of plate glass in the front of the building, and such items.

"You advertise a doll hospital," remarked the interviewer. "Yes," replied Mr. Miller, and the fact that we do repair dolls brings an enormous lot of other toy business. We go on the obvious fact that every child in Vancouver has a birthday once a year. These anniversaries occur every day in the year, and we never lose sight of that fact. Toys are an every-day producer. Many mer-



Another toy window by Miller & Coe, with the other member of the Twin Girls playing with toys

chants make the mistake of thinking of them as simply a Christmas specialty."

"What about German toys," was asked. "As long as we are in business they will be the last purchase we are likely to make," asserted Mr. Miller. "Nor is there any necessity to think of them again. Ninety per cent. of our toys at the present time are made in the United States, and they are good toys. The remainder are Canadian, a few British toys, and a few cheap Japanese imitations. For instance we are getting some Kewpies from Japan now; the first samples were crude, but in the absence of anything else, they sold. The Japs are also making pretty good bisque heads for dolls. The United States manufacturers are turning out good toys, and for that matter, in our chinaware the American patterns are splendid sellers. They are snappy patterns, and although I don't think the wearing quality is as good as the Old Country pottery, it is the pattern, not the wearing quality that sells the majority of the dinner sets."

Asked about pricing the articles in the window and on the table, Mr. Miller said that he considered it the best practice. "I seldom quote a 97-piece dinner set in my window," he said. "I have found it best to show an attractive pattern and quote a 50-piece set; it doesn't seem so high." Mr. Miller incidentally mentioned that a traveller for German toys had called on him recently, but he really had not been interested, no did he know of any other of the Vancouver merchants who ordered any German toys forward. The Vancouver store of Miller & Coe is a splendid example of the possibilities of a three-story building 26 feet wide.



Illustrating novel method of increasing display frontage.

WINDOW AND SALES FORCE

(Continued from page 167)

to be put to their credit. That is why some exclusive shops are not in favor of giving commissions to their sales force; but prefer to rely on their concern in the store to keep up the sales records. They fear that the inferior type of salesgirl may be impatient with the customer who is "just looking" when her mind is resting on a bonus for sales; and the desire to make friends for the store as well as sales will be lost sight of. In Mr. Mulvey's words, "There is far too much selling to customers and not enough waiting on them. It is surprising how ladies will talk of a store where the salesgirls are courteous and helpful in making suggestions and do not show themselves to be anxious only to make a sale."

All Displays Should Invite Inspection

The value of the window display is to attract the shoppers' attention, to make them want to come inside and see the articles at closer range. This is the case both with respect to the "commercial" window and the "artistic," where goods are not ticketed, but simply displayed in their most beautiful setting. After the shopper has come inside, it is the place of the sales force to keep her there by showing her more goods than she actually came in to see, and to make her come back again and again by giving her courteous attention and absolute satisfaction in the articles purchased.

The "artistic" window display points the article to the customer and says, "See how beautiful it is." Then the latter goes into the store and the salesgirl tells her the price, selects the correct size, and should send the customer away with the thought that she must tell one of her neighbors what a pretty blouse, dress, etc., she bought through having seen it in so-and-so's window.

The "commercial" window points to the garment and says, "See what good value you are getting for the money." Then the customer must go in and handle the goods and try it on, although she has already decided that she wants it at the stated price, if it is all that it appears to be in the window. Here is where the efficient salesgirl comes forward and has a chance to make another friend for the store by helping the customer select the right size and by giving her courteous service, even in the sale of a bargain-counter article. And if perhaps the right size is not to be had, she does not answer, "Sorry, but we're all sold out of your size," then turn to another customer; but shows her another article from regular stock which is of good value and would be liable to serve her purposes as well.

Window displays have an important place in the trade of a store; an efficient sales force has an even more important one. Without the other, either one loses 50 per cent of its usefulness. Together their work augments itself to an unbelievable extent. It is a case of teamwork "doing the trick."

DAILY SPECIAL SALE

Make each day a bargain day and every article shown a bargain is a plan tried by a progressive dealer recently. He caused to be made a gilt frame well-lighted and of handsome design. He placed a card thereon, reading: "Each day we will display a special bargain at the price of $5."

Each day saw a new article displayed until people got to look for what was to be shown. The goods were all good, always priced at a popular figure, and before long the idea took so well it has been made a feature.

TELEPHONE EFFICIENCY

In an effort to improve efficiency a well-known institution caused to be made a series of tests in an effort to demonstrate how to hold the lips to the mouthpiece in order to obtain the best results. The effects on transmission were expressed in miles. Following was the result of the tests: Lips distant—one inch, two inches, three inches, four inches; loss in miles 57, 138, 179 and 218. Evidently the way to get the best results is to talk into and not at the telephone.

"Kent-McClain Again"



"Ribbons"

There are Fixtures —

Are you making the most of every department? For instance, are your ribbons getting proper attention?

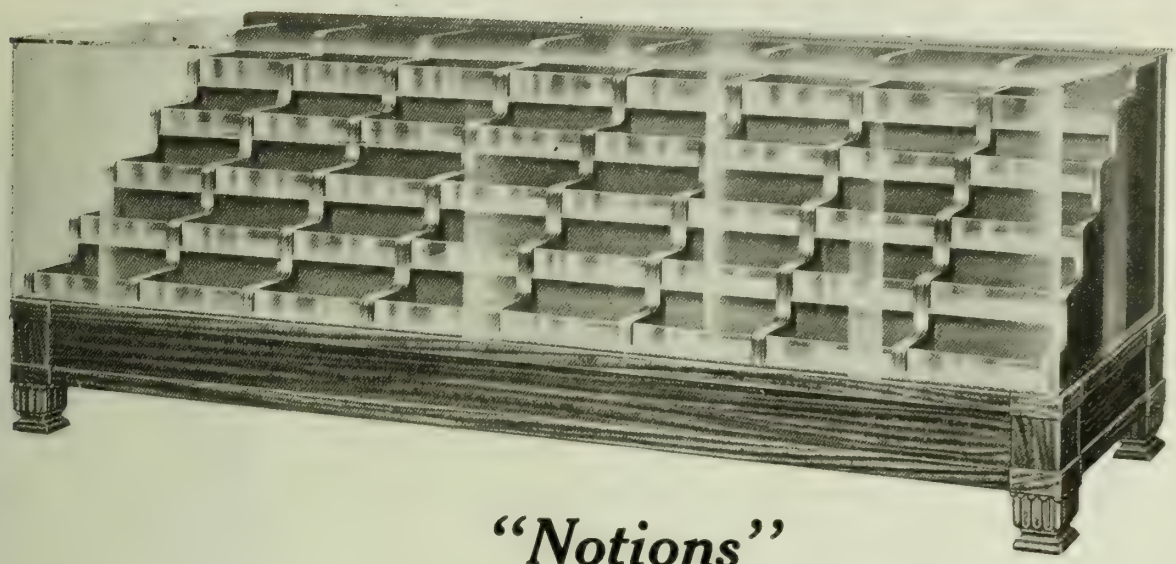
Kent-McClain, Limited

Toronto Show Case Co.

181 to 199 Carlaw Avenue
Toronto

"Kent-McClain Again"

"Kent-McClain Again"



"Notions"

and Fixtures

Displaying your goods *properly* is your strongest selling factor. Let us help you to make the very best of it.

WRITE FOR PARTICULARS

Kent-McClain, Limited

Toronto Show Case Co.

181 to 199 Carlaw Avenue
Toronto

"Kent-McClain Again"

Dale Wax Figure Co., Limited

Toronto

CANADA'S LEADING DISPLAY FIXTURE HOUSE

Manufacturers of

High Grade Wax Figures

and

Display Forms of All Kinds

See

Our new line of Art Display Fixtures.

Catalogue now on the Press.
Write for copy to-day



No. 70/E—Dale Natura Enamel Children's Forms.

Get Ready for Big Spring Business.

Send in your Orders Early.

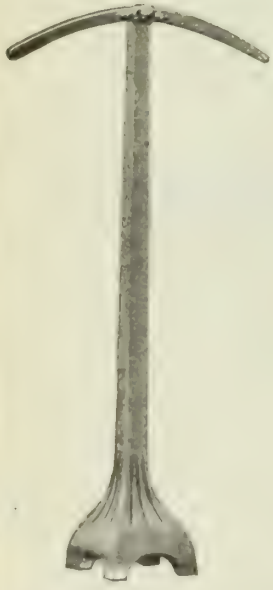


No. 2—One of our life-like Wax Figures.

We make Everything for the Better Display of Merchandise.



No. 3—Children's Full Bust

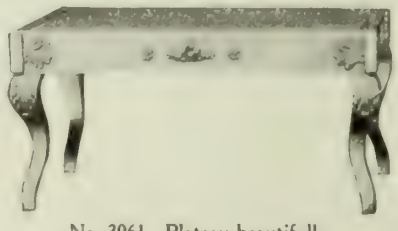


No. 4035—Waist Stand beautifully finished in Rich Gold with Black Relief.

AGENTS:

P. R. MUNRO, 150 Bleury St., MONTREAL

E. R. BOLLART & SON, 501 Mercantile Bldg., VANCOUVER



No. 3061—Plateau beautifully finished in Old Gold



No. 3025—Coat and Dress Stand, finished in Old Gold and Old Ivory.

An up-to-date National Cash Register gives a merchant control of his business



IT forces each clerk, or the merchant himself, to make a record of every sale he handles. The record must be complete before change can be made or the transaction finished.



The record of each transaction is brought to the attention of the customer in two ways: by the electrically lighted figures at the top of the register and by the printed receipt which she receives.



The record is also printed and added automatically at the time the transaction takes place. These accurate records are the foundation of good storekeeping.

A merchant must have such records to control his business and to make up his income tax report. An up-to-date National Cash Register gives them to him cheaply, accurately, and quickly

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.	Quebec	133 St. Paul Street
Edmonton	5 McLeod Bldg.	Regina	1820 Cornwall Street
Halifax	63 Granville St.	Saskatoon	265 Third Avenue, S.
Hamilton	14 Main Street E.	St. John	50 St. Germain Street
London	350 Dundas Street	Toronto	40 Adelaide Street
Montreal	122 St. Catherine Street, W.	Vancouver	524 Pender Street, W.
Ottawa	306 Bank Street	Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO

Get DELFOSSE'S New Spring Supplement at once

Order Early or be Disappointed

Buyers of Display Fixtures and Forms
Particularly to those who want the best

Quality Display Fixtures and Forms

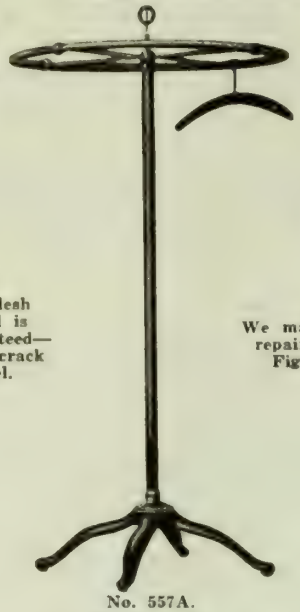
has been our motto for twenty years. Our long experience enables us to guarantee every Fixture, Form and Wax Figure for durability and style.

DELFOSSE & CO.
247-249 Craig St. West
Factory: 1 to 19 Hermine St.
MONTREAL



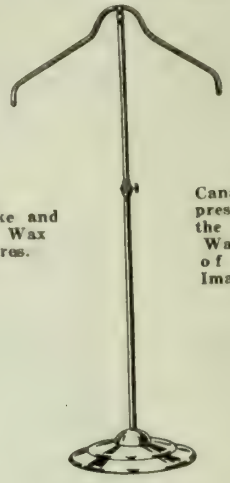
Our Flesh Enamel is guaranteed—won't crack nor peel.

No. 2027
New Model Waist Form.



No. 557A.
Waist Rack.

We make and repair Wax Figures.

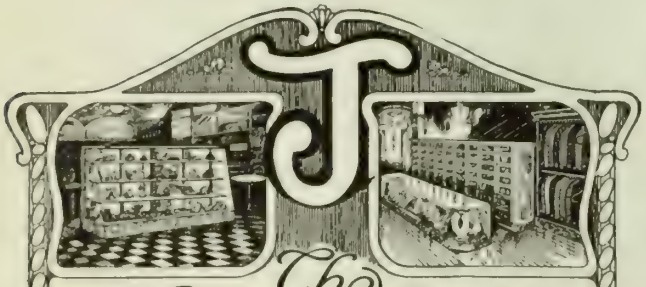


No. 2031
New Waist Displayer

Canadian representative of the celebrated Wax Figures of Pierre Imans, Paris.



No. 2006
We have 6 different new styles in Dress Forms.



The New Way System

Two Hundred Unit Sectional Fixtures

Scientifically designed to take care of every item of merchandise handled by **Clothing, Gents' Furnishing, Dry Goods, or Department Stores.**

Buy as you like.

Add when required.

Catalogue and particulars on request.

Jones Bros. & Co. Limited
Store Fitters

Eastern Branch
71 Henry Street
Montreal PQ

Head Office
29-31 Adelaide St West
Toronto Ont.

Western Branch
437 Main Street
Winnipeg Man

In affiliation with and manufacturing in Canada under the patents of The Grand Rapids Show Case Company

Palmenberg EST 1852 — Norwick EST 1879 — Kindlimann EST 1902

Our Vanity Girls
The Cutest Ever in Miniatures



JANET

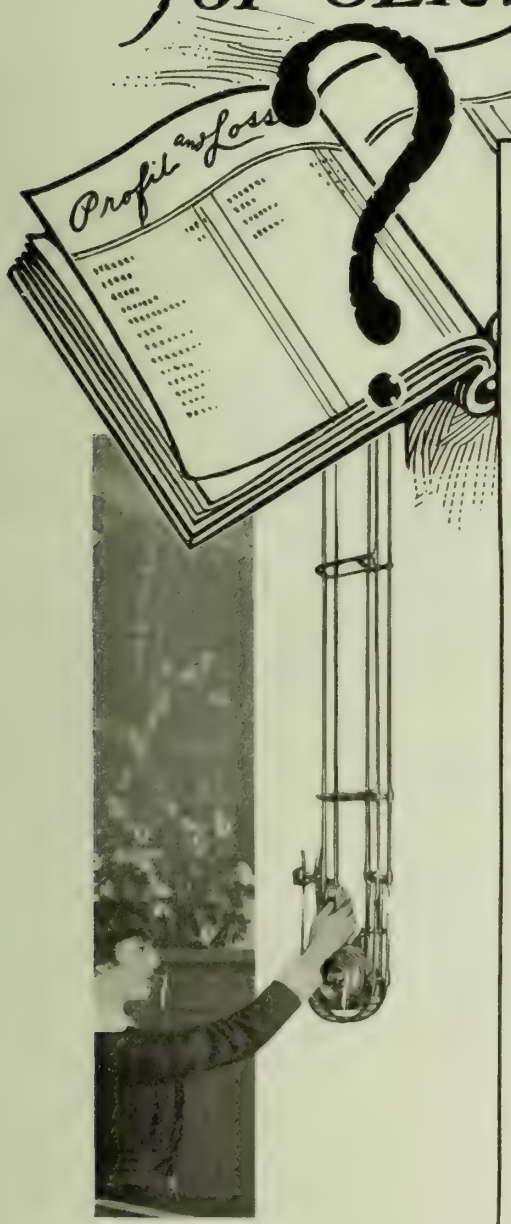
Flat effects in wood, hand painted. Arms move at the shoulders and elbows. Each model 13 inches high.

Write for circular containing more figures and list of prices.

J. R. PALMENBERG'S SONS, INC.
63-65 WEST 36th STREET, NEW YORK

BOSTON — 26 Kingston Street
CHICAGO — 204 West Jackson Blvd.
BALTIMORE — 108 West Baltimore Street

WHAT IS YOUR ANNUAL COST FOR SERVICE EQUIPMENT



The investment and maintenance of your cash and charge handling system is a debit which must be written off the books every year.

Is it large or is it small?

It's small if you use a Lamson centralizing carrier system—whether wire line, electric cable or pneumatic tube. For the centralized system is the most economical of all store systems, and according to the experience of many stores, the safest, most elastic and efficient.

As an example is Jules Gauvin, of Quebec City, who uses a Lamson Electric Cable Carrier system. He says:

"The centralized system operates very efficiently and economically. Its initial cost was comparatively small. It has reduced errors in handling cash and charge sales. Its service is most satisfactory to our customers."

THE LAMSON COMPANY

136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.

Concerning the Navajo Rug

Sheep Raising, Wool Production and Famous Rugs Resulted From Present Given by Spaniards to Native Indians in South.



A sheep-shearing outfit in New Mexico.

WHEN the early Spaniards first reached the country which is to-day known as New Mexico and Arizona, they found there the native American, or Indian of that period, weaving blankets and robes in a crude manner upon looms that were even more crude. Hides and the feathers of wild animals and birds were utilized by these Indians in their primitive endeavors to produce by the loom clothing, as well as blankets.

The Spaniards, in their endeavors to make friends with these native Indians, however seductive this friendship later proved to be to the simple faith of the native aborigines, presented them with sheep, and looms of Spanish origin, and notwithstanding the belief that the fundamental basis for these gifts was their greed for the gold which they suspected lay hidden beneath the mountains of this territory, dominated by the Indians, it remains without a doubt that this gift of looms and sheep enabled the New Mexico and Arizona native, the Navajo and Hopi Indians, to render a real service to New World arts and crafts. The Navajo rug is now far renowned as an execution of wondrous beauty and conception.



The Famous "Apache Trail"

It followed that with unforeseen thrift and industry, this gift of sheep to the native American, grew to such overwhelming proportions that to-day flocks of thousands of sheep may be seen peacefully grazing upon every turn in the new-old highway of the Apache in Arizona, familiarly known to the modern motorist as the "Apache Trail." Not only along the Apache Trail is this true, but in the remotest districts of the Navajo and Hopi, the most active industry has become that of raising sheep. The white man, following his Indian brother into this territory, likewise followed him in the matter of the native industry.

Mechanical Shearing

In the shearing of these tremendous flocks of sheep, it has become necessary to resort to modern mechanical methods.

Electric motors are carried from ranchero to ranchero in the Spring of the year. They are equipped with shears, which are manipulated by bands of native Indian sheep-shearers, who follow the sheep from ranch to ranch, clipping the wool from the backs of these faithful little servitors of mankind. These electric shears are not always as true as were the old-fashioned hand-propelled kind, for beneath the power of electricity they often slip and the hide is pierced, and sometimes cut very deeply.

The day of old-fashioned industrial methods, however, having passed, these sheep with faithful and patient forebearance, are submissively aiding the wool industry.

DOMINION OILCLOTH TO BUILD BIG PLANT

Will Spend a Million Dollars on Making Important Extensions

Plans of a very extensive nature, and involving an outlay of approximately $1,000,000, are announced by John Baillie, on behalf of the Dominion Oilcloth and Linoleum Co., Ltd., Montreal, of which Mr. Baillie is vice-president and managing director. "We are going to make our plant second to none," said Mr. Baillie, "and while we have been extending and making improvements to the plant for the past thirty years or more, keeping the plant up-to-date, we are taking advantage of the quieter times to prepare for the future. At the present time it is very dicult to get raw materials, such as jute, linseed oil and cotton fabrics."

The plans outlined will be carried out at the works on Parthenais Street. Actual operations are expected to begin at an early date, and this will depend upon the weather conditions. Plans will involve the replacement of some of the present buildings, which, although kept up-to-date by frequent improvements, will give way to the larger plans contemplated. New machinery and equipment will be added.

While the company plans to do a much larger business in Canada, where increased demands are expected for oilcloths, linoleums, etc., an export trade will be developed in due time.

POINTS FOR THE SALESMAN

Good window shades give an inviting, fresh, attractive look to a home. They give it dignity. They contribute to it an air of cleanliness. Passersby judge the inside of the house and its people by the story that the window-shades and curtains tell.

The manager of one of the most successful furnishing departments said, in reply to the question of how he kept his salesmen and other help always busy, even in quite times:

"There are no quiet times in my department, because, when things tend to slacken up our selling staff get out and visit the customers at their homes. There are always windows which need reshading, and a tactful suggestion only is necessary to get the orders. General retouching all round frequently follows. It pays."

The shade department is one of the best little trade builders that a merchant can find. When a new family moves to town and into their house, the first thing the good wife does is to pin newspapers across the windows. She wants shades right off, you see. See that your delivery man and messengers have a plan for informing your store as to the exact time a family is "moving in." Keep in touch with your local carter or expressman to give you the tip when he has a contract for moving household goods around town or from the freight yards.

It pays to have a man at the house the moment the people move in; he should be equipped with a shade specimen book, a measuring stick or tape line and a "welcome-to-our-city" attitude with this proposition: "You will probably be wanting shades right away for your windows, Mrs. Jones? I've just dropped in with these colors which will no doubt appeal to you, and from which you may make selections. Will measure your windows for you right now and fit and hang your shades at once. This will relieve you of that much in getting comfortably settled as quickly as possible."

If you care to extend your services further and she should happen to have on hand some shades still in good form, you could suggest cutting them to fit in an equally speedy manner.

Ten chances to one you will sell her and also have first chance for her trade in carpets, rugs, stair rods, and other fittings. A new family as a customer is worth the work of getting her. Use your shade department. It works.

It is a good plan to try to invent reasons why a customer should buy various things which you may show her, and to practise up ways of stating the reasons by suggestions, or by giving them in an informal manner. Which do you think would do the trick: "Can't I sell you a pair of these new marquisette curtains, your dining-room needs them badly, Mrs. Jones?" or "You haven't seen these new marquisette curtains yet, have you, Mrs. Jones? I am sure you would like them in your dining-room."

Don't assume that because you are doing somewhat better than last year in point of increased sales that you can afford to ease up and pat yourself on the back. For four years household buying was cut down and down. When that business is regained—so far as it can be—a new level will be struck, and it is expected the level will be reached by a downward slope. In years of plenty prepare for years of quiet.

CHIEF FACTOR OF HUDSON'S BAY RESIGNS

Chief Factor James Thomson, one of the oldest officers of the Hudson's Bay Company has asked to be relieved of the active management of both the departments under his charge.

Mr. Thomson has been in the service of the Hudson's Bay Company for more than forty years, and during that period has held positions of trust in the far north, the interior, at the coast, and of recent years in Winnipeg For some time past, as land commissioner, he has ably administered the land department, and lately was given the additional appointment of fur trade commissioner. At the time of his appointment to that position he was made a chief factor of the company in recognition of his past services. Mr. Thomson's valuable experience will not, however, be lost to the firm, for he has been appointed a member of the Canadian advisory committee.

CHANGE OF FIRM NAME

On January 3 the Galt Robe Company changed its name to Stauffer-Dobbie Ltd. There is no change of ownership or management, Mr. Geo. A. Dobbie remaining as president, Mr. Jos. Stauffer vice-president and secretary-treasurer, and Mr. Jas. H. Bennett as managing director. The change of name was felt to be advisable owing to the increased variety of output by the firm since its inception.

Among the bonuses paid by dry goods firms this past year was one of 10 per cent. to the employees of A. Racine Ltd., wholesale dry goods, Montreal.



An Attractive "Hope Chest"

A cedar box covered with cretonne. These are made by returned soldiers at the Khaki League. Shown by Greenshields, Ltd., Montreal.

Rising Prices for Bedding

Active Demand Reported for "Indian" Blankets—Quality Merchandise Wanted—European Demand Affecting Canadian Supplies.

"FOR a long time it was a habit, now it is a disease—these letters that keep coming every day telling us there's a ten per cent. increase on this line and twenty per cent. increase on that." So spake Mr. F. Somers, buyer of linens and beddings for the Robt. Simpson Co., Ltd. "There seems to be no hope of lower prices in the near future. We just have to go ahead ordering about three or four months earlier than we did in normal times, and then taking a gamble on when we'll get deliveries, and, in some cases, whether or not we'll get the whole of our order."

But what does it matter if prices do go up, so long as people are able to pay them, and manufacturers are able to produce an article that is worth the price? In Mr. Somers' opinion, the high price (about $30) asked for pure all-wool Scotch blankets has not checked their sale to any extent. Yet there are other buyers who think differently—that a smaller number of these high-grade blankets has been sold, although the money turnover has been greater.

Colored Cotton Blankets Active

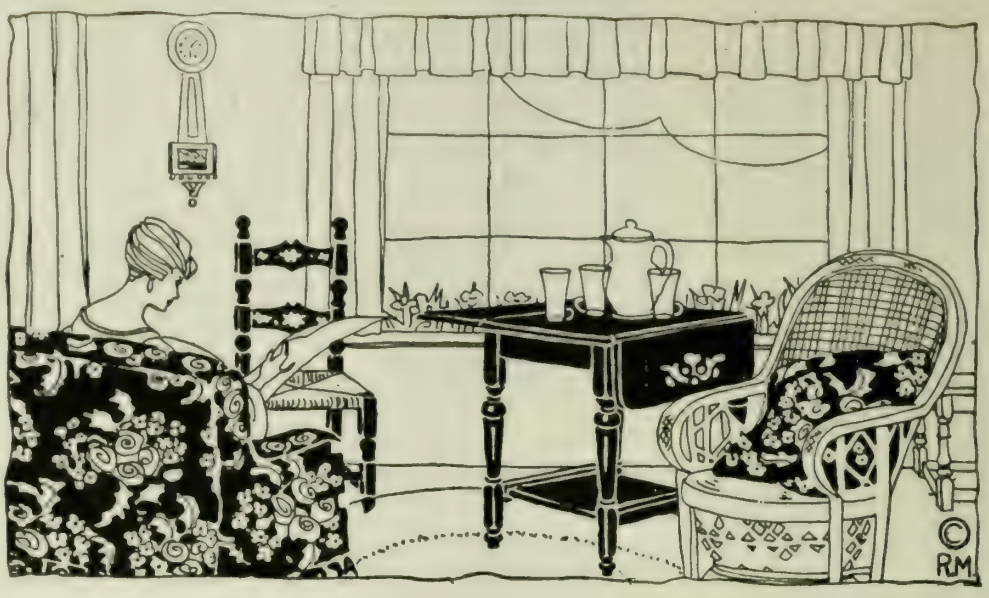
The most popular number in bedding appears to be the heavy cotton blanket in dark colors: red, navy, green, brown, woven in those designs of Indian origin which are best known by their interpretation in the Navajo rugs and blankets. These are attractive to a great many tastes, are warm, serviceable, and comparatively low-priced. They are used, indeed, by some folks in place of down comforters, since colorings may be had to harmonize with various rug and wall-paper shades. Then again, you will see them thrown over couches, or stretchers at Summer cottages or college residences; and even in the "working goil's" hall bedroom, over her "fold-down-open-out" bed.

In the regulation blankets, white with blue or pink stripes, made of percentage yarns, the rule holds that "cheap goods are hard to sell." "For instance," says Mr. Somers, quoted above, "you show a customer this cotton-and-wool blanket at $12.95, and she considers it robbery; because she can't see what it is in the article that she's paying for, the appearance doesn't justify it, and she knows it won't wear. But if you show her an all-wool blanket of American or Scotch make, nicely gotten-up, at $25 or $30, she can see what she is getting for her money."

Owing to the volume of flannelette goods being shipped to the Continent from Great Britain, an increased demand has been placed on the Canadian product, which has reduced supplies to a considerable degree. The quality of the goods, nevertheless, has been improving, and compares quite favorably, it is reported, with that of other countries. In this, as in other lines, the American product is said to be noted for the niceness of its finish, and the British for its fine quality.

Sheetings are comparatively plentiful, but prices are high. Chintz counterpanes have a ready sale, although they cannot outdo the white crochet variety; and as for the old colored counterpanes that one finds on one's grandmother's bed, they appeal only to a limited class.

Down comforters, of course, still have plenty of calls, for no one can deny their cosy, luxurious appearance. But deliveries are slow.



Draperies of Refinement and Character

Spring being the ideal time for increasing the sales of your drapery department, be sure to have an interesting, fresh stock on hand. Order early if you would ensure best selection, and prompt deliveries. This Spring should prove a record breaker in House Furnishings sales, and of course, the *best* is what will be the most in demand. You will find our range comprehensive and you will appreciate the splendid quality and good value shown.

Those wanted shades, in most harmonious combinations and designs will be found in great variety in our Spring lines of

CHINTZ
CRETONNE
SHADOW CLOTH
CURTAIN NETS
CURTAIN SCRIMS
MADRAS MUSLINS
PLAIN POPLINS

"The Handkerchief House of Canada"

The LACE GOODS CO., Limited

64 Wellington Street West TORONTO Third Floor Empire Building

IMPORTERS and MANUFACTURERS' AGENTS

CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

CONSIDER YE WELL

Mr. Floor Covering Buyer:

Knowing conditions as you do, realizing the impossibility of obtaining your requirements in heretofore easiest and best selling lines, are you not going to stock up heavily on other merchandise, full-order shipments of which you know will go forward on specified dates?

It is a far reach from high-priced woolen and worsted rugs to grass. But what are you going to do if your customers have bare floors to cover and worn-out coverings to replace?

Consider ye well—CREX rugs. While shipments are heavy and unfilled orders the largest in our history, stocks of materials are well above the average and labor has been less of a disturbing factor than heretofore.

We are in position, therefore, to fill orders with more than reasonable promptness, but as February and March are naturally our heaviest shipping months we suggest that your order be placed as early as possible in the New Year to insure delivery in time for the opening of your Spring business.

Our 1920 lines—De Luxe, Herringbone and Regular weaves—have attracted a great deal of attention. Patterns, colorings and novelties, both startling and conservative, have been added. They'll interest you and your customers.

Consider ye well.

Full rug-size color reproductions
and price list mailed on request

CREX CARPET COMPANY

212 Fifth Avenue, New York, N.Y.

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

Spring 1920

CANADIAN-MADE

LINOLEUMS
FLOOR OILCLOTHS
FELTOL FLOOR COVERINGS
TABLE OILCLOTHS

Important Announcement

NEW SAMPLES

of all lines are now in the hands of the

WHOLESALE DRY GOODS TRADE

We invite all dealers in house furnishings and floor coverings to inspect our complete range of all lines, which will be found to contain a great variety of patterns, suited to every need. The values being offered in Canadian-made goods are unequalled, and it is to the interest of every merchant handling floor coverings to carefully inspect our samples before placing any orders for Spring.

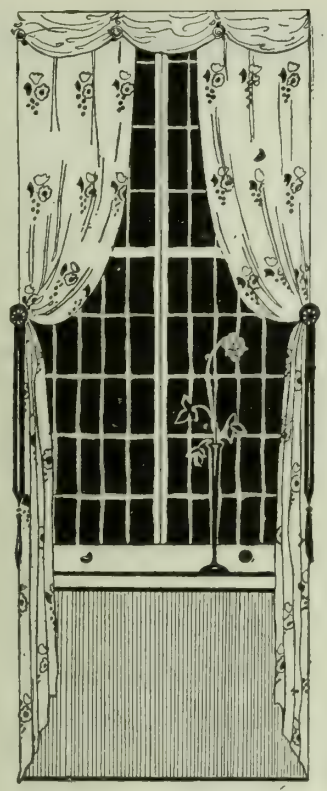
QUALITY DESIGNS PRICES

to suit the Canadian Trade

Manufactured by

Dominion Oilcloth & Linoleum Co., Limited

MONTREAL



NOVELTY CURTAINS

Spring housecleaning always means new curtains and draperies. Largely increased sales will be yours if you have the attractive, quick-selling lines we offer you for Spring. Now is the time to secure the best selection, at advantageous prices.

Marquisette and Scrim Curtains

For exquisite finish and quality our numbers in these lines cannot be surpassed. Your "buying sense" will instantly appreciate the unusual value shown.

Buy Canadian Made Draperies Made in Canada

Quality **Satisfaction**

CANADIAN DRAPERIES LIMITED

145 Wellington St. West

Toronto

Telephone: Adelaide 4708



SPRING

DRAPERIES

See Our New Lines

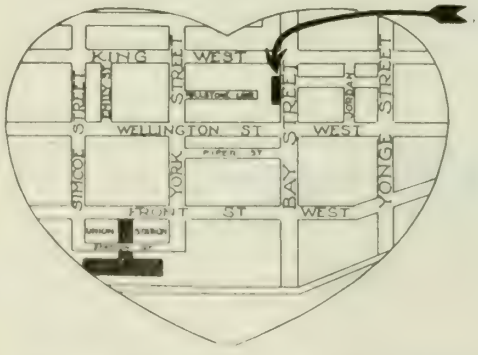
Selected to appeal to popular demand, unusually artistic in tone and design, and of such splendid value as to invite comparison with any on the market.

White and Ecru Madras
Mixed Colour Madras
Self Colour Madras
Mercerized Repps
(Plain and figured)
Bungalow Nets
Muslins (Assorted widths)
"Aurora" Casement Cloth
Fine Nottingham Curtains
Novelty Curtains

Agents for
Wm. Strang & Son, Glasgow, Scot.
Hood, Morton & Co., Newmilns.
Stirling-Auld & Co., Darvel.
John Watson, Manchester, Eng.
Biltmore Curtain Co., Montreal.

Write for samples or call personally

In The Heart of The Dry Goods District



J. B. Henderson & Company
Limited
80 Bay Street - - TORONTO

F. J. BHUMGARA,

Manufacturer of Indian Art Ware and Importer of Indian and Oriental Carpets, Rugs, and Embroidery, Hand-printed Curtains, &c.

I AM now offering from stock **Mirzapore, Malbar** and **Calcutta Carpets and Rugs** in various sizes from 6 ft. x 3 ft. to 15 ft. x 10 ft.

I can also supply **Carpets and Cotton Prints** in all sizes of Covers and Curtains from stock.

Also select designs in **Chinese Skirts, Coats, Sleeve Ends** and other **Embroideries.**

I hold a large stock of **Indian, Cornelian** and **Agate Stones** in various colours and designs and am continually receiving fresh consignments every month.

Also novelties in **Brassware — Flower Pots, Trays and Bowls** in all sizes for early. delivery.

28, CAMOMILE STREET, LONDON, E.C.3.

Telephone: London Wall 3131 Telegraphic Address: 'Bhumgara, [Ltd, London

SATISFACTION

SEND FOR OUR PRICES

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
HEAVY WOOL SOCKS
TWEEDS AND ETOFFES
ETC.

SOLID VALUE

MITCHELL WOOLLEN CO.
LIMITED
MITCHELL - ONTARIO

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

DALY & MORIN, LIMITED

Dalmor

Window Shades and Shade Cloths
Drapery and Upholstery Fabrics
Art Novelty Curtains and Piece Goods
Drapery and Upholstery Hardware

TO THE TRADE ONLY

MONTREAL SALESROOMS
55 ST. SULPICE STREET

FACTORY and WAREHOUSE
MONTREAL-LACHINE, QUE.

PRIME AND RANKIN, LIMITED

We Are Now Showing Handkerchiefs

With the collection we offer you this season, we are certain to interest all our old customers and many new ones. We invite your attention to this new range, including all the new creations, as well as the popular-priced and staple lines. Our opportune buying enables us to offer many attractive values that cannot fail to impress buyers as desirable for the Christmas handkerchief trade.

McLintock's Unrivalled Down Quilts

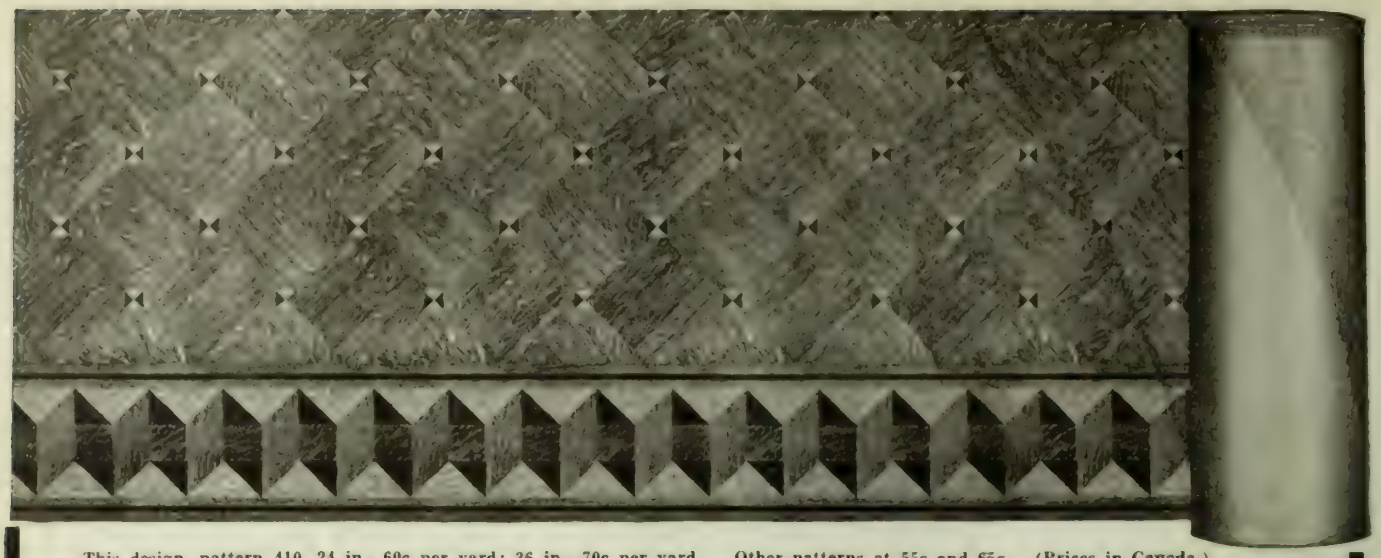
The 1920 range of Down Quilts will be out January 20th and will include a wide range of new designs and colorings. The high standard of these goods and most satisfactory deliveries effected, assure us of your continued appreciation and preference for this line.

We are sole selling agents in Canada for McLintock's Ventilated Down Quilts.

PRIME AND RANKIN, LIMITED

S. ROETHER, President

DIRECTORS:
W. J. Squires, W. N. H. Hood, N. R. Cooper



This design, pattern 410, 24 in., 60c per yard; 36 in., 70c per yard. Other patterns at 55c and 65c. (Prices in Canada.)

Of Interest to the Canadian House Furnishing Buyer

After studying the Canadian market most thoroughly with the object of appointing an agency in Canada, we have appointed

GREENSHIELDS, LIMITED
Montreal

our sole distributors for our famous Cott-a-lap Surround, Rug Borders and Wood Grains. All inquiries should be addressed to our agents, at Montreal, where samples and prices will be cheerfully submitted.

The Cott-a-lap Company, Somerville, N. J.

F. W. LANE & CO., LIMITED

4 SNOW HILL, LONDON, E.C.1.

England

Specialists in Hand-Printed Bedspreads, Table Covers, Cushion Cases, etc., in Cotton and Silk.

Also Silk Mitre Cosies, Cushions, Printed Silks and Novelties



Cushion Case No. 2329

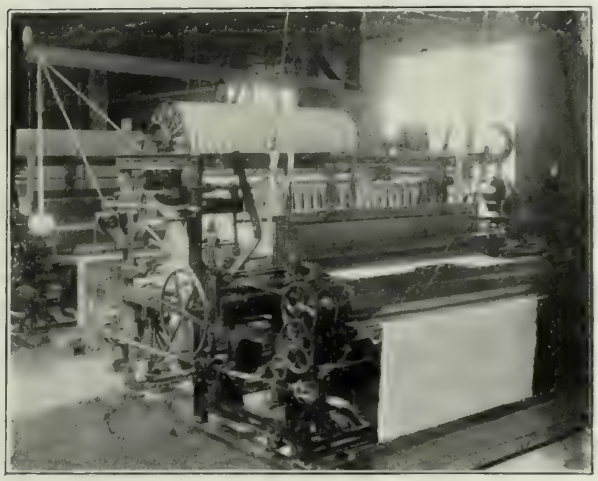
Exclusive Designs.

Choice Colourings

Telegrams, Japshaw, Cent., London. A.B.C. Code, 4th Edition.

The Oriental Textiles Co., Limited

OSHAWA - ONT.



We weave, dye and finish
Silk and Cotton

VELOURS

MOHAIRS

and

PLUSHES

Salesrooms

33 MELINDA STREET

TORONTO



A. B. C. HOSIERY

FOR CHILDREN

Made in all sizes
4 to 10 inches
1 and 1 Rib

RECOGNIZED AS THE BEST

Best for sturdy quality.
Best for desirable fit.
Best for long, hard wear.

FOR MEN AND WOMEN

Any make of Hosiery that will win such immense popularity as **A.B.C. HOSIERY,** for children, now enjoys, through its resistance to the strenuous wear imposed by children, needs no further recommendation for adults.

Complete line.

ALLEN BROS. CO., LIMITED

883 Dundas St. East - Toronto

"CANADIAN GOODS ARE BETTER"



IT'S A CASE OF CHANGE OF NAME AND ADDRESS ONLY.....

We have decided to change our name from The Wilson Mfg. Co. to "Allen Silk Mills," having bought out the interests of a silent partner.

"The Wilson Mfg. Co.," manufacturers of

"WINSOME MAID"

pure thread Silk Hosiery, has been under our personal management since it was started and we will continue to have full charge and supervision.

Owing to the great increase in our business on account of the splendid quality of our

"WINSOME MAID"

hose, we have found it necessary to move into larger quarters, and after January 1st, our address will be

ALLEN SILK MILLS
43 DAVIES AVE., TORONTO

In Our New Factory

We will be able to fill orders more promptly and greatly assist our dealers in making more sales of

"Winsome Maid"

Pure Thread Silk Hosiery

You will find this Hosiery the most satisfactory line you could handle.

ALL COLORS

Allen Silk Mills

43 Davies Ave.
Toronto

"CANADIAN GOODS ARE BETTER"

STANLEY McLEOD
449 Granville St., Vancouver
Western Representative

JONES-CAIRNS LIMITED
St. John, N.B.
Eastern Representative

H. SWITZER, 193 Sparks St., Ottawa, *Representative for Eastern Ontario and Montreal*

1920

"The Specialty House of Canada"

McINTYRE, SON & CO.
LIMITED

Montreal
Canada

Our Salesmen are now on their territories with complete Showings from all departments.

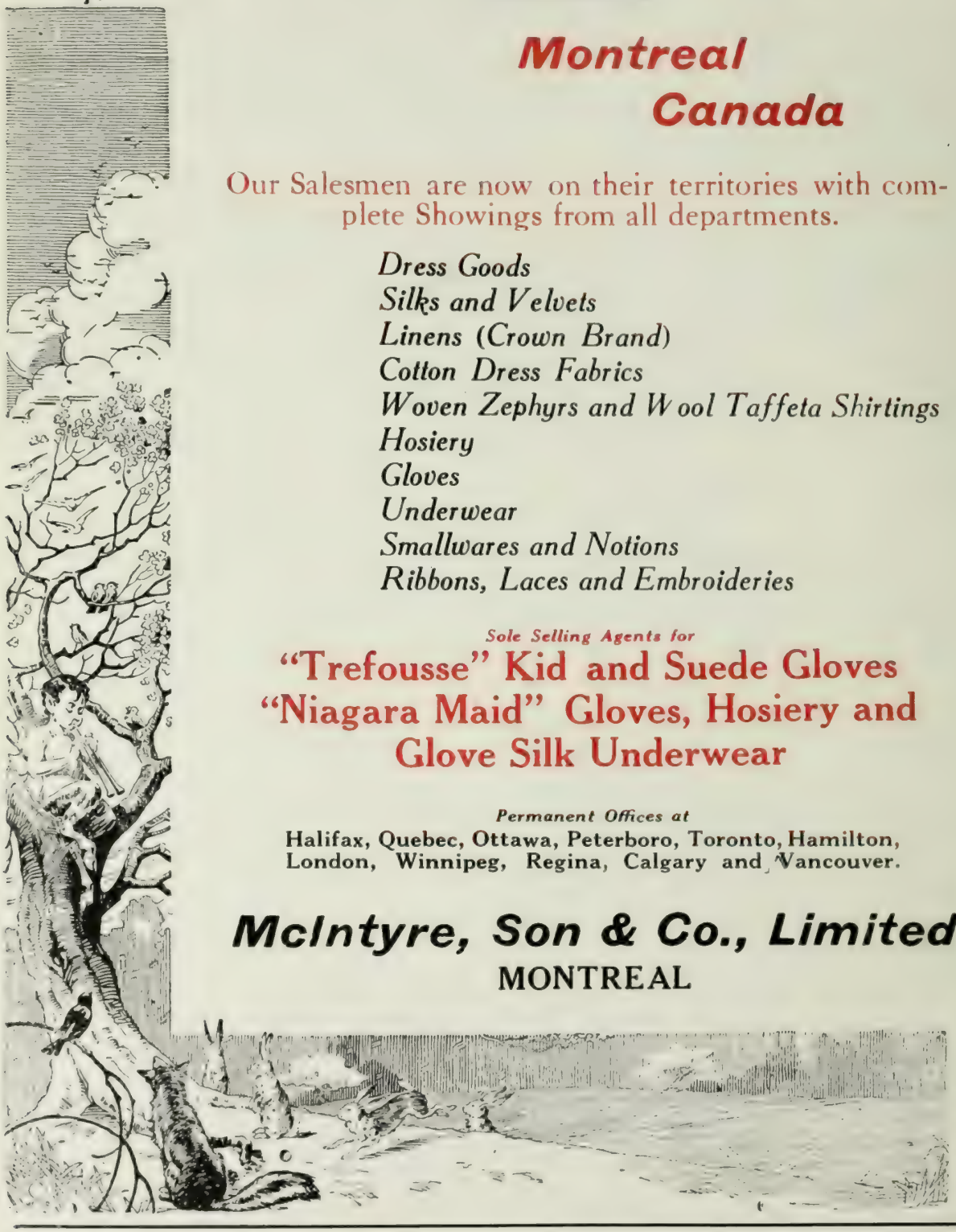
Dress Goods
Silks and Velvets
Linens (Crown Brand)
Cotton Dress Fabrics
Woven Zephyrs and Wool Taffeta Shirtings
Hosiery
Gloves
Underwear
Smallwares and Notions
Ribbons, Laces and Embroideries

Sole Selling Agents for

"Trefousse" Kid and Suede Gloves
"Niagara Maid" Gloves, Hosiery and Glove Silk Underwear

Permanent Offices at
Halifax, Quebec, Ottawa, Peterboro, Toronto, Hamilton, London, Winnipeg, Regina, Calgary and Vancouver.

McIntyre, Son & Co., Limited
MONTREAL



Ladies' Wear Bulletin

SMARTEST STYLES JANUARY 1920 HIGHEST VALUE

Ladies' Wear Limited

1-9-2-0

HANDKERCHIEF SEASON

OPENS ON FEBRUARY 1st

With the most complete range ever shown to the Canadian trade.

Fancy Boxed Lines
Envelopes
Initials
Printed French Novelties in Linen and Cotton
Plain Linen and Lawns for Men and Women

Our Representatives are now on the road showing our complete line of Silk and Lingerie Blouses, Silk Underwear, Neckwear, Laces and Veilings

Ladies' Wear Limited

563 College Street, Toronto

W. F. Goforth, President



Wabasso

Lawns
Nainsooks
Madapolams
Bridal-Cloth
Voiles
Organdies
Middy Cloths
Piques
Cambrics
Longcloths
Circular Cottons
Sheets and Slips
Sheetings

— The best goods for the best trade —

THE WABASSO

Three Rivers

Wabasso

The Trade Mark of Purity

Purity Guaranteed
Width Guaranteed

Examine and closely compare the even weaves, the perfect bleach, the absolute purity of the lines bearing the "Wabasso" trade-mark



Always the Premier
White Cotton Mills of Canada

COTTON COMPANY, Limited

Quebec

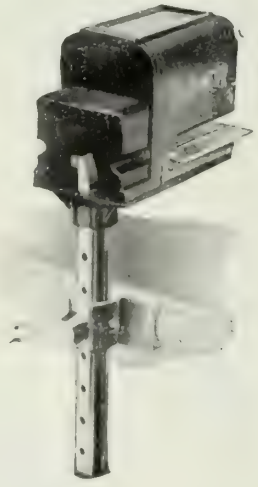
Accuracy Is The Supreme Test

Before buying any Measuring and Computing Machine for your Piece Goods Department, test it for its accuracy in measurement.

Even an inaccurate machine may save you money over the old methods of measuring by hand, but the

CLOTHOMETER

Accurately measures material of any width or weight. Accurately computes every sale. Costs 30% less than any other machine on the market.
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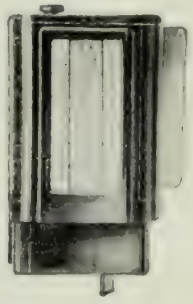
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The Trade Mark

identifies a product which is even BETTER than before the war.



The Inside

is the fleecy "Woolnap" which has always been so popular a feature with a large number of your customers.

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shows evidence of the extra-careful workmanship and high-grade yarns which mark every garment we make--unsurpassed in Canada.

"St. George" WOOLNAP

will enhance your reputation as a judge of underwear values. Stock it, for the customers who want warmth, wear and comfort. Judge for yourself and we are confident you will find it worthy of your strongest recommendation to your most particular customers.

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THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



Speed up Your Underwear Sales

It can't be done with garments of indifferent quality. Nor with underwear which is "not what it was before the war."

Customers who still want the kind they used to get will be best satisfied with

"St. George"

UNSHRINKABLE UNDERWEAR
FOR MEN'S WEAR

In these days of uncertain qualities your customers will rely more than ever on your judgement and knowledge of underwear values.

Critical comparison will quickly satisfy you that St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece are the best values in Canada today—even better than in pre-war times.

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OSHAWA, CANADA

HAWTHORN

Hawthorn Fabrics

— combine with rich beauty of colorings, the quality necessary to stand extraordinary wear and tear.



CANADIAN GOODS ARE BETTER

Hawthorn

fabrics now include: Jersey Cloth, Knitted Suitings, Velour Cloakings.

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from 16 to 27 inches wide—
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all sizes plain or fancy hemmed.



Galt TOWELS

Announcement

To the many customers and business connections of

The Galt Robe Company

We wish to announce a change in the name of the firm. On this date the business will be taken over by

Stauffer-Dobbie Limited

There will be no change of ownership nor of management. The former partners and officers will continue to own and control the new company.

The Galt Robe Company wishes to thank its many friends in the trade for the favors extended during their business life—while Stauffer-Dobbie Limited, solicit a continuance of patronage and goodwill.

STAUFFER-DOBBIE Limited

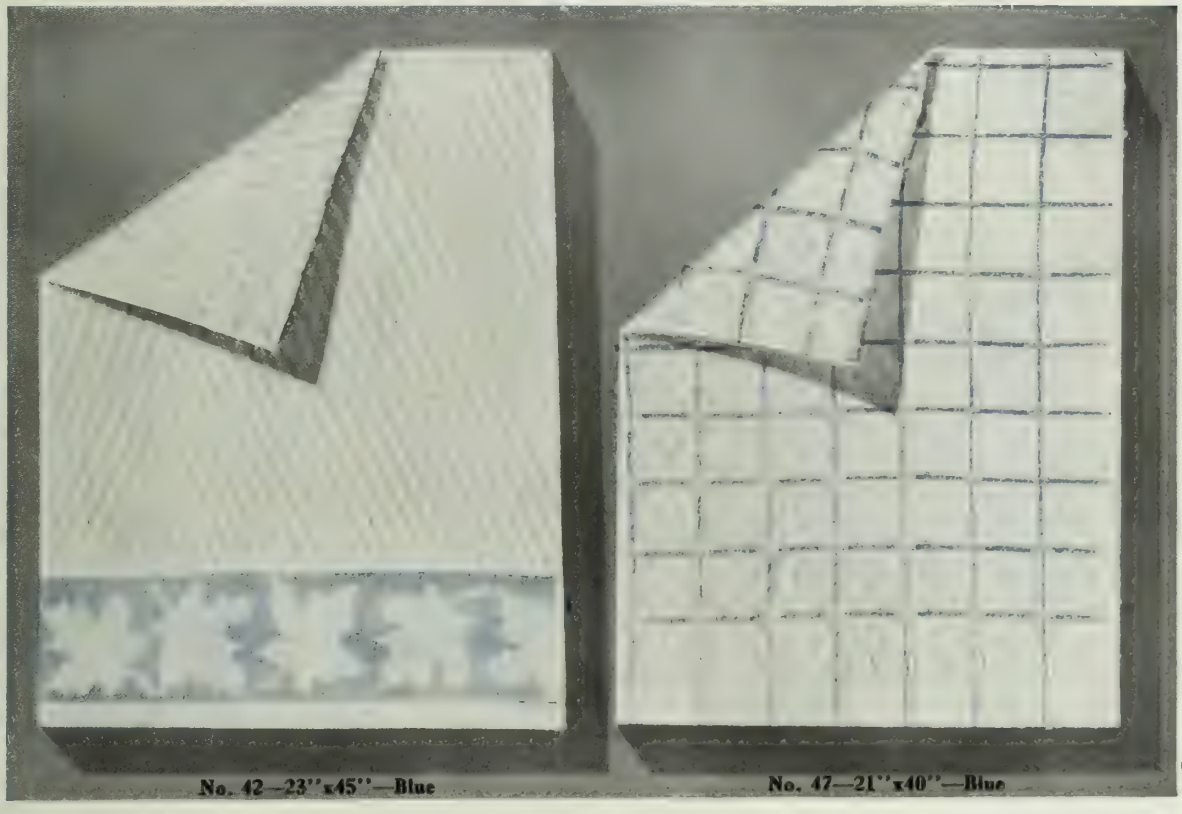
GALT - - ONTARIO

GEO. A. DOBBIE
President

JOS. STAUFFER
Vice-Pres. and Sec'y. Treas.

JAS. H. BENNETT
Man. Director

Galt TOWELS



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—Towels so sturdily made, of pile threads of **2 PLY** yarn, that they give twice the wear of the ordinary towel made of single thread pile.

—Towels so closely and evenly woven and with such artistic border effects, that they make an instant appeal for their soft finish and attractiveness.

These features combine to ensure SATISFACTION. That is what brings you customers, isn't it? And after all is said, isn't it customers you are after? Let Galt Towels help you secure and retain them.

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Maximum Value and Smartness

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Sommer Bldg., Montreal



"Kayser" GLOVE

REAL CHAMOISETTE

MADE IN CANADA

should be anticipated NOW

These two Trade Marks will faithfully maintain the reputation of your House

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Spring  *Veiling*

Try us for Scarce Goods

SILK NETS

Black, White, light colors.

METAL LACES

Big assortment
Gold, Antique, Steel, Silver.

LACES

Special value in assortments.
Four lots at attractive prices.

SILK BRIDAL VEILS

36,00 doz. up,

That big seller in Veils.

"MONA LISA"

will arrive soon again in black
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Our Salesmen start out January 12th
Wait, or write us.

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Dur-Enam

REGISTERED TRADE MARK

Stands for
The Highest Quality Obtainable
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No. 1150

The merchants of Canada realize this — as a result our Fall orders for DUR-ENAM Forms greatly exceeded our manufacturing facilities.

In order to better meet the ever-increasing demands for DUR-ENAM Forms, we have recently made extensive alterations to our factory. With treble our former capacity we now confidently hope to make prompt deliveries of DUR-ENAM Forms, Wax Figures, and Display Fixtures for the Spring trade.

Avoid any possibility of disappointment by

PLACING YOUR ORDERS AT ONCE!

We manufacture the most complete line of Display Fixtures and Artistic Wax Figures made in Canada.

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No. 1580



No. 1565



No. 1572



No. 1574



No. 1590/N

"A GOOD OLD PROVERB"

THE PRESENT
CRY
ALL OVER
CANADA
IS
NO GOODS
NO GOODS

"KING SOLOMON"
IN THE BOOK OF PROVERBS
SAID:

Go to the little ant, thou sluggard, and learn its ways and be wise, a little animal that has no overseer, protects itself with food in the summer to have enough for its family in the winter.

AND WHAT A WISE PROVERB!

The merchants, "Such Wise Men." should have protected themselves with merchandise when goods were low, when foolish people had cold feet, that was the time to buy and protect your trade and country.

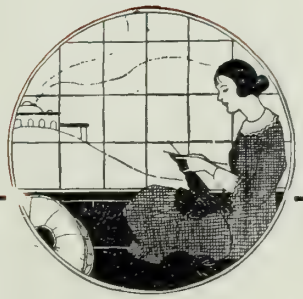
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THE BIBLE AND ITS PROVERBS

WE HAVE
PROTECTED
OUR CUSTOMERS
AND ARE READY
TO STAND BY THEM
FOR THE NEXT TWO YEARS

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WHITE LINGERIE
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AT THE OLD PRICES
MIDDIES AND
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BONWORTH YARNS

Their delightful quality, always so quickly recognized, and their beautiful colorings in such a variety of shades—have made them immensely popular everywhere.

Two of our special lines are—

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The former is a 2-ply Floss, sold in balls, and the latter a 4-ply fingering yarn, sold in skeins. Both are ideal yarn that cannot be surpassed for beauty and charm.



36 COLORS

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Worsted Yarn Spinners and Dyers

PETERBOROUGH ONTARIO

BONWORTH MADE IN CANADA BRAND TRADE MARK

Fashions in Paris



A pretty evening cloak in green and gold lame. The yoke is gold lame on ground of black velvet. There is a wide scarf of gold gauze finished with gold tassels. A fox fur finishes the neck. The lining is black liberty satin.

"Robe Lillian" is the name given to the little dinner dress of black crepe satin. The sleeves are of black lace, and the sides, forming modified panniers, are trimmed with black lace. The girdle is novel, being fashioned of wool and yellow pearls. Sent direct to DRY GOODS REVIEW from Charles Drecoll, Ltd., Paris, France.

Late Winter Models



A luxurious Winter coat in two-piece effect is this one of caracul plush, from the Shelton looms, with deep fur trimming.

The evening wrap is of chiffon velvet with wide opossum collar, cuffs and bands. The sleeves are cut more on the kimona than the dolman plan, but roominess and comfort are maintained with good lines. Photos from Sydney Blumenthal & Co., New York.

Fashionable New York Apparel



An exquisite wrap, suitable for the South. It is made of "cordelle," one of the new Penikees silks, and trimmed with sable. The evening gown is developed in another 1920 production—"rhapsode"—with ostrich pompom and narrow train. Photos from Carl Schoen Silk Corporation, New York.

New York Spring Styles



Two attractive new toilettes, showing at the left a hint of the incoming of pleats. The interesting design, with its braiding, is developed in "Ruff-a-nuff" silk. Side fullness is again noted at the right, with a trace of the zouave skirt. This attractive model is made of the new "chinchilla" satin. Photos from H. R. Mallinson & Co., New York.

1920 Fashions for Sport





Two of the new sport costumes for the coming season. The "Sportsangora" sleeveless jacket has satin-faced lapels and satin belt, while the baronette satin skirt has a band of the striped angora. Smart, indeed, is the jacket at the right, with its narrow leather belt, a sequence of the shawl scarf idea. It has white angora lapels and is accompanied by a white baronette satin skirt, also banded with "Sportsangora." Photos from Nathan Schnso, New York.

SUMMARY OF SPRING FASHION TENDENCIES

DRESS FABRICS

Silk and wool duvetyns; fancy cotton and plain wool gabardines.

Silk and wool serges; taffeta, heavy cord and crepe silks; satins, including baronette, fine, plain and embossed trecos; heavy crepe de Chines; silk taffeta; heavy ratine; foulards; printed and striped Georgettes; printed chiffons; voiles; ginghams; organdies.

COATS

Shorter than last season; 36-38 in. Polo cloth, belted. Straight and semi-fitted lines; slightly flaring below the waist; flat pockets; convertible collars; straight and flaring sleeves; capes shorter than last season. Wraps are loose, with large full collars and resemble capes as much as coats.

SUITS

Bloused, Eton and bolero lines; some straight boxed models. Fancy openings and irregular hem lines; narrow belts or silk or braided girdles; some have decided side flare below the waist. Tuxedo and other modest styles of collars; inset pockets; narrow sleeves. Braid and embroidery trimming. Skirts straight and simple, comfortably wide.

DRESSES

Sheer silk gowns are soft and draped still; sleeves short or else three-quarter and loose. Skirts fairly full—taffetas strong; lace, bead and embroidery trimming. Heavy silks and wool cloths more tailored; trimmed with brushed wool or Angora; tunic styles, long sleeves, some deep armholes; round and square necks; narrow, loose belts.

BLOUSES

Short sleeves for dressy styles, long for tailored. Round and square necks; many printed and fancy materials; lace trimming, also tucks, hemstitching, beadwork and embroidery; tunic styles strong.

SKIRTS

Separate skirts are short, 10 to 12 in. from ground. Pleated and accordeon pleated, flaring slightly from hips; smooth fitting around hips and waist. Georgette crepe, crepe de Chine, all the novelty silks and satins, also white gabardine, white jersey and novelty serges and velours.

MILLINERY

Glossy trimmings, straws and ornaments; cire ribbons and silks; malines; straw cloth, new; Breton sailors; chin chins, raffia embroidery, puffed satin brims; telescope crowns, medium and small sizes continuing with off-the-face effects.

NECKWEAR

Lace, net and embroidery in ecru in "petal" or "tab" round collars; vestees, waistcoats in elaborate ribbons, brocades, etc. Plain white organdie and pique tuxedos.

GLOVES

12 and 16-button lengths gaining; long silk gloves to be good for Summer. White kids good just now. Tan, grey, sand, mastic, taupe, navy, brown, black, all good for Easter.

RIBBONS

Cire ribbons for millinery show some tendencies to be good for dress trimmings also. Elaborate brocades and metallic effects show much more intricate patterns than formerly. Used for bodices, waistcoats, sashes, panels, bags, etc. Many uses for lingerie ribbons.

PURSES AND HAND BAGS

Fancy silk bags on conservative frames; velvet bags very strong; kodak purses in ostrich and zebu grains new. Avenue bags still popular.

VEILS

Veilings of more interest to buyers than separate veils; Spanish spots and fancy meshes popular; black, brown, castor, navy, and some purple selling for Spring.

SWEATERS

Tuxedo strong. Flaring skirts and flaring lower sleeves prominent; some slip-overs; fine wools and silks coming in. Bright colors in wider variety then ever. Filet, combined with plain and fancy knitting.

New Models from Canadian Houses





Up-to-date in every line is this Spring suit of navy gabardine. Note the full Tuxedo, the black military braid giving a bolero effect, the narrow leather belt, the silk vestee richly embroidered in black, scarlet and gold; and the uneven hem of the jacket. **Shown by the Ontario Cloak Co., Toronto.**

Georgette loses none of its attraction, though it has several seasons' vogue to its credit. This new afternoon frock of Georgette is elaborately beaded and embroidered, and takes note of the fashion for round necks, loose sleeves and soft girdles. From the Art Cloak and Suit Co., Ltd., Montreal.

For Misses



Interesting, indeed, is this smart, straight-line suit of all-wool velour, in brown and tan checks. The strap trimming of the material cut bias is new. The suit is silk lined. Shown by Lazare & Novek, Montreal.

1920 Spring Coat



What a swagger sport coat is this of tan polo cloth in which to withstand March winds! The unique flared pockets and straight across collar are its newest features. Shown by Barron & Dick, Toronto.

Mid-Winter in New York

Luxury on Every Hand, But Inconspicuous Styles Characterizing Street Costumes—Evening Wear Elaborate and Costly—Many Precious Little Accessories of Fine Quality.

This article was written by staff member of Dry Goods Review who made a special trip to New York for this issue.

NEW YORK, December, 1919: It's a rich man's Christmas and everybody is rich. So one might characterize, in brief, the atmosphere of the Christmas shopping season. The stores are filled with good things from Occident and Orient, from the far south and from the north. The best of everything had been culled. Cheap and tawdry merchandise is conspicuous by its absence, and while no doubt many a shopper would like to make her purchases at perhaps half the price she is paying, on the whole she is pleased beyond measure with the gifts which she is able to carry home this year.

Beaver Browns Frequent

On the streets New York does not appear in elaborate toilette, particularly in the day time. There is quite noticeable a popularity for beaver colored suits and coats and for various other shades of brown. These are richly trimmed with beaver fur, but other fur trimmings have been showing and in coats and jackets Hudson seal is fashionable still.

Small hats are worn everywhere. But when Milady opens her purse to pay for her Christmas selection of gifts one notices immediately that it is an exquisite beaded or brocaded bag which holds her money, and this may be valued at anywhere from $20 to $100 or more. She has quite laid aside her cretonne shopping bag which was so much in evidence last year and more so the year before. These chintz, cretonne and other fabric shopping bags which were a distinct fad so short a while ago are no more seen. When one carries small parcels this Season, one carries them in a Boston bag and this bag is alike the property of men, women and youth. It is a bag usually of soft, plain, brown leather, measuring from 12 to 14 inches long, with an oval-shaped bottom and soft, plain, leather top, fitted into a leather covered frame with round, leather covered handle, but no clasp. Then there is also the small-sized club bag and stiff leather shopping bag or satchel with the regulation frame and clasp but these are not quite so popular as the Boston bag.

One next notices when Milady is paying for her purchases that her hand is well gloved. She does not necessarily wear the fine, French gloves which were on everybody's hands a few years ago. Nevertheless, her fabric or heavy, silk glove with novelty embroidery or cuff is a well fitting glove; or her heavier washable cape or mocha glove is of a color to match her outer garments, and it too fits her well.

Her veil is neat but one must allow her at times to keep the coy—and to the masculine taste—unreasonable, spots which figure on her cheek or across her eyes or chin. Her shoe is a well-fitted one, also in a shade of brown to match her suit. It is on a graceful last with comfortable walking heel and a sole of practical weight. If her shoes are high she probably wears silk hose of the $2 to $3 order. If it is an Oxford she wears, she may have a good English wool, cashmere hose to match the shoe and possibly spats of a suitable tone. Taking her general street turnout, Lady New York is plainly and practically gowned and seldom appears in what is extreme in style or loud in color.

Luxurious Evening Garments

On colder days furs are gorgeous and in the evening one sees New York in her good clothes. Social occasions are the centre of interest in daily life and therefore they must be provided for in her wardrobe also. There is nothing too gorgeous or luxurious to appeal to Milady as within the realm of her possible possession. Rich brocades, exquisitely draped furs, satins and velvets, perfect specimens of ostrich fans and bags, elaborate footwear and headwear seem to be the property of the majority.

Modes of the Moment as Seen in New York



1
Black chiffon velvet with green satin sash.



2
Black satin quilted. Elbow sleeves and champagne kid gloves.



3
Henna peach-bloom with cartridge pleating.



4
Taffeta or serge frock with novel panniers. Tailored effect.



5
Evening frock of cerise taffeta and gold lace.

For fuller descriptions see accompanying article.

Just to mention one bit of toggery which Fifth Ave. is featuring, there is silk hosiery which you find inset with delicate lace over the instep and up the front in the usual way, but the pattern at the join is outlined with small brilliants which no doubt add much to the whole glittering toilet. Of course, the weaver must be careful not to get nervous and rub one foot against the other or the gems would be liable to form a "Jacob's ladder."

Short Sleeves and Supple Lines

The accompanying sketches will give you some idea of the fashionable gowns which characterize the mid-Winter season this year. Louise, on Fifth Avenue, shows the black chiffon velvet model. The skirt appears to be made simply with two tucks so deep that they form tiers. The bodice is perfectly plain with round neck and short, tight sleeves. A striking bit of color relief is provided in the soft, myrtle, green, satin sash with deep silk fringe on both ends.

On Fifth Ave. a shopper was noted wearing a trim tailored costume of black satin quilted all over. It was made in the simple, slightly fitted lines shown in No. 2; a narrow leather belt, small taupe fox fur and long champagne kid gloves were worn with it.

Richness of color and fabric were well displayed in No. 3, a henna toned silk duvetyn, with no other trimming whatever than bands of cartridge pleating of the same material. This gown depicts a style that is ultra smart for early Spring.

The unusual panniers of No. 4 are the result of a straight piece of the taffeta held around the hips, but much too large to fit; it is caught into folds across the front and back and the balance is just left to go its own bouffant way at either side. This idea is used in black taffeta afternoon frocks and was also noted in a navy blue serge dress.

A unique idea for an evening frock is shown in No. 5. The skirt is cut off short at the sides and left long front and back to give the full sides so much in vogue. The material is cerise taffeta. This section of the dress is edged with three little frilis of the taffeta. A drop skirt of deep gold lace gives a richness that is charming; the bodice is likewise filled in with gold lace. Another model was seen in this style but developed in black satin and black chantilly lace.

Gold Kid Purses a Novelty

Among the new accessories offered to the exclusive trade are small, flat purses of real tortoise shell. These are rounded at the corners and are set in plain, narrow, dull, gold frames. Little, flat purses of 2½ to 4 inches in length, made of soft, gold finished kid are quite a new item and are causing much delight. There is almost an epidemic of beaded bags in the shops this year. They amount almost to a speculation for practically every shop that has any appeal to make to women passersby does it by showing an array of beaded bags in its window. The designs, coloring and shapes are legion, and, as suggested earlier in this article, the price runs up in the hundreds. For "everyday" wear, however, the velvet bag is the thing. $3.75 to $10.00 is the price range which takes in most of these.



A Visitor to Canada

This is not "Victoire," but it is Mrs. Coburn, who plays "Victoire" with her husband in "The Better 'Ole." It was remarked during her stay in Toronto that Mrs. Coburn bears a strong resemblance to our former Princess Patricia. Like the Princess, Mrs. Coburn's costumes are simple of line, but artistic in effect. Here she is wearing a beautiful silk negligee. When entertained by the Toronto Women's Press Club she wore a black velvet gown in straight lines, with tunic, and trimmed with gold and bead bands. Her hat was a black velvet Breton faced with bright green velvet, a black tassel hanging from under the brim against her hair, and there were narrow tulle ties bow-knotted under her chin.

Lord and Taylor's are showing some novel knitted silk scarfs. These are in shawl style with a wide, fancy stripe forming a panel down the back; a knitted belt is attached across the back and fastens over the front sections; the upper edge folds back to form a collar and revers.

Latest Touches in Blouses

One of the smartest tailored blouses noted was of tomato colored crepe meteor with rows of faggotting in the same color connecting bands of it. Victory and dragonfly blues have much favor for blouses. Some of these have American Beauty satin girdles. At Saks a whole display of high grade blouses was shown with red satin girdles, the majority of the blouses were in these bright blues. One was trimmed very effectively on collar and cuffs with a touch of henna satin. Browns, sand shades, pinks and navys are also among the colors featured prominently in most of the shops. Short sleeves are gaining favor every day for the more dressy styles.

There has been quite a liking for accordeon pleating this season. Some buyers and manufacturers speak highly of it for Spring too, but opinions differ in that regard. However, there are some attractive smock blouses and frocks featuring it at present. One costume at Arnold Constable's showed a heavy coral crepe skirt with one-inch pleats all the way around; worn with it was a finely accordeon pleated Georgette smock in the same color. The pleating was caught into half-inch bands at the round neck and on the short sleeves. The girdle was made of the Georgette braided.

Corduroy smocks in rather bright colors including canary, turquoise, jade, etc., and trimmed with wool, hand embroidery in a variety of colors are shown in several of the shops. Wanamaker's show in their French shops several smart smocks with hats to match. Such materials as taffeta and silk duvetyn are favored. One set in henna, one in navy, one in rose with white, and one with yellow and white were especially attractive.

Original Items for the Kiddies

The styles for kiddies are quite distinctly their own and perhaps more attractive just now than ever before. Smock dresses for girls are very smart. Some of the new numbers at Wanamaker's have striped chambray shirts with plain colored smocks. White pique which is always in good taste for children was made up into a smart design in which the front section was caught by black sash ties, knotted softly at the back. A narrow black tie was worn at the neck also. The little peg-top rompers are proving quite successful and there are one piece apron dresses in colors such as green, rose, etc., with ties holding the back and front panels in place.

Gidding's show a dainty little party frock of pale pink Georgette. One-inch velvet ribbon in the same shade hangs in stripes over the skirt and each piece is fastened loosely under the hem—a suggestion from the culotte skirt, possibly; at the waist is a fascinating girdle of little blue silk flowers, fine lace finishes the neck and sleeves.

One of the original playthings for kiddies shown at Wanamaker's is the crow seat. A huge black crow, about 2 feet to 30 inches high seems to be standing on one foot with his wings outspread. The outspread wings form a seat which every little kiddie wants to try. With exception of his beak and eye, Master Crow is jet black—made of smooth-finished enamelled wood.

An Effective Display Idea

A little rounded corner window in which Lord and Taylor's usually have something original to show, one day before Christmas contained a step ladder



Two turquoise blue "week-end" suits for warmer weather wear, and an apricot color "week-end" frock with a separate coat (right). The smart accessory items, as well as the garments, are of silk. By courtesy of J. A. Migel, Inc., New York.

painted entirely with dull tinsel paint; from its frame and steps were shiny hangings suggesting frost and icicles. This made a unique stand for displaying odd toys of various character and is an idea which the smallest store could adopt with little expense. Wouldn't it be effective in a spring display adorned or twined with cherry blossoms? A few days later Lord and Taylor had in their window a beautiful hand-made miniature of an Italian Cathedral.

Despite a week of rainy weather in the most of the shopping season, the New York stores are all happy over the keen interest and big purchases by shoppers. This season has been the most successful in their history and hopes are high for the New Year, that more goods will be available than was possible this year. There seems no fear of continued ready sale. By the way, during that rainy week an unusually smart cape was seen on the Avenue. It was a full length one, of course, and was made of Black Watch plaid in very soft, fine material which kept the weight light.

New Flowered Voile Frocks

Exquisite Fabrics Made Up in Variety of New Styles—Net, Ribbon and Satin Trimmings—Silk and Tinsel Embroidery on Serge Dresses.

BACK again more beautiful than ever is the dress of flowered voile in a wealth of colors and all manner of fascinating designs. Some are original and others have appeared before in printed Georgette. So enthusiastic did one dealer wax that he declared they were going to be five times as good as last year. Already, he claims, he has received 400 per cent. more orders than he had at this time a year ago. Prices are going up higher than any one anticipated, and English voiles that cost 26d. a yard when ordered at the beginning of the season are now priced 34d. for repeat orders, 33 1-3 per cent. increase inside of a few months. But then in silks and serges, dress manufacturers are unable even to get quotations before next Fall.

Short-sleeved dresses are going well,, although the more cautious buyers are placing at least 50 per cent. of their orders on the long-sleeved lines. These printed voiles are made up in a wide variety of styles and really look so smart that it is not expected there will be any difficulty in obtaining the comparatively high prices that are being asked. For the little white or yellow ticket that the customer will look for when she goes to purchase her Summer wardrobe is liable to say anything between $10 and $40.

Net Lace and Trims

A great deal of cream net and lace is being used in combination with the voile. It appears in frilly neckpieces, puffed vestees and flaring cuffs. The tab. collars of lace or net mentioned elsewhere in this issue are noted on many of the smartest numbers.

Plain voile in matching shades is used in combination with the flowered and also with harmonizing colors in frocks of all-plain materials.

Ribbons make an attractive trimming. They are applied in a variety of novel designs. One frock with a round neck and "baby" sleeves had the neck and sleeve hems edged with loops of navy satin ribbon on inch wide. Through these loops inch wide scarlet ribbon was threaded to tie in a fetching little bow.

Wide Girdles

The inch wide ribbon sometimes finds place as a girdle with a tiny bow and long streamers at the back, but most of the waistlines are concealed beneath wide crushed girdles of self material or satin.

This latter material harmonizes well with the dull finish of the fine voile and is used not only as girdles but as cuffs and revers as well.

The skirts show a varied development. There are peplums single and double, and a few of the longer overskirts. Little draped effects appear here, and again at back or side which remind one what an admirable material voile is for such purposes. A few tiny frills are shown, placed at the edge of peplums or diagonally across a plain straight skirt; but they are not introduced as lavishly as last year.

More Tabs

Tabs are not being confined to collars but are used elsewhere as well on some dresses. One dainty model made of shell pink voile and trimmed profusely with narrow Valenciennes had two wide tabs down the back, edged with lace.

Dresses of embroidered voile in all white are on the market and are reported to be taking well in some localities.

Silk and Serge Numbers

For early spring wear there are generally a number of silk and serge dresses sold. In serge, embroidery of silk and tinsel is very strong and seems to have ousted beading almost entirely. Wide hip effects, known otherwise as "the Velasquez silhouette," are introduced in a few taffeta numbers but it is not yet known how the trade will like them. One of these had a straight skirt with a panel at both sides, front and back, of accordeon pleating three winches wide.

It is expected that the dress season will be a good one this year; but there is a feeling among the manufacturers that if business is too good on tailored gowns in the Spring, they will be unable to procure materials for next Fall's trade. Possibly, however, "something will turn up before then."

Navy Blue for Suits

Materials are Varied—Tailored and Tuxedo Effects Good—Narrow Leather Belts—Uneven Hems.

NOTHING has yet been found to supersede navy blue in milady's favor for her Spring suits. Thus the great majority of models being shown are of that shade whose general becomingness and adaptability to many occasions has kept it so long in the lead.

Materials being shown are tricotines, jerseys, serges, gabardines, poire and twills, with tweeds and shantung for sport models.

Styles are varied, and, instead of developing any very new designs, seem rather to illustrate the most attractive features that modish suits have shown during the past several seasons.

There are quite a few strictly tailored designs with braid bound lapels. Narrow shawl or Tuxedo collars are best. Bloused models are shown, but most have a plain loose-fitting waist, in a straight-line effect. Some few are smoother fitting, with moderately rippled skirts, the fullness chiefly at the sides. Others have skirts laid in flat pleats tacked down.

Eton Effects Shown

Although Eton jackets are seen in New York in misses' sizes, the general opinion is that they will not prove very attractive throughout the Canadian trade. A similar effect is noticed in a few designs, but practically no real Etons will be shown.

Then there are the belts to be mentioned—very narrow ones and of leather or suede, in a great many cases. Some have one small buckle fastening; some two. The cloth ones now and again tie at the back or front.

Concerning vestees. We shall have them with us again in the Spring of 1920. But, although cleverly embroidered and tucked, they seem to have abandoned the place of prominence they occupied last season. Many of the vestees reach only to the waist-line, and give the impression of a blouse front being revealed by the half-open jacket. In fact, the chief place of vestees in Spring lines appears to be that of contributing to the uneven outline of the coat skirt.

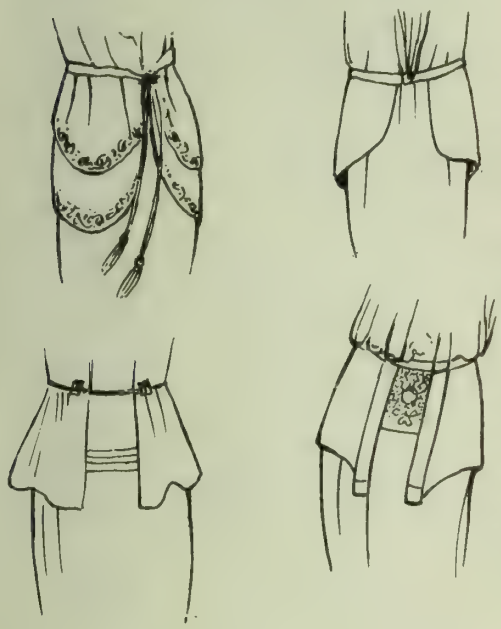
Uneven Hem Lines

This outline is created by means of box pleats extending down the front and back, to about four inches below the rest of the skirt. Other skirts show an imitation of a man's frock coat. Still others are seen made of two side and one back panels simulating petals. In this respect the ingenuity of the designer is being brought out to a commendable degree, and much varitey is seen.

Trimmings have changed little. Several kinds of braid are being used—soutache and military being the most popular. Tuckings, too, are used on pockets and vestees, and hand embroidery in tinsel or silk lends an air of distinction to some of the dressier models. Fancy machine stitching is very good, also.

Skirts are generally plain, shorter than last year, about one and a half yards around the bottom, and about eight inches from the floor. One model seen, of sand color Poiret twill, was gathered to a yoke at front and back, which was ornamented with half a dozen rows of royal blue stitching. The same trimming was featured on the jacket.

Suit manufacturers are hoping that the pronounced vogue for dresses which has been in force for so many seasons now will subside for the Spring season to some extent, and give suits "their day"; but dress people and dress buyers are of the opinion that the life of the dress fashions will be maintained with that of automobiles, and that looks like a "sure thing" into the indefinite future.



Here are a few sketches showing the unusual hem lines of some of the season's smartest suit models. The designs illustrated are only indicative of the various modes.

Silk Lingerie Holding its Own

In Spite of Talk of Revival of White Cotton Underwear—Laces and Pin Tucks for Trimming—Satin and Embroidered Georgette New.

A REVIVAL of the popularity of white cotton undergarments is being talked about by some dealers. Their chief reason is the ever-increasing price of silk underwear and the inability of the average customer to pay it when next Summer arrives. Another reason is the talked-of revival of the lingerie dress. To this end, American manufacturers are creating princess slips of sheer white fabrics trimmed with net ruffles and lace insertions.

Nevertheless, silk lingerie is still a most important item in the Canadian trade. Satins and habutais are leading. Crepe de Chine appears in the highest grade lines, but its durability is not considered as great as the other two fabrics.

White, flesh and pink continue to be the leading shades in spite of the colors that are predicted in New York for novelty lingerie. True, the specialty stores here show fragile sets in pale green, or orange Georgette with black lace, maybe, or rose velvet trimmings—the sort of thing that makes a man say: "Do they really wear 'em?" and a few lines in pale blue or mauve are sold by the average retailer. But the bulk of the trade sticks with the old conservative hues.

In more elaborate garments, rich effects are obtained by the use of fine laces for ornamentation, by dainty hand-embroidery, or by combining with embroidered Georgette.

These combinations are new and very attractive. One model seen was of pink satin with a wide band of white Georgette embroidered in pink. New York is showing the "chemaloon," a wash satin combination of chemise and bloomers, and trimmed with lace and ribbon flow-

(Continued on page 218)

What of the Sports Coat?

Opinions Vary on Three-quarters or Full Length Models—Straight Lines Good—Question of Buyers Spreading Orders.

THERE is a difference of opinion amongst manufacturers as to whether the ¾-length sports coat, introduced in New York last Fall and popular here in fur styles this Winter, is going to have a definite vogue for Spring, 1920. The styles and fabrics presented are charming enough, but the question is: Will they take with the bulk of the trade?

Some argue that the fact that the shorter coats, taking less material, may be sold for a smaller price will attract attention to them. Others say that when a woman has to pay $35 for a sport coat, which cannot be worn on all occasions, she will rather pay $45 or $50 for a full-length model, useful for all purposes.

That is, of course, outside of the high-class trade, where customers are used to buying more than one new coat in a season.

Straight Loose Lines

There is no doubt, however, that trade will be good in the staple garment—full-length coats of gabardine, broadcloth or silvertone. Little that's new in style has been introduced; straight, loose lines being the rule. The day of the dolman is believed to be passed, except, perhaps, as a Summer wrap.

One smart coat shown was of grey broadcloth on straight lines, with a narrow notched collar and a short, slightly flaring panel set over each hip.

The sports jackets are made of polo cloth, covert cloth, gabardine or silvertones. They are cut on loose comfortable lines and many have a decided tendency to flare out towards the hem. Trimmings are negligible, but in the smoother fabrics, tuckings of various sorts are seen on pockets or cuffs. Belts are narrow, sometimes made of self material; oftener it is a belt of leather in a matching shade with a tiny buckle.

Retailers Must Act First

In commenting on the report of the Montreal Cloak and Suit Manufacturers' banquet, which appeared in the December issue of DRY GOODS REVIEW, a traveller for a prominent Toronto firm referred to the subject discussed of urging retailers to spread out their purchases. "Such a movement," he stated, "must assuredly come from the merchants themselves. It will come eventually, but the trade is not yet educated to its necessity. Most merchants purchasing stock are just like my wife when she goes to buy a dress. She looks at all the goods in one store and then she says, 'Well, I'll go and have a look in such and such another store before I decide,' and so on, until she finally has to come back to the first store and take the first one she liked. They don't want to buy until they have seen everybody's line. So, even if we have our samples ready early, we have to wait until everyone else is ready before we can get well away with our orders. The manufacturers can do nothing but beg and plead until the buyers get the habit of buying systematically in and out of season, so that we can keep going throughout the year."

SILK LINGERIE HOLDING ITS OWN

(Continued from page 217)

ers. The bloomers are finished with oblong "petals," which hang like a frill below the knees.

Next to lace of all sorts, the most favored trimming seems to be pin tucks. They may be placed in rows, squares, or diamonds.

Camisoles cut on bodice lines are the prevailing mode, but many women are beginning to prefer the painted shoulders. On the whole, little is new in styles; envelopes, camisoles and bloomers being the staple garment.



For Evening Wear

A fitting underskirt for the most shimmering dance frock is this brief affair in shell pink satin without flounce or ruffle. It has a hemstitched hem and pale blue embroidery. Shown by H. P. Ritchie & Co., Toronto.

Original Idea for Marking Tickets

St. Catharines Merchant Uses Colors Instead of Size Figures—Finds He Can Fit Some Customers More Satisfactorily This Way.

HERE is a novel scheme used by the Hoffman Cloak Co., of St. Catharines, Ont., and originated by Mr. Hoffman himself, who believes that, as in selling shoes, it is not necessary for a customer to know the exact size of the garment she is purchasing. Some women, he claims, just verging on stoutness who have been accustomed to buy a 36 or 38 size suit do not care to be reminded of their coming fate by being told that they can no longer wear anything smaller than size 40.

Thus, a customer comes and asks for a 38, but the salesgirl, seeing at a glance that she can only be fitted with a 40, quietly shows a 40 and the customer knows no difference unless she inquires closely. The idea is not to have the size marked on the ticket but indicated to the sales staff alone by the color of the ticket. The device is quite simple as illustrated by the cut shown. The colors mentioned here, however, are not exactly those used in the store referred to.

The shades named enumerate the different colors of tickets used. The letters at the top, L, M, C, B, refer to the various classes of garments. "Ladies, Misses, and Children's, and Babies." For blouses, a ticket of smaller size than the others is used. The numbers underneath show the sizes. Thus, the ticket itself shows only the price of the garment and a letter L, M, C, or B. Separate skirts do not need a letter as they are so easily distinguished.

	L	M	C	B	SKIRTS (Waist Measure)
Blue	34	14	6	1	22-23-24
Yellow	36	16	8	2	25-26
Pink	38	18	10	3	27-28
Red	40	20	12	4	29-30
Purple	42		14	5	31-32
White	44			6	33-34
Green	46			7	35-36-38

Now, you see how it is put into practice. A salesgirl takes a dress from the rack, sees a blue ticket with L marked on it and knows instantly that it is a ladies' size, 34 bust. Should it be a yellow ticket bearing the letter L, she knows that it is size 36. If though the yellow ticket had on it the letter M, it would indicate a misses' size 16. In regard to skirts, the matter is a little more difficult as there are so many more sizes to take into consideration. But in this line, several waist measurements are grouped under each color and the correct one discovered by fitting.

Some merchants might object to this method on the ground that when the customer asks decidedly whether the garment is the size she asked for, the saleswoman may have to admit—upon occasions—that she did not comply with the customer's request and dissatisfaction ensues at once. However, the point of view of Mr. Hoffman is readily appreciated and he finds that his salespeople handle the problem very satisfactorily.

Skirts Are Slightly Fuller

White Gabardine Big for Summer—Trimmed With Pin Tucks and Slit Pockets.

THE white gabardine skirt promises to continue big this coming season with the Canadian trade. Its most attractive features this year are the novel trimmings of pin tucks on belt, pocket flaps and above the hem. The latter, by the way, is about 60 in. around—very slightly wider than last year—and 7 to 9 inches off the floor.

New Pocket Features

Patch pockets are little seen, having been largely displaced by "cut-in" pockets, showing much originality in the cut and decoration of the flaps. Pearl buttons are still used by way of ornamentation, but not profusely on account of their high price.

White embroidered gabardine looks well in separate skirts also, and seems to be taking well. Designs are large and form a fancy border above the hem.

Silk embroidery also finds a place on serge skirts, and buyers are showing quite a fondness for these lines. Plaid and accordeon-pleated models appear in the higher-priced garments, but their vogue is not assured.

Pleated Skirts Revive

Kilted effects and flat pleated lines are being introduced and are meeting with some popularity. They are possibly a forerunner of the fuller skirts which Paris and New York have been hinting at all Winter.

The importance of the separate skirt for Spring and Summer business can hardly be over estimated.

The well-dressed woman's wardrobe must have several, both for sports wear and dressier occasions.

A Pretty Waist



Georgette crepe is the material, with dainty embroidered collar and cuffs. The two-way tucks and double hemstitching add materially to the attractive model. Shown by Caplin Dress & Waist Company, Montreal.

Georgette Blouses for Spring Suits

Lavish Beading—Over-blouses—Two-tone Effects—The Coming of the Short Sleeve.

GEORGETTE promises to be the important fabric for blouses to be worn with tailored suits. Prices are not showing any sign of ceasing their advance and it is stated by one manufacturer that the larger stores are now handling $50 waists without any hesitation.

But then, these expensive waists really look like a lot of money to the customer. They are lavishly trimmed with beading which in many cases takes one girl several days to accomplish on each individual model. The hand embroidery too helps to boost the price but nevertheless it prevails as the fashionable note. Of course some of these waists—the overblouse and smock lines—make a whole dress when worn with a matching skirt. And the overblouse is said to be coming in stronger than ever. Smocks, too, are promised a good season.

Many blouses made of combinations of two colors of georgette are featured and are much liked by the buyer. The sand and brown combination and the white and copen are favored numbers.

Round Necks Passing?

The V-neck is making itself noticeable on some of the newest designs and it is even predicted that this coming season will see the passing of the round neck for awhile. But Fashion does not always follow predictions and the chances are that women will choose whichever neck seems most becoming, for some time yet.

Collars are beginning to come back also. Just now they may be found at the back of some blouses of which the front is simply bound, giving the appearance of a plain round neck. Then there are the square collars on necks which maintain the round outline as well.

Short Sleeves in Most Ranges of Samples

As for short sleeves, the public has not yet adopted them wholeheartedly and it is predicted by some that they will not do so before next Fall. Others are more hopeful that they will be pretty generally worn by Summertime. Thus, manufacturers are showing some models with full short sleeves and also others with long tight sleeves that button at the wrist.



A 1920 Blouse

An interesting new sport blouse of Georgette crepe with plaid Angora collar and cuffs. Angora trimming is quite the feature of 1920 outing garments.

PARTY FROCKS

A Window of Them at Simpson's Showed Clever Designing—High Waists —Medium Full Skirts

The other day there was an interesting group of small girls' "best" dresses in a window of the Robt. Simpson Company, Ltd. There were only about half a dozen there, but each one was quite distinctive and clever touches were added to the display by means of three stands, on which were shown simple black velour hats in the tailored styles, so suitable to an eight or ten-year-old.

At the base of two of the stands were a pair of white kid gloves and a pair of black patent "Mary Jane's." Around the foot of the third was draped a small animal stole of Isabella fox—just the right size for a little girl—and beside it a junior edition of the fashionable ostrich feather fan in canary yellow. Can you not imagine how the heart of any little girl would stand still with excitement as she looked in that window; and how her eyes would shine as she studied each frock separately and selected "the very one she wanted"?

There was a very simple frock of natural colour shantung with a high waistline, smocking, and just a few touches of embroidery in brown and yellow. Another more elaborate model was in robin's egg blue taffeta. The neck, sleeves, and hem were edged with self pleatings, and there were slits at each side, bound with pleatings, which opened over an inset of Valenciences lace. Wool embroidery in shades of brown, pink, and mauve adorned the yoke. Through neck, sleeves, and high waist line, two-toned ribbon in shades of blue and rose was threaded and tied in bewitching little bows.

There was one of shell pink net, all frilly and with no trimming outside of a narrow blue sash and clusters of pink velvet forget-me-nots at waist and neck.

Practically all were high-waisted with plain yokes and straight gathered skirts, medium full. Sleeves were short and puffed, or plain with frilled cuffs.

One little design by way of variation had a surplice collar ending in long streamers, which crossed in front and tied in a perky bow at the back. The material was white organdie with frills, picot-edged in Copenhagen blue on both sides of the ties, and also on the skirt and cuffs.



DAINTY HEADWEAR FOR THE BABY

Samples are on the road for little girls' and babies' headgear for Spring, 1920, and, although styles and fabrice vary little from those of previous seasons, much can be done in the way of placing a ribbon rosette or a cluster of flowers to add distinction to even the tiniest of bonnets.

Faille silks or white silk poplins are good sellers, and need only a little cording, shirring, or ribbon by way of trimming. But for Mid-Summer wear, fluffy lingerie headwear is considered best. These are made of organdie or lawn, befrilled with Valenciennes, finished with hand embroidery or threaded with ribbon.

Poke Bonnets Liked

For two- and three-year-olds, just growing out of ordinary bonnets, there are artistic poke shapes, made of fine straw braids or of straw and Crepe-de-chine combinations. It is on these smallest of chapeaux that vari-colored nosegays, fashioned of satin or velvet, make their appearance.

Then there are the little "tailored" hats, so to speak, in pique and starched fabrics, that mothers like for the boy-baby when he's just beginning to walk. In these, the scalloped edge is competing with the straight hem, but touches of hand embroidery are still used as finish.

Little coats for wearing with these hats are made of pique, poplin, or Crepe-de-chine. The latter, of course, are for the high-class trade.

Prices show a tendency to increase, not for any one particular reason, but in keeping with the advancing costs of everything.

RIBBONS

The past month has seen the arrival on the Canadian market of some exquisite pieces of French and Swiss goods which have gladdened the hearts of wholesalers in this country. The month of December cleared practically everything available in the ribbon line from their shelves. For the most part, these new arrivals were ordered some time early last Spring and are only now to be had. As one manufacturer put it, some of these new patterns are quite worth painting, so exquisite are the designs and the workmanship with the metallic and high lustre effects. There is an excellent range of coloring throughout and the backgrounds are in satin or faille. The metallic and glittering effects are in such rich colors as gold, silver, steel, dragon-fly blue, emerald, etc.

The uses of these new ribbons are many. For instance, some of them are made with borders down one side, so the ribbon is especially adapted for bodices for evening dresses. Many are used by milliners as hat crowns and trimmings, and then the fashionable waistcoats use another supply; cushions and handbags also are responsible for a number of the designs especially developed.

It is incidental that prices are exceedingly high, but the ribbons are only allowed to stay on the wholesalers' shelves for a few days at a time, when they immediately pass on to the retailer and consumer.

The demand for lingerie ribbon is keener than ever before. Last year one Canadian jobber sold a million yards of one line only. This year he has already received consignments of four similar lines with a variety of widths and colors in each. They are all passing out as quickly as he can get them, he states.

The bumble bee and shamrock patterns, which have not been on the Canadian market for four years, are to be had again this year, that is, provided the buyer is on the spot when the goods arrive from Europe and is able to take them out at once.



A Miniature

Can you imagine anything more appealing than this tiny pullover sweater made for the baby? It is of a soft shade of rose wool trimmed on collar, cuffs, tie and pockets with grey angora. It retails in New York at $7, which designates it as all the more luxurious.

New Conceptions in Metallic Goods

"Last year everything metallic sold, regardless of art or workmanship," said one New York manufacturer to DRY GOODS REVIEW. For this year, however, there has been considerably more care put into the developing of more intricate designs and unique colorings, and, as a result, both French and American metallic brocades are, to say the least, extremely interesting. Just this month one New York house has placed on the market the first few of its Spring range of brocades and the designs show some really new conceptions expressing fanciful stories of pixies, cobwebs, thistles, fairies, airy clouds, butterflies, and spiders. These are creating a good deal of interest among the trade, and well they may. The colorings are rich and artistically blended, and the metallic parts have a really attractive finish.

Continued on page 221

Corset Prices Higher

Spring, 1920, Will See the Peak in Prices, Says an Authority—Manufacturing Conditions Are Bad—A Problem to Maintain High Standards.

Written for Dry Goods Review by a Canadian Corset Manufacturer

CONDITIONS in the corset trade have not relaxed much; if anything, the tension is growing. It is almost an old story now with the manufacturer that prices are going up and supplies getting more scarce. Yet, it is truer to-day than at any time within the last five years.

Materials are now more difficult to obtain, and, moreover, higher in price than at any period during the great world-wide war. Because of the seeming exorbitant cost of corset commodities, our prices are soaring skyward, seemingly out of all proportion, and, further these prices are not holding.

We have been advised from every quarter to buy to our capacity and get the goods in at once, regardless of how much must be paid, and accepting deliveries whenever and however they can be effected. The situation sounds and is actually alarming. Last year we had our basement piled up with various corset materials, while this season it is reduced to a few insignificant cases. This alone emphasizes the situation pretty well.

LABOR.—This is another factor quite important and one which is tying up the industry. Although our position has improved since the Summer, yet the labor difficulties then confronting us have not entirely subsided.

PRODUCTION has been lessened because of the reduced working hours per week—none of the employees, naturally, will accept a lesser wage for the shortened working period. However, we are meeting the demands so far as we are able, with consistency to business principles.

DELIVERIES.—They cannot be made promptly or before many weeks from receipt of orders. For some time past we have admonished our friends to direct their requirements without delay, allowing us as much time as possible for the execution thereof, and, to their advantage, accepting prices as quoted.

However, it is fully expected that before very much longer corset manufacturers will be in a position only to accept booking orders at prices governing at date of shipment. This is anticipated to become effective at a close date.

Prices at Highest Peak Next Spring

PRICES.—It is our firm belief and we advocate for Spring 1920 prices for corsets will reach the highest peak. Ths assertion is based simply on the fact that materials being scarce and expensive, labor at a top-notch figure, it is out of all logic to conclude other than high prices will prevail throughout the greater part of the coming year.

STYLES.—Due to the particularly heavy season and the aforementioned reasons, we have not been in a position to give the question of new patterns the attention deserving; yet, on the other hand, we are not looking forward to any radical change.

QUALITY.—Customers are requested to be less exacting than usual, for qualities of all lines of materials cannot be as good as heretofore; it is not always possible to obtain materials of the old-time quality standard.

We are doing all in our power, however, to maintain the character of our regular production, and to insure continued popularity of our line of corsets.

EATON'S FEATURE BREAKFAST COAT

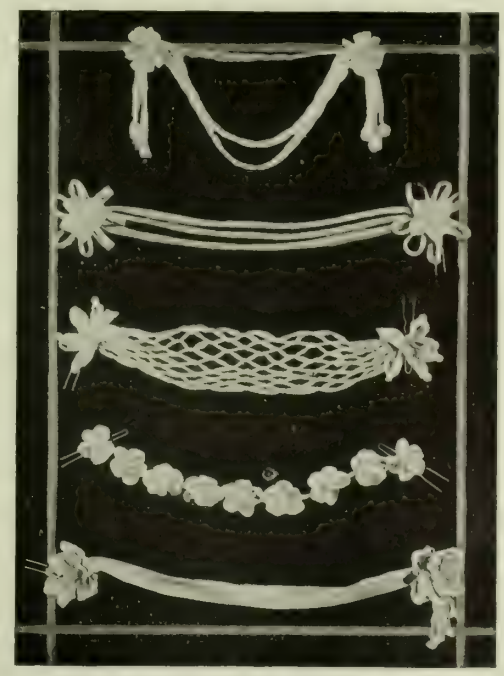
The silk breakfast coat illustrated in the July (Fall) issue, 1919, of DRY GOODS REVIEW was given special attention in the advertising of the T. Eaton Co.'s Toronto store on Jan. 9. The breakfast coat is described there as "a great favorite among the more practical negligees, with no floating sleeves to obtrude in the duty of pouring coffee. It may be had in orchid satin, French blue taffeta shot with rose, etc." Just one little instance of the reliability of the information provided by DRY GOODS REVIEW.

RIBBONS—Continued from page 220

What Montreal Says

Montreal, Jan. 17. — Much more favorable news is coming from Switzerland in regard to the ribbon situation. A large importer of ribbons told DRY GOODS REVIEW that he had received invoices for a big shipment of taffetas, satins and other lines, and expected them to be landed in a few days. The goods had actually left Switzerland. He looked for a much better condition in regard to deliveries, and felt now that there had been a marked advance towards a pre-war state. Since the collapse of the strike at Basle the workmen had kept at work, and the mills reported a great improvement in production. Orders had to be given many months in advance, as the mills were loaded with demands for goods, and, of course, prices had the same tendency in Switzerland as everywhere else to get higher and higher, but with the domestic demand in Canada this really did not appear to matter much. If the goods could be delivered, the retailers and the public were willing to meet any price. Delays must be expected, and some goods that were ordered in August last would not reach Canada until next Summer. On the other hand, the large shipment he was momentarily expecting had been ordered in June last, so that the average pre-war time notice was not being exceeded.

The opening up of the Swiss market would tend to transfer a good deal of the buying from the United States. Anticipating this, a manufacturer there, who originally lived in France, had lately secured an agency for French Dresden ribbons and was having these forwarded direct to Canadian customers, so as to save the duty.



Pretty New Bandeaux

Dainty bandeaux for the debutante's coiffure are illustrated here. They are easily fashioned of ribbon and add materially to the party toilette. By courtesy of Johnson, Cowden & Co., Inc., New York.

NEWS AMONG THE TRADE

B. C. DEPARTMENT CHANGES HANDS

One of the biggest business transfers in the Okanagan Valley for some years was negotiated early in January, when the Penticton Department Stores changed hands, Mr. W. A. Wagenhauser selling out to Mr. C. W. Nicholl, a newcomer from the prairie. Mr. Nicholl was president of Nicholls, Limited, in Castor, Alberta, until a year ago when he sold out. It was the impressions he gained while on a motor trip through British Columbia last year that decided him to return to Penticton, with the result that he purchased the department store. Mr. Nicholl is a native of Grand Valley, Ont., and has been in the store business since boyhood.

Mr. Wagenhauser is considering the formation of a building company in Penticton, and if successful one of their first propositions will be the erection of a large and modern apartment block. He is also negotiating for the establishment of a large fruit business, but so far his plans are already very indefinite along this line.

NEW IDEA AT MURRAY-KAY'S

Early in the New Year, Murray-Kay's, Toronto, announced the opening of a "Shopping Service." This system of maintaining a staff of special shoppers for customers, both in and out of the city, is one that is proving successful in a number of the departmental stores. The shoppers give advice and make suggestions according to the information given in customer's letter or received by telephone, and make up orders frequently for a whole wardrobe or for furnishing a new home.

ACQUIRES NEW SPINNING MILL

Sydney Blumenthal & Company, Inc., have purchased the plant of the Herman Auken Company, embroidery makers, at South River, N. J. The new proprietors are converting the plant into a mill for spinning yarns. It will be known as the South River Spinning Company, and will make the yarns for the Shelton Looms. There is 36,000 square feet of floor space in the new mills — which really comprise five mills, as well as other buildings and 25 tenement houses for employees. South River is between New Brunswick and Perth Amboy, on the Rariton River Railway, affording excent shipping facilities.

An addition has been erected to the scouring plant of the T. H. Taylor Company, Ltd., Chatham, Ont., manufacturers of blanket cloth, mackinaws, flannels, tweeds, etc. The cost of the new addition is approximately $25,000.

L. N. POULIN, LTD., OTTAWA, GIVE BONUS

A very pleasing event took place at the close of New Year's Eve at the big store of L. N. Poulin, Ltd., Sparks St., Ottawa, when the staff to the number of about 230 were called together and addressed by Mr. Poulin. In a few kind words he announced that the firm were rewarding all those who had given at least one year's faithful service to the firm by distributing a bonus, not as an extra salary but as a present. Mr. Poulin said the year had been a banner one and he thought it only fair that the workers should share in the good things, at the same time expressing the hope that a similar event may take place at the end of June.

Mr. Warren, the manager, then called Mr. T. Marcil, manager of the men's furnishing department, and presented him with a nice umbrella as a token of appreciation from the staff in that department.

A few reminiscences, hearty handshakes and a word of thanks to the firm for their generosity, brought the meeting to a close.

EMPLOYEES TO HOLD STOCK

With the commencement of the present year a new system of co-operation with their employees was put into effect by the firm of Prime & Rankin, Ltd., Toronto. By the new arrangement the men are afforded an opportunity of holding stock in the company. Mr. S. Roether, who is now president, has been associated with the business since its founding in 1892, and the directors, too, are men of long standing with the house.

McCASKEY'S SYSTEMS, LTD., TORONTO, WILL MOVE TO GALT, ONTARIO

McCaskey Systems, Limited, have purchased a complete modern manufacturing plant, which was erected during the war for munitions purposes. Having outgrown their present premises, they have chosen Galt for their head office and factory. It is understood they will move into their new building in July or August of this year.

The Chicago office of the C. Kenyon Company moved, Dec. 31, from Congress and Franklin streets to Brooks Building, 223 Jackson Blvd. at Franklin street.

A farewell was given December 17 to Messrs. Deadman and Brockbank, of the T. Eaton Co., Toronto, upon the occasion of their leaving to assume new duties at the Moncton branch. Mr. Deadman was presented with a handsome silver tea service, and Mr. Brockbank with a pretty pearl and diamond tie pin. Music and dancing followed the presentation.

REALLY A LARGE CLUB HOUSE

The Carl Schoen Silk Corporation has given a contract for the erection of a large two-storey building to adjoin the present structure of the Petersburg silk mill at East Scranton, Pa.

The purpose of the new structure will be to promote social welfare among the three hundred or more employees of the concern.

On the ground floor there will be a cafeteria 41 x 44 feet.

There will be a kitchen with pantry. store-room and refrigerator accommodations, also a laundry. There will be a gymnasium and shower bath accommodations for both women and men.

An auditorium with seating capacity for 350 people will be on the second floor, and will have a stage and dressing rooms. Seating arrangements will be such that the chairs can be moved for dancing, etc. There will also be social, music and rest rooms, as well as sewing room for the girls, and smoking and reading rooms for the men, and large verandahs, both open and enclosed. An experienced nurse will be on hand at all times.

Tennis courts and baseball grounds have already been in use and will be enlarged, and it is probable that a swimming pool will also be erected.

Mr. J. K. Anthony, proprietor of the "Women's Store," at Brampton, Ont., began his second year's business last month with a new 20-foot addition. The store is now a most attractive one with wall decorations in soft shades of brown and tan, and the shelves and other fittings enamelled in white.

Among the numerous dry goods firms to adopt a system of group insurance for their employees is D. E. Macdonald & Bros., at Guelph. This firm has over 70 employees, many of whom have been with the firm for a long period of years and will receive insurance amounting to $2,000 or over. The system went into effect just before Christmas.

On January 8 the firm of H. P. Ritchie & Co., Toronto, held a successful dance on the main floor of the factory. About 150 of the staff and their friends were present, and the general verdict was "an excellent time."

J. R. Moodie & Sons, Hamilton, have acquired the glove factory property on Cross street, Dundas, as an additional plant for their general lines and are converting it into a modern knitting plant.

NEWS AMONG THE TRADE

GENERAL MANAGER OF T. EATON CO.'S WINNIPEG STORE PASSES AWAY

Mr. A. A. Gilroy, general manager of the Winnipeg store of the T. Eaton Co., Limited, and a director of the company, died in Winnipeg on Sunday morning, Dec. 28, after an illness of some years. Mr. Gilroy was prominently connected with the Eaton Company from 1892 to 1905, when upon the opening of the Winnipeg store he was appointed its manager, and in 1907 was elected a director of the company.

His genial personality, his large sympathies and kindly nature made him the idol of the thousands of employees under his control, and beloved by all with whom he came in contact. In municipal affairs he took an active part, and it was during his term of office as president of the Board of the Winnipeg Industrial Exhibition in 1912 that H.R.H. the Duke of Connaught paid a visit to Winnipeg and opened the exhibition.

Mr. Gilroy was a keen sportsman and a great lover of horses, and owned a fine stable of horses himself. For years there were always some splendid exhibits in the Winnipeg Horse Show from the Gilroy stables.

Mr. Gilroy was associated with many clubs of a social and athletic nature, and he was a member of Broadway Methodist Church. His wife, who was Miss Minnie Hopkins, of Whitby, Ont., died in 1914. He is survived by one son, Harold, of Balmoral, Manitoba, and a sister, Mrs. Chephas Sleep, of Seagrave, Ontario.

Three services were held in Winnipeg, Dec. 31, upon which day the store was closed. Virtually every employee of the Winnipeg store and a large number of personal friends, as well as members of the Eaton family, who came from Toronto, were at the funeral.

Mogo & Co., of Japan, who have branches in all parts of the world, dealing in silks, fancy goods, etc., have opened an office in Toronto.

The second annual convention of the Retail Clothiers' Association of Ontario will be held in Toronto on Feb. 20, 21 and 22 next.

Mr. C. I. Finn, Ladies' Furnishings, Dalhousie Street, Ottawa, is discontinuing business, selling out at a special sale.

Mackenzie Limited, Wholesale Lumberman's Outfitters, have purchased the Imperial Building, Queen Street, Ottawa, with a frontage of 66 feet on Queen Street and a depth of 99 feet for $75,000, their present premises on Lyon and Albert Streets being too small for present turnover.

J. H. GOULD CO. EXTENDS FURTHER

The firm of J. H. Gould, Ltd., St. Thomas, Ont., has recently purchased the large three-storey, stone and brick building at the corner of Talbot and Mary streets from the estate of the late Joseph Mickleborough.



Mr. J. H. Gould, St. Thomas, Ont.

This progressive department store was originally a dry goods establishment, but has been considerably enlarged since its beginning in 1903. Two years ago it was taken over by J. H. Gould, Ltd., of which the general manager and president is Mr. Gould himself, who came to St. Thomas from Regina, Sask.

Bryson-Graham Limited, Sparks Street, Ottawa, held a happy little reception recently to present a diamond ring to Miss Arnott, manager of the Toilet and Stationery Departments, to mark the splendid record of the years' sales which show a greater increase than the other departments. Mr. C. Rupert, manager of the Men's Furnishings, was also remembered, the firm presenting him with a gold watch as a permanent souvenir of their appreciation of a work well done.

NEW INCORPORATIONS

Brown Woollen Mills, Limited, have been incorporated at Kingsville, Ont., with capital of $200,000.

Denton, Mitchell & Duncan, Limited, have been incorporated at Toronto with a capital of $700,000.

SMOOTH TRICK TO STEAL FURS

Who got the fine $700 fur coat from one of the biggest stores in St. Catherine St. W.? That is the little problem a merchant would like to solve; so far it has baffled all his efforts and those of a corps of detectives as well.

It was a well-laid scheme that secured the coat. When the Christmas trade was at its height a lady and gentleman of apparent means entered the shop to see fur coats. The lady donned the garment and was delighted with the $700 article. Suddenly she became faint, and her companion asked the saleslady to assist her to the rest room. She did so, the customer in the confusion wearing the coat.

Then the employee returned to the anxious husband in the fur section. After a few minutes, as the purchaser of coats had not returned, the gentleman requested the clerk to go to the rest room to see if anything had happened to his wife.

She wasn't there—that was the startling discovery she made. The coat was missing, too. A rush back to the fur department revealed the third sensation in the case—the husband was gone too. Since that time coat and customers have never been seen.

CANADIAN FUR SALES IN MARCH

Arrangements have been completed for the first Canadian fur auction to take place in March. Headquarters and chief warehouse will be at Lagauchetiere and St. George Sts., Montreal. It is expected that millions of dollars' worth of furs will be stored and sold in the building, and so special facilities and safeguards have to be provided. Cold storage for warm weather is being installed, also special fur presses and shipping appliances, and a special building with even light for the proper grading and judging of furs. The temporary offices are in the Windsor Hotel, Montreal. Buyers have arranged to be present from all the chief buying centres of this continent and Europe.

Mr. A. J. Frieman, Ottawa, is a very great believer in system. A few weeks ago he installed a complete machine bookkeeping equipment, and has followed this up by sending Mr. J. F. Asselin, manager of the coats, suits and dresses department, with Mr. S. R. Ouellette, accountant, to study conditions and methods in Chicago. The great establishment of Marshall Field was studied at first hand, every assistance being given by the management there to their Canadian friends. The visit is proving a real benefit to the store, many valuable ideas being planned along the lines shown to be such a success in Chicago.

NEWS AMONG THE TRADE

SALESMEN OF GREENSHIELDS, LIMITED
Seventy-Three From All Over Canada at Convention Held in Montreal

An imposing gathering was made up of seventy-three salesmen of Greenshields, Ltd., at their convention held in Montreal during December. Representatives of the staff of this wholesale house were present from all important business centres from the Atlantic to the Pacific coast. Five business sessions were held in which subjects of mutual interest were discussed by the gathering with the executive department heads. The directors of the company entertained their visitors and the department heads and the older employees at the Montreal Club, at which 130 had dinner. The firm of Greenshields Ltd. was founded in 1834 by Samuel and John Greenshield, who were grandfather and father respectively of the late Edward B. Greenshields, who in turn was the first president of the firm under its present name of Greenshields Ltd.

ALLEN SILK MILLS NOW

The Wilson Mfg. Co., of Toronto, makers of "Winsome Maid" hosiery, are moving this month to new enlarged quarters at 43 Davies Avenue, Toronto. The name is also being changed to the Allen Silk Mills on account of a silent partner being bought out by Allen Bros. Co., Ltd.

An announcement of the changes, which is being mailed to each of the firm's customers, shows a sketch of the new building with its employees' recreational room on the third floor, and calls attention to the increased capacity and output. A feature of the Allen Bros. Co. policy is that a bonus is given employees based on the quality of their workmanship. At Christmas time this firm entertained its members at a banquet, where a substantial sum was distributed as a Christmas gift in recognition of loyalty and good work throughout the year, after which everyone joined in playing informal games until a late hour.

HAMILTON MILL IMPROVEMENTS

The Mercury Mills of Hamilton, Ont., are just completing a three storey enlargement to their plant. This will mean more machines and more space for the machinery already in use.

In this new section is located the generating plant of the carrier system of ventilation, which is being installed throughout the whole building. By this system, we understand all the air to be used is washed, pasteurized and homogenized before being utilized for breathing purposes.

A successful device used by the Mercury Mills to obtain operators is the offer of a cash premium to each employee who brings in another operator providing both old and new employees are with the firm at the end of three months. For a skilled operator, the premium is twice that for an unskilled one. A member of the staff of DRY GOODS REVIEW was recently given the pleasure of going through the Mercury Mills and seeing the various processes whereby underwear and hosiery derive their shape and being.

DEATH OF MR. D. W. GLASS

Mr. David W. Glass, vice-president of the Continental Costume Company, a prominent Toronto business man, died very suddenly at his home on December 11. The late Mr. Glass, who had been suffering for some time from acute indigestion, but who continued to carry on his business up to the day before his death, was preparing to leave for his office on Thursday morning when he was suddenly overcome, and passed away within a few minutes.

The late Mr. Glass was born in Port Hope, Ont., 48 years ago. He came to Toronto early in life and entered into business with the wholesale dry goods firm of Caldicott, Burton and Spence, with whom he remained for twenty years. He left there to join the Continental Costume Company. The late Mr. Glass is survived by his widow and a young son as well as by one brother, Mr. Robert Glass, and two sisters, Mrs. S. G. Currie and Miss Charlotte Glass.

CHAS. S. BOTSFORD DEAD

Word reached Toronto, January 15, of the death in the Canary Islands of Charles S. Botsford, a well-known Toronto man, who for over twenty-five years was engaged in the dry goods business in Queen Street West. The late Mr. Botsford left last November to spend the Winter in the Canary Islands. At that time he was in good health, but in early December he was taken ill with nerve trouble. Then he contracted influenza, which resulted in his death.

A native of Newmarket, Mr. Botsford came to Toronto in his youth and opened a dry goods store. He was in business between twenty-five and thirty years, until his property, at Hackney and Queen Streets, was purchased by the city. He disposed of his large stock by opening stores in several parts of the Province and then retired from business.

He is survived by two sons, one a merchant in London, England, and the other a mining engineer in New York, and one daughter, Miss Gladys, living in London with her brother.

George Nagley has severed his connections with the Art Cloak & Suit Company, Montreal, in order to give his entire time to The American Waist & Dress Company, with which business he has also been associated.

MARSHALL & HARDING NOW

T. Harding has entered into partnership with H. D. Marshall, manufacturers' agent, Toronto. The new firm will be known as Marshall & Harding, and are now located in new and larger premises in the Carlaw Building on Wellington St. W.

The firm of Beattie Bros., St. Catharines, Ont., has just been augmented by the inclusion of a third brother, G. W. Beattie, formerly managing director of R. H. Knight Ltd., Sault Ste. Marie. All three brothers were at one time with this latter firm but have gradually severed their connections and gone into the dry goods and ready-to-wear trade. The brothers enjoy working together, they say, in spite of an occasional difference, which "always blows over inside half an hour." The business, which four years ago occupied only the main floor, now covers three storeys and is already in need of more space.

H. Braidberg & Co., of St. Catharines, Ont., are selling out their ready-to-wear business there and moving to Thorold, where they already have a men's wear store.

H. J. Zacks, of Peterborough, Ont., has sold the dry goods business of which he has been the proprietor for twelve years to B. Chesler, and is leaving the city.

The retail merchants of St. Thomas met on December 12 and formed a local organization for the purpose of discussing trade policy and methods of improving the help situation. This is the sort of co-operation which is sorely needed in the trade in the big majority of towns throughout the Dominion. Here's to the success of the St. Thomas organization.

The wedding took place at Lynn, N.B., early in January, of Miss Edith Louise Boone and Arthur B. Chase, of Swampscott, Rev. William Appleton Lawrence, the rector of St. Stephen's Church, officiating. The bride was, until recently, in charge of the ribbon department at the T. W. Rogers Co. store in Lynn. Mr. Chase is employed by the United Shoe Machinery Company in Beverly.

The Peter McSweeney Co., Ltd., at Moncton, N.B., report that the first week of their two weeks' "Red Tag" sale, which began immediately after Christmas, brought the largest volume of business ever handled by them in one week of such a sale.

The firm of Johnson & Anderson, Newton Mills, N.S., has been dissolved, the business now being conducted by James F. Anderson, formerly of the firm.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

Star Skirt Company

436 St. Catherine St. W.

Montreal

Skirts

Announcing

Meiselman & Rosenbloom

7 Bleury St., Montreal

A new partnership of two capable experienced and widely known Coat and Suit men

Manufacturing

COATS AND SUITS for Spring 1920

New range comprising garments of Style, Quality and Value now ready for your inspection.

WAISTS

We carry in stock always for prompt delivery a fine selection of Voiles, Crepe de Chines, Georgette and Silk Waists. Send for samples.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

MERCHANTS!

You will realize at once the quick-selling, profit-producing possibilities in our exquisite

DRESSES

For Spring 1920

Georgettes, Wool Jerseys, Taffetas, and Printed Voiles

New York Mercantile Co.

24 Wellington St. W.

TORONTO

SMARTNESS AND CHARACTER

are the two outstanding qualities which recommend our new line of Suits and Coats for Spring and Summer, 1920.

Smart in style and made in all the newest weaves and colors with the same high standard of excellence and workmanship which has distinguished our line as representing the best available anywhere.

If one of our travellers has not called upon you, let us know and we will arrange to have him see you.

We invite all out-of-town buyers to drop in and see our stocks when in the city.

The Regent Cloak Co.

CLOAKS & SUITS

MONTREAL



"Childish Simplicity"

That is the feature always to be found in children's garments of good taste.

We are specializing in the production of attractive Dresses for Children.

Plain and fancy voiles, with trimmings of lace, pleatings, hand embroidery, etc.

Serviceable, smart Shantung styles, including middy dresses.

Our Specialty

White Embroidery Dresses in many pleasing styles, including Empire and French designs, and staple lines of unusual charm.

Ideal for your Juvenile Department. Faultless in finish.

G. F. Reid & Company

Brampton, Ontario

P. C. CORSETS

—correct in every detail



FRONT AND BACK LACE

PINK - - - WHITE

The women who dress well, must maintain a correct figure. P.C. Corsets have won a reputation of pleasing the most fastidious. New exquisite and attractive models affording all the comfort, flexibility and lightness so desirable for the new style.

Most certainly your Corset Department should carry a complete range of P.C. Styles and Models.

Parisian Corset Mfg. Co., Ltd.

QUEBEC, QUE., CANADA

Branches: TORONTO, 76 Bay St., MONTREAL, 329 Craig St. W.

Western Representative: C. H. BUTLER, 21 Sylvester Walker Bldg., Winnipeg

F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.

GEORGE S. OXLEY, Representative for New Brunswick and Prince Edward Island

The
CANADIAN
CONVERTERS'
COMPANY
Limited
MONTREAL

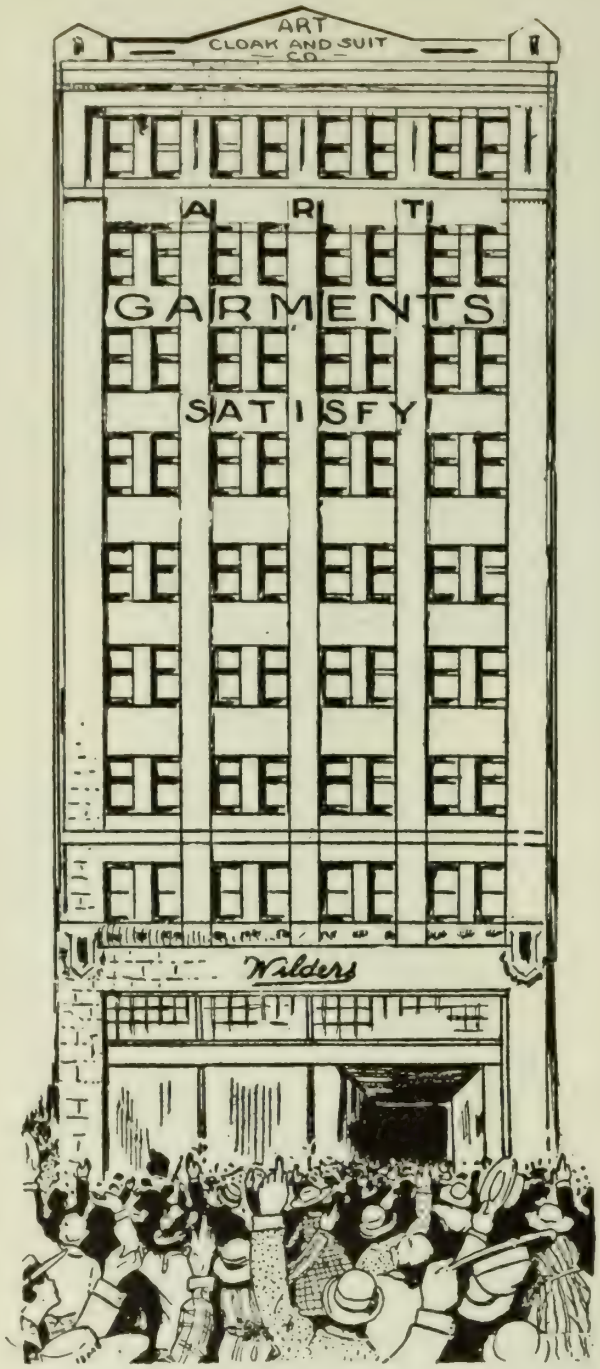
Underskirt

No. 4901



Our stock of **Silk Underskirts** for **Immediate Delivery,** for Xmas trade, Now Ready.

We specialize in Taffeta and Jap Silks, comprising all shades in a large range of "up-to-date" styles.



Art Garments Satisfy

The New Home of
ART GARMENTS
at

New Wilder Building

323 Bleury Street

(In the heart of the uptown shopping district).

With increased facilities, conveniences and production, we will be in a better position than ever to meet your requirements.

ART DRESSES and SKIRTS for Spring

are most interestingly varied and up to the minute in styles, colors and materials. Our travellers are now on the road with them. Be sure to see them! It will be to our mutual advantage.

ART CLOAK & SUIT CO., LTD.

323 BLEURY ST. MONTREAL

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Blk. Wpg.
J. W. COLLETT

Maritime Provinces
B. R. ETTENBERG, JR.

Montreal, C. ROSE

Keen business men are coming more and more to realize how important to their success is the use of High Grade Merchandise.

The American Waist & Dress Co., Ltd.

has been making good blouses all the time. Its foundation has been laid in the mortar of integrity. It early dedicated itself to the production of Better Merchandise.

The American Waist & Dress Co., Ltd.

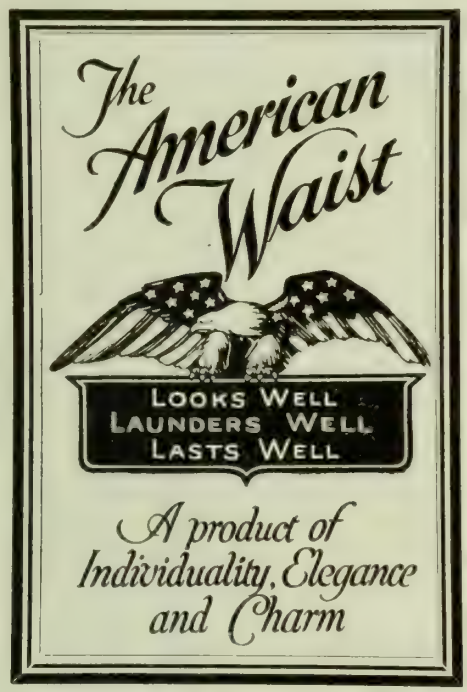
after years of conscientious study and experience has borne fruit in the qualities which give our blouses recognized superiority.

The American Waist & Dress Co., Ltd.

customers who know our blouses, will tell you it is a pleasure to sell them.

100% Service

100% Satisfaction



Style Quality and Workmanship

If your blouse department is not giving you the desired results, there is a reason.
Good Merchandise is the foundation of Good Business.
Allow us to demonstrate the superiority of the Blouses made by

The American Waist & Dress Co., Ltd.

Place your order early if you desire good delivery as Easter falls on April 4th.

Our Spring range will be Ready for showing January 1st.

The American Waist & Dress Co., Ltd.

Toronto Showroom:
404 Kent Bldg.

46 St. Alexander St.
MONTREAL

Winnipeg Showroom:
302 Hammond Block

GOETZ & OTTINGER

EXCLUSIVE DRESSES FOR YOUNG WOMEN

1—13 EAST 33rd STREET

NEW YORK

TELEPHONE: MADISON SQ. 8574 and 8575

I. BERMAN

MANUFACTURER AND IMPORTER OF

TAILORED AND SPORT DRESSES

99-103 Madison Avenue New York

MAX WABER
HARRY KESSLER

NEW YORK OFFICE
39-41 W. 32nd ST.
Telephone 2569 Madison Sq.

TRIO WAIST COMPANY

Makers of Trio Waist

S.W. COR. 22nd AND ARCH STREETS

PHILADELPHIA



Dolls' Wigs

We are now enlarging our plant for the manufacturing of Dolls' Wigs during 1920 in "Real Human Hair" and "Mohair."

Universal Hair Goods Mfg. Company

Fraser Building

43 St. Sacrament St. MONTREAL

We are the only Dolls' Wigs Manufacturers in the Dominion.

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS

The European Novelty Co.
46 St. Alexander St. Montreal

Irresistible!

Waists

The new VOGUE WAISTS for Spring are all that can be desired and have a charm and individuality unsurpassed. They come in the smartest of fabrics, including GEORGETTE, CREPE DE CHINE, VOILES and SILKS.

VOGUE WAISTS AND DRESSES

Dresses

There is a freshness and beauty about the latest VOGUE DRESSES in the new silks for Spring and Easter. Out of the ordinary in style, quality and workmanship. GEORGETTE, CHARMEUSE, DUCHESSE and TAFFETAS.

QUALITY CONSIDERED YOU PAY US LESS

VOGUE WAIST & DRESS CO., 207 St. Catherine St. West, BLUMENTHAL BUILDING **MONTREAL**

BRICKENDEN & McCRIMMON

LONDON - ONTARIO

Manufacturers of

INFANTS' WEAR

DRESSES

Silk, Muslin, Voile and Embroidery

CAMISOLES

BOUDOIR CAPS

DUST CAPS

APRONS

We carry a well assorted stock in all departments—Ready-to-Wear, Tub Dresses, Blouses, Underwear, Hosiery, Gloves, Laces and Embroidery and a general line of Smallwares.

Be sure to see our range.

Letter Orders Given Prompt Attention

Kassab Kimono Mfg. Co.

Sommer Bldg., Montreal

Designers and Makers of Exclusive

KIMONOS	NIGHT GOWNS
NEGLIGEES	ENVELOPES
BATH-ROBES	CORSET COVERS
PETTICOATS	CHEMISES
BLOOMERS	PAJAMAS

Travellers will go on the road shortly with complete lines.

Children's

Dresses and Middies. Made from newest English ginghams, etc. Sizes from 6 to 14 years of age.

Ladies' Middy Smocks

in all the latest styles and newest materials. Jersey Bloomers in pink and white Jersey cloth. Aprons in prints and plain aprons with elastic.

Boys' Blouses

in Prints, assorted stripes, and also Chambray, blue and champagne.

Samples and prices on request.

IDEAL DRESS CO.

1488c St. Lawrence Blvd.

MONTREAL

To Wholesalers, Jobbers and Others!

Consignments are Solicited

for our

Great Semi-Annual

Stocktaking Auction

Dry Goods, Boots, Clothing, Etc.

to be held at our Auction Rooms, 453 and 455 St. James St., and 131 to 137 Inspector St., Montreal, on

Tuesday, 10th February

Note: Cash advances are made on consignments if desired. Our weekly dry goods auction every Tuesday is recognized as the best medium for disposal of residue stocks of every description. Kindly make entries for above important auction not later than 7th February.

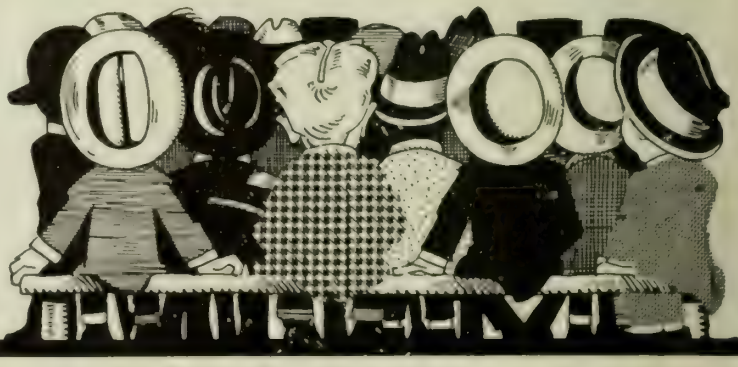
FRASER BROS.

Auctioneers

A Lesson in Coat &

The first Lesson
To see real values
in Coats and Suits
is to see
Phil Herzog and Sons
line for Spring which is
now ready- This is a
true and sincere
message!
Mr. Wise Buyer

Ph HERZOG & SONS
The Big Popular Price Coat & Suit House
2 West 33rd St.,
NEW-YORK



Suit Buying for Spring





H. HERZOG & SONS

The Big Popular Price Coat & Suit House

2 West 33rd St., NEW YORK

When The Out-of-Town Buyer Comes To New York

he (or she) aims to do a lot in a few days. In these times even staples are not always easy to locate quickly, and how much more difficult it is to turn at once to the novel and unusual!

May we suggest a solution of this latter difficulty? Novel effects in

Silks and Satins for the Millinery and Hat Trade

are our specialty, not simply keeping abreast of current demands, but usually a little ahead of and creating them.

We believe you will find that it will pay your buyer to drop in on us.

BETTINSON & CADE, Inc.

417 FIFTH AVENUE **NEW YORK**



"Joyce"

No. 1 Georgette Crepe—an exquisite simplicity of style, and high quality are apparent and necessary in every line of CAPLIN MADE [illegible] of all silk Georgette crepe, a model for the [illegible] Woman-tailored box pleats trim the slip-over blouse front, [illegible] the [illegible] cuffs. A handsome [illegible] adds a rich finishing touch. Colors [illegible] Taupe, mauve, grey, navy, pekin, etc.

Price $10.35

Distinctive Blouses

"different" in Style, Quality and Finish

Our Own Original Creations

We show one of our new models,
and we have many others equally fine.
Read particulars of our style "JOYCE"

The **Caplin** **WAIST & DRESS CO.** *Montreal.*

1952 ST. LAWRENCE

Makers of Georgette, Crepe de Chine, Wash Silk and Voile Blouses



MAKERS
OF
NATIONAL
BRAND
GARMENTS.

THE
COAT
HOUSE
OF
CANADA

Coat Specialists for Ladies & Misses

In Rain and Utility Coats.

Our range of materials consists of Bolivia, Polo Cloth, Goldtone, Silvertone, Tricotines, Serges, Velours, Fancy Tweeds.

We still maintain the
NATIONAL
STANDARD
of excellence in Ladies' and Misses' Garments.

Our travellers will call upon you shortly with a full range of these interesting models.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B

"Seeing is Believing!"

Our SPRING Line of

CLOAKS and SUITS

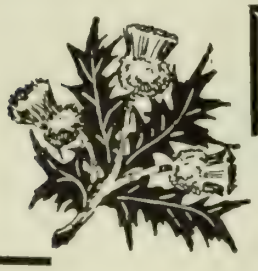
is so very attractive and extensive that we would prefer your SEEING them to our attempting to describe them to you. They speak for themselves! Now in the hands of our travellers.

See them!

Lazare & Novek

CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts., MONTREAL



The Thistle is Your Protection

THISTLE BRAND

WATERPROOF AND MOTORING

TOP COATS

For Ladies and Men

Sure to attract
Sure to sell
Sure to satisfy

See our handsome Spring models now in the hands of our Salesmen. They cannot be surpassed for smartness, quality and finish.

Write for samples and prices

Thistle Brand Guaranteed Overcoats are sold in all the best stores from Coast to Coast.

SCOTTISH RUBBER CO.

Limited

316 Notre Dame Street, West
MONTREAL

VelvoKnit

"VELVOKNIT"

Velvoknit combinations are made for Warmth and Comfort



Special Features

Roomy and Elastic Fit.

Flatlocked Seams.

Inset Military Shoulder.

Superfine Soft Collarette.

Properly Made Closed Crotch.

Finer, Softer, More Elastic.

Every combination sold to measure.

Distributed through the wholesale trade only.

O.V. (Ottawa Valley) Velvoknit underwear is manufactured by

BATES & INNES, LIMITED

Carleton Place, Ontario.

Sales Agents
C.E. Winks
44 Aikin Block
Winnipeg Man.

E.S. Bates LIMITED & Co.
25 St. Nicholas St.
Montreal Que.
8-10 Wellington St. E
Toronto Ont.

Ready for Spring!

A line brimful of Dominating Values in Youthfully Styled SUITS and COATS at Popular Prices—
A line that will smash its way to the heart of every buyer!

COATS FROM.....$12.75 to $35.00
SUITS FROM .....$16.75 to $45.00

Herzog's

Cloak & Suit Co. Inc.
1333 Broadway
at 35th & 36th Sts. New York
SAMUEL HERZOG PRES.



CIRCLE

CROSS
REGISTERED

Anticipate Your Spring Needs NOW!

There is nothing to be lost and everything to be gained, by ordering EARLY. In a word, you ensure getting *what* you want *when* you want it—at lowest prices.

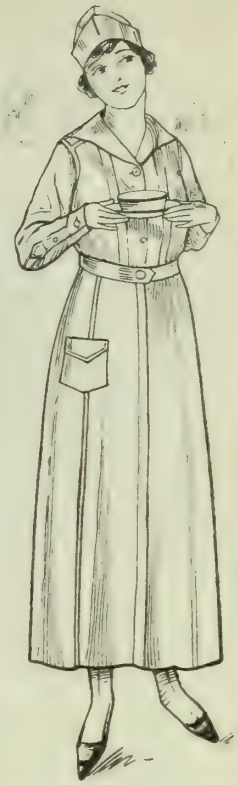
The dealer who knows the CIRCLE CROSS Trade Mark knows good value. The distinctive style, the traditional quality, and the reasonable prices—have all combined to make CIRCLE CROSS garments immensely popular everywhere.

Our Spring lines are exceedingly attractive. Be sure to see them.

COLE-WHITAKER
Limited

292 St. Catherine St. West

MONTREAL



Middies
Sport Skirts and Smocks

Nurses' and Maids' Regulation Uniforms





MOTHER LAND TRADE SECTION



The Original "Two Boys" Sheets

RIGG'S
SHEETS & SHEETINGS

Are made from best Egyptian and American cottons: Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

SHOW RIGG'S SHEETS



Canadian Agent:

E. W. DEAN & SON, 324 Seymour Street, Vancouver, B.C.

Agency for remainder of Canadian Territory in contemplation

Sole Manufacturers:

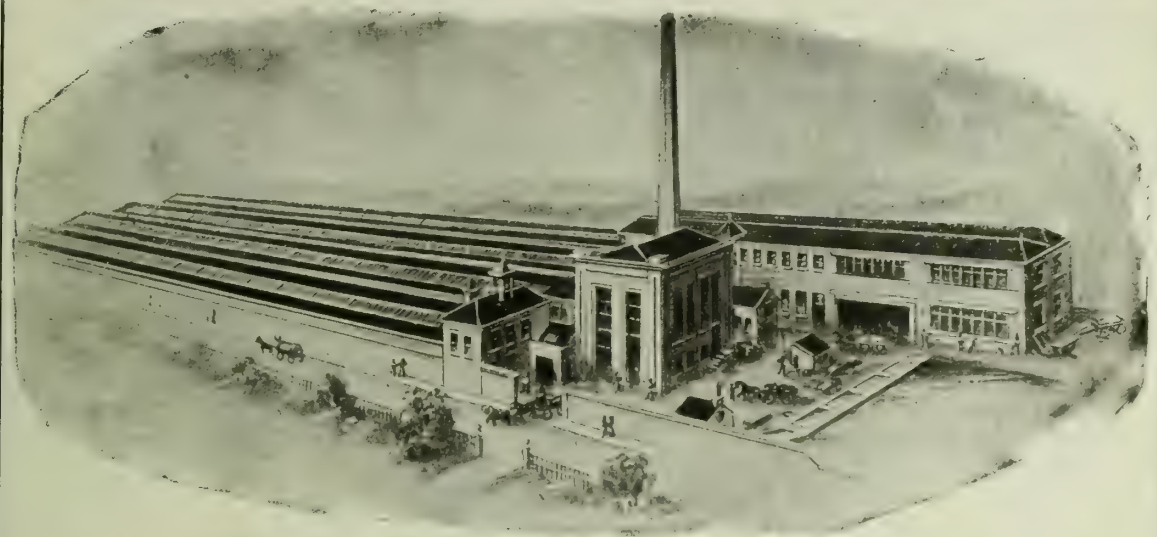
RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION



BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

RIGG'S

SHEETS & SHEETINGS

Made of purest Cotton **are the standard product of the British market** Entirely Free of Fillings

Canadian Agent:

E. W. DEAN & SON, 324 Seymour Street, Vancouver, B.C.

Agency for remainder of Territory is contemplated

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION



Established 1798

NEWEY
BROS. LIMITED

BREARLEY STREET
BIRMINGHAM

Manufacturers of

NEWEY'S
SNAP FASTENERS

NEWEY'S
HOOKS & LOOPS

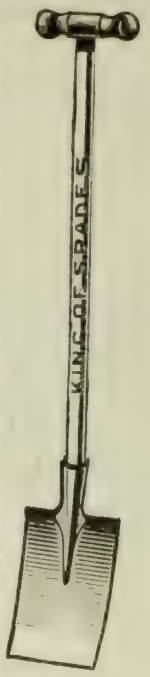
NEWEY'S
HAIRPINS

We are specialists in the manufacture of all small wire and sheet metal goods.

All our wares are BRITISH THROUGHOUT and have a finish and reliability which makes them outstanding.

Our enormously increased war-time machinery has now been adapted to the production of our peace-time goods and we are now in a position to supply.

CONTRACTORS TO THE ADMIRALTY, WAR AND INDIA OFFICES.



Toy Spades

With All Steel Blades

J. T. Darlington

Manufacturer of Seaside Spades and Buckets, and Flags of All Nations

FOR WHOLESALE AND EXPORT TRADE

Birches Green Works

Erdington Birmingham, England

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.

LIMITED

Toronto Ontario

MOTHER LAND TRADE SECTION

Sphere Suspenders

grip so firmly with so gentle a grasp that the finest stockings are safe from tears. They hold the corset correctly in position and in this way ensure the success of the gown.

Have you sent along a trial order yet? If not, write to-day. British quality lines *always* pay to handle.



Sphere Suspenders are Suspenders of Quality

Display them on your counter.

Ask about Sphere Brownies for the little ones.

WHOLESALE ONLY

FAIRE BROS. & Co., Ltd., Leicester, England.

WORKS: ST. GEORGE'S MILLS, LEICESTER.

Makers of Sphere Braces and Garters for Men and Sphere Brownies for Children.



"Just Right!"

Every well dressed woman realizes the importance of choosing the RIGHT Buttons for her smart costumes. Buttons will either make or mar any costume. Your Button Display must always be extensive and tasteful.

In our Spring lines of exclusive **BUTTONS** you will find styles and shades that will be **JUST RIGHT** for any type of costume.

Select your Spring stock NOW!

Everything in BUTTONS. Also Tailors' Small Wares and Fancy Trimmings.

The Ontario Button Co., Limited

Kitchener, Ontario



SLIP-ON VEILS

Wide range of popular meshes, with many extremely smart and becoming designs in Chenille, Silk, etc.

Bonnie-B

Made in France—the home of all things of particular charm and artistic beauty. Your PARTICULAR customers will appreciate them.

HAIR NETS

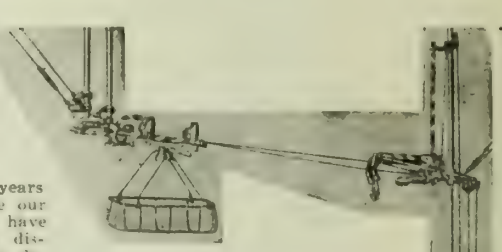
Silk and Human Hair. With or without elastic. Fringe and cap styles. Sturdy and neat.

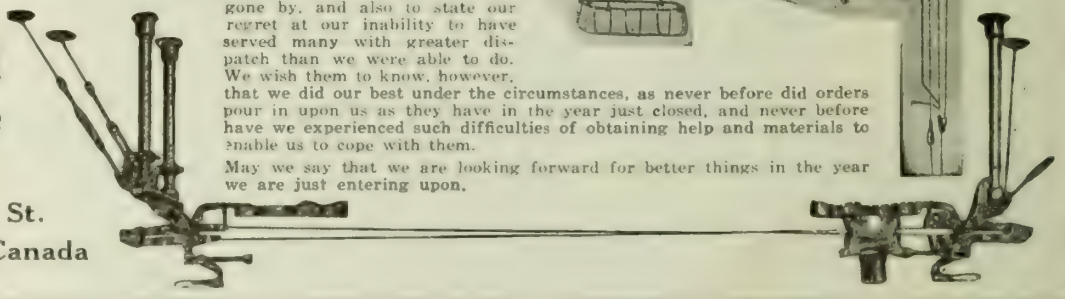
Large Stock always on hand

THE BONNIE-B COMPANY

TORONTO—156 Yonge Street **NEW YORK—222 Fourth Avenue**

We Take the Opportunity of Thanking Our Customers





Gipe-Hazard Store Service Co., Ltd.

113 Sumach St.

Toronto : : Canada

For their patronage in the years gone by, and also to state our regret at our inability to have served many with greater dispatch than we were able to do. We wish them to know, however, that we did our best under the circumstances, as never before did orders pour in upon us as they have in the year just closed, and never before have we experienced such difficulties of obtaining help and materials to enable us to cope with them.

May we say that we are looking forward for better things in the year we are just entering upon.

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

WANTED MERCHANDISE EXPERTS FAMILIAR WITH CLOTHing, dry goods, and shoes. Must be 32 to 45 years of age, good appearance, must have unlimited initiative and be able to submit high-class references. Permanent position. Big compensation while learning under our expert sale conductors who earn from $4,000 to $10,000 per year. Will give five year contract to gentlemen who qualify and guarantee steady employment.

Through our assets being a half million dollars and an established business of 25 years, a wonderful opportunity is being offered for a **few extra salesmen right now. Apply A. J. Stewart, sales manager,** T. K. Kelly Sales System, Minneapolis, Minn.

ADVERTISER, WINDOW TRIMMER AND CARD WRITER, DEsires position. Western and Eastern Canada experience. Box 190, Dry Goods Review, 143 University Ave., Toronto.

HOSIERY AGENT, WHOLESALE AND EXPORT, REQUIRES agencies in knitted goods (stockings, underwear, scarves, coats for ladies, men and children), also for gloves. L. A. Nelson, 59, Gresham Street, London, E.C.

TRAVELLER HAVING GOOD CONNECTION WITH WHOLESALE and retail dry goods and gent's furnishing trade in the Maritime Provinces desires a good line on commission basis. Box No. R, Dry Goods Review, 128 Bleury St., Montreal.

WANTED SALESMAN OR SALESLADY, THOROUGHLY EFFICIent and capable of taking charge of dry goods and ladies' and children's ready-to-wear department in general store. Must be good stock-keeper, sales builder, good appearance, good character. Salary and commission proposition. Apply in own hand writing giving all particulars as to personality, age, experience, references, capabilities, salary expected. J. A. Virtue, Mossomin, Sask.

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Dictionary

New York, N.Y.—Please tell me the name of the person compiling a dictionary of dry goods terms in Edmonton, Alta., as reported in DRY GOODS REVIEW?

Answer—Name was forwarded.

Window Trims and Show Cards

Raymond, Alta.; Stellarton, N.S.—Please tell me where I can procure books on window trims and show card writing?

Answer—Addresses of publishers were sent.

British Yarn Exporters

Peterboro, Ont.—Please tell me the names of British firms which export yarn?

Answer—Addresses were sent.

Spats

Richmond, Ont.—Please tell me where I can procure spats for women and girls?

Answer—Addresses of firms were sent.

Store Fronts

St. Thomas, Ont.—Will you be good enough to advise us as to firms who instal store fronts?

Answer—Names of several were forwarded.

Underwear and Brassieres

Ottawa, Ont.—Would you please let me know the address of the manufacturers of Turnbull's Underwear; the Canadian manufacturers of brassieres; also silk and silk and wool underwear?

Answer—Lists and addresses were sent.

Cuts for Catalog

Amherst, N.S.—Please tell me where I can procure electro cuts for a catalog, also addresses of firms who printca talogs?

Answer—Names of firms were sent.

Hockey Suits

Bashaw, Alta.—I would like to get in touch with a knitting firm who manufacture hockey suits?

Answer.—Name has been given to a firm that does this work.

Corsets

Elmira, Ont.—Let me know where the manufacturers of Thompson's Glove Fitting Corsets are located?

Answer—The address is George C. Batchellor & Co., 130 Fifth Ave., New York, N.Y.

Hats Reblocked

Killam, Alta.—Do you know of a firm in Canada that reblocks hats?

Answer—An address was forwarded.

Cotton Mills

Neustadt, Ont.—Please tell me where I can procure print and cotton for manufacturing purposes?

Answer—List of Canadian, American and British mills was sent.

Measuring Device

Ayer's Cliff, Que.—Please tell me where I can procure a measuring device for piece goods?

Answer—Names of firms were forwarded.

Glove Publication

Kitchener, Ont.—Please be good enough to inform me if there is a publication in the interests of the glove trade?

*Answer—*GLOVERS' REVIEW, *of Gloversville, N.Y., is the only one of which we know in America.*

Remodelling Suitcases

Massey, Ont.—Please tell me the address of a firm that remodels suit cases and hand bags?

Answer—Name was forwarded.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 192

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets. Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts.,
Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-161-163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Manufacturers of
Shoulder PADS Sleeve and Canvas Fronts
Importers and Jobbers
Jute, Union, Linen, Collar, Canvas
Ideal Importing Co., Ltd.
468 King St. W. - Toronto, Ont.

References: London, Eng. New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

It is reported that the Vanderbilt residence between 57th and 58th streets on Fifth Avenue, New York, which was sold this month for $5,500,000, was purchased by the Marshal Field Co. of Chicago for the purpose of erecting "the finest department store in New York." Another report stated that the property is to be turned into a $20,000,000 hotel. No official announcement as to who the purchaser was, has been made yet.

—

The merchants on Fifth Avenue —famous for its Easter parade of fashions—have organized to make "The Avenue" especially attractive this year. "Art week" will be observed March 29 to April 4, and merchants of all classes are entering into the project with enthusiasm. Window displays and street decorations will come in for very special attention. "Art Week" is to be an annual event hereafter.

Bradford has a good head for millions, but even Bradford cannot estimate the many millions this Government of ours will have made when their wool dealings come to be wound up. Having this in mind, the Yorkshire topmaker, spinner, or manufacturers has quite a restful conscience over his own profits. "The more for the Government, the more for us," they say. "It is going to be years before the world's demand for cloth reaches the normal. Meanwhile we have the goods to sell—at a price."

They never dream about lean kine in the West Riding.—London *Daily Mail.*

—

Some of the current quotations on staple cottons are as follows:—Sheetings.—Best, plain sheeting, two yards wide are offered at $1.00; No. 50, 2 yards at 80 cents; and No. 33, 2 yards at 67½ cents.

Grey Cottons.—No. 80, 36 ins. is selling at 27½ cents; and No. 75, 36 ins. at 21½ cents.

Circular pillow cotton ranging from 40 to 46 ins. is quoted at from 45 to 65 cents; nainsook is from 30 to 42½ cents. Cambric is selling at from 30 to 42½ cents.

Cheesecloth is quoted at 9½ cents per yard; and longcloth from 21½ to 42½ cents.

Acting Commercial Attache, Henry F. Grady, London, writes to the United States Bureau of Commerce as follows:

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal



Write for our latest
Special Catalogs
C 1919
To Dealers only.
John V Farwell Company
CHICAGO
Wholesale Dry Goods and General Merchandise

Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England



Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto



"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
Incorporated
208 W. Adams St., Chicago, Ill.



BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children.
L. G. BEEBE,
53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

Kent-McClain Again

Montreal—The stores of Mr. Henry Marks have always been good examples of what a men's furnishing store should be and to the uninitiated his Peel Street store, for instance, did not offer much room for improvements. However, by utilizing the space between the original cases and the ceiling Mr. Marks has put to work a large space that is excellently suited to the display of hats. This has liberated much other space suited to other lines. The fixtures were all supplied by Kent McClain, Limited, (Toronto Show Case Co.,) of Toronto.

WRIGHT'S BIAS FOLD TAPE
Known to home sewers everywhere. Made in U. S. A. since 1898. "W & N," Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver
All ready to sew on middy blouses and sai or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

SPOTLESS SHRINKER AND FINISHER
Shrinks and finishes Woolens, Wash Goods, Silks, etc.
Remnants, window and ledge displays are made saleable at full price:
Write for De Luxe Catalog.
THE SPOTLESS SHRINKER CO., CLEVELAND, O.

RIBBONS OF DISTINCTION
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON, N.15, ENGLAND.
HAIR GOODS MANUFACTURER.
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY.
CABLE ADDRESS: TROMEROLO. LONDON.

BRIGHT AND SNAPPY
SHOWCARDS, SIGNS, PRICE TICKETS
MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.
ADVERTISING SYSTEMS
16 Ryrie Bldg. TORONTO Phone: Main 480

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

SHOW CARD WRITING
A MONEY MAKING PROFESSION
FOR BOTH MEN AND WOMEN
Easily learned in short time by simple method. We teach you how. Write for booklet.
AMERICAN SHOW CARD SCHOOL
217 Ryrie Building
Yonge & Shuter Sts., Toronto, Can.

"The marked and growing tendency of British industries to take on syndicate form has been a matter for more or less comment from public and press alike for some months past. This tendency appears to be reaching its zenith in the British cotton trade, where the number of mills that have changed hands in the two or three months approximate seventy. The Lancashire cotton industry has been greatly excited as a result of the action of syndicates in buying up cotton mills at exceedingly high prices. New companies are constantly being floated, the shares being eagerly taken up at a premium by the general public or interested groups. According to varying press statements, many large fortunes have been made, and men of even quite moderate financial standing are reported to have reaped profits ranging from $25,000 to $50,000."

—

Announcement has been made by the British Wool Comptroller that all the 40,000 bales of Australian and 10,000 bales of New Zealand staple (practically two-thirds being merino) of the original allotment for the auction sales to be held in Boston, are expected to arrive by the middle of January. Bids on the British wool sold at Boston will be accepted from any quarter. It is asserted that Canadian activity at the Boston sales is certain, and that an appreciable part of the merino offerings will move to the Dominion.

—

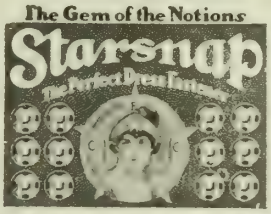
A rather sharp increase in prices for winter and early spring clothes was predicted by members of the National Association of Wholesale Clothiers and Tailors of the United States at the annual meeting held in Chicago recently. Wage increases to journeymen tailors, approximating 200 per cent. since 1914, scarcity of raw materials and plentiful money were the causes they assigned. It was pointed out that popular priced suits that before the war sold at $25 will cost $60 next Spring.

—

The consumption of American cotton in 1919, is expected to be somewhere in the neighborhood of 13,000,000 bales, of which total, Europe will probably take 6,000,000 bales. If European takings amount to the latter figure, some

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc.
For Clothing and Cloak Trades

The Gem of the Notions


Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE **D. B. Fisk & Co. Chicago**
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

Cork Socks
Manufacturers of Cork, Linoleum, Felt, Paper, Flushing in all colours, Flannelette, Asbestos, Loofahs, etc., Fleecies, etc., Ladies, Gent's and Children's. St. Cecilian Works, 46-48 Haymerle Road, Peckham, London, S.E. 15.



Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

Kent-McClain Again

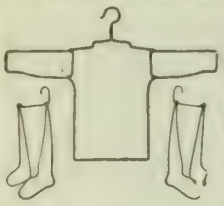
Halifax, N.S.—Kennedy's, Limited, have already found and used opportunities to further develop the display efficiency of their handsome new store. A little scientific rearrangement gave room for an extensive wall fixture for the showing of silk dresses and a centre fixture for evening gowns. These fixtures are all in quarter cut fumed oak and were built by Kent-McClain, Limited, (Toronto Show Case Company), Toronto.



PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

THE ECONOMY SERVICE
231 West 39th St., New York City



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

"Mesh Bags will be more fashionable and popular than ever the coming season."

WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING
Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTS' SUPPLY CO.
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idea of the enormous amount of money to be derived from the United States from the sale of this one commodity may be gained by considering that 6,000,000 bales is 3,000,000,000 pounds, and at thirty cents per pound, would be worth $900,000,000 in United States currency. Converting that sum into sterling, the least depreciated of all the allied exchanges, it will take £245,000,000 to purchase the 6,000,000,000 pounds of cotton, whereas when exchange was normal, the cost to Europe would be only £185,000,000.

—

It is reported in Continental newspapers that the German firms finishing cotton goods have fixed their rates at 700-900 per cent. advance upon pre-war prices.

—

A tour of Canada is being arranged for next August, when a Canadian Government exposition train will carry French merchandise of various lines. The French steamship line is to carry the samples across free. Besides salesmen, the train will be equipped with reels to give exhibitions of fashion films and manufacturing methods. A committee has been appointed to urge the couturier to show model gowns, hats and textile novelties.

—

Raw cotton was quoted January 15 at 39.25 in New York.

—

New importations of sweaters are being shown in the large centres in many unique models. Three-quarter sleeves, raglan, kimono, and set-in models are features. These are shown in the sheerest weaves, from chiffon alpaca to pure silk models. Quite the sheerest of all are the dentelle sweaters made of a thread that is said to be neither silk, cotton nor wool, but a combination of all three. It is a Tuxedo sweater with pockets and comes in all the high shades. Equally sheer are the spider wool shawls of the finest camel hair which are shown only in white.

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BUYERS' MARKET GUIDE

Kent-McClain Again

Brockville—The Robert Craig Company, Limited have completely remodelled the interior of their store by installing a quantity of new fixtures. These are in mahogany finish and comprise a large section of revolving wardrobe with mirrors, tables and a special cabinet for furs. Kent-McClain, Limited, (Toronto Show Case Company), Toronto, built the fixtures.



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Orders for textiles from Canadian mills to the amount of over $8,000,000 are pending, the securing of which depends principally upon the arrangements of details in connection with credits. This business has come to a head during the past three weeks, and officials representing the woollen manufacturers of Canada and the Government have been in conference with the representatives in America of the all-Russian Government of Omsk.

—

Small collars, including the short back collar, the tiny bib, the surplice, and the narrow collar, in round and square-neck forms, says an Exchange, are being revived in the season's new neckwear. Even the straight rolling collars are being diminished in length. The materials used in these collars are extremely fine and dainty. Embroidered net collars are also finding much favor.

—

The Universal Hair Company, Montreal, have entered upon a new line of manufacture which will be of interest to the trade. They are specializing in dolls' wigs, a line which hitherto has always been imported and for which there was quite a scarcity during the war.

—

The National Shoe Retailers' Association of America held a very successful convention in Boston the week of January 12th, at which there were over 5,000 retailers of shoes in attendance. Quite a number of Canadian merchants were among these.

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Above is cut of J. L. Wyckoff, who has become Editor of CANADIAN GROCER.

Mr. Wyckoff has been in the grocery business for over 25 years. In 1894 he began as clerk in W. H. Branton's store, London, Ont. Five years later he joined the staff of James Wilson & Co., of the same city. When this firm retired from business three and a half years later, he became associated as clerk with T. A. Rowat & Co., who are in business yet in London. In 1908, Mr. Wyckoff was selected branch manager for Rowat & Co., and in 1914, launched into the grocery business for himself and which he has conducted successfully ever since. On January 1 he sold out to join the staff of CANADIAN GROCER as Editor.

The appointment of Mr. Wyckoff, an experienced merchant, to this position is along the lines of the policy of the MacLean Publishing Company of securing men for responsible positions who have been in the retail business, who know how goods are actually bought and sold and who are able to advise and suggest with authority. Not long ago a retailer became associated with us who was manager of a store doing quarter of a million turnover. Former successful retailers are connected with the staffs of all our business papers. Here is the list; get in touch with those that interest you:

Weekly	Monthly
CANADIAN GROCER	DRY GOODS REVIEW
HARDWARE AND METAL	MEN'S WEAR REVIEW
DRUGGISTS' WEEKLY	BOOKSELLER AND STATIONER

Semi-Monthly
SANITARY ENGINEER

MacLean Publishing Co., Limited

MONTREAL TORONTO WINNIPEG VANCOUVER



Now

Consumer Advertising

During the year 1920 the Irish Linen Society's Advertising will deal with merchandising, rather than general publicity. The various forms of household articles and wearing apparel in which Irish Linen reaches the consumer will be featured, both pictorially and in copy.

Seasonable thoughts will be employed — Fashion elements stressed, and throughout the campaign a basic theme, that for these various stated purposes there is no substitute for the True Irish Linen.

This campaign will have an effect of sending customers into your departments asking for specific articles of true Irish Linen. Your stocks should be prepared with this in view.

In our trade advertising announcements, notice will be given in advance of each new consumer message, and the merchandise emphasized.

the IRISH LINEN SOCIETY'S 1920 PROGRAM WILL HELP YOU

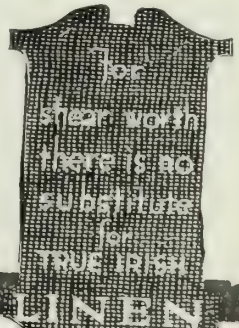
Watch these and take the opportunity of linking up this national advertising with your own particular department by local advertising and window displays. In this manner you will concentrate the selling force of the general linen campaign on your store, insofar as your locality is concerned.

* * * * * * * * * * *

Unfortunately the flax shortage still continues to exist. This results in great restrictions in manufacturing, making it practically impossible to increase the production of True Irish Linen commensurate with the constantly growing demand. This in turn, makes it highly advisable to make arrangements, with all possible speed, for next season's supply of True Irish Linen for the various departments interested.

The IRISH LINEN SOCIETY
BELFAST IRELAND

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No. 13616 Cream Horsehide, doz. 16.50

ONE FINGER GAUNTLETS

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No. 10819 Sheepskin, doz..... 7.50

GAUNTLET MITTS

No. 10046 Grey split, doz.... ..$ 8.25
No. 13436 Pigskin, doz. 10.25
No. 13646 Cream Horsehide, doz. 14.50



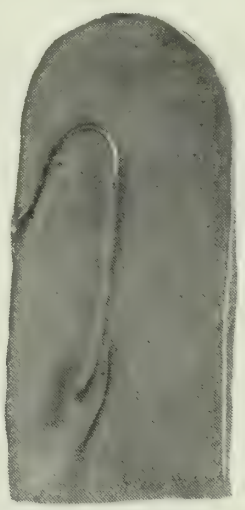
SHORT GLOVES

	Doz.
No. 10360 Cow Flank Split..... ..$	6.50
No. 10860 Sheep, Chicago Glove, split cuff	8.00
No. 13458 Pigskin, Rivetted Glove, split cuff	16.00
No. 13459 Pigskin, Rivetted Glove, split back and band	13.50
No. 13660 Cream Horsehide, Chicago Glove, split back	18.00



GAUNTLET GLOVES

	Doz.
No. 10374 Cow Flank Split..... ..$	7.00
No. 14052 Mule	5.50
No. 13670 Cream Horsehide, split back.	16.50
No. 13674—Cream Horsehide, split cuff..	19.25



PULLOVER MITTS.

	Doz.
No. 14050 Mule with black imitation, Leather Band	9.50
No. 10413 Green split	6.50
No. 13611 Cream Horsehide, split back	12.00
No. 13613 Cream Horsehide	16.50

We advise early orders at these prices which hold good only while present stock lasts.

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Winnipeg *Montreal*

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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

DOMINION RAYNSTERS

"Made-in-Canada" Raincoats

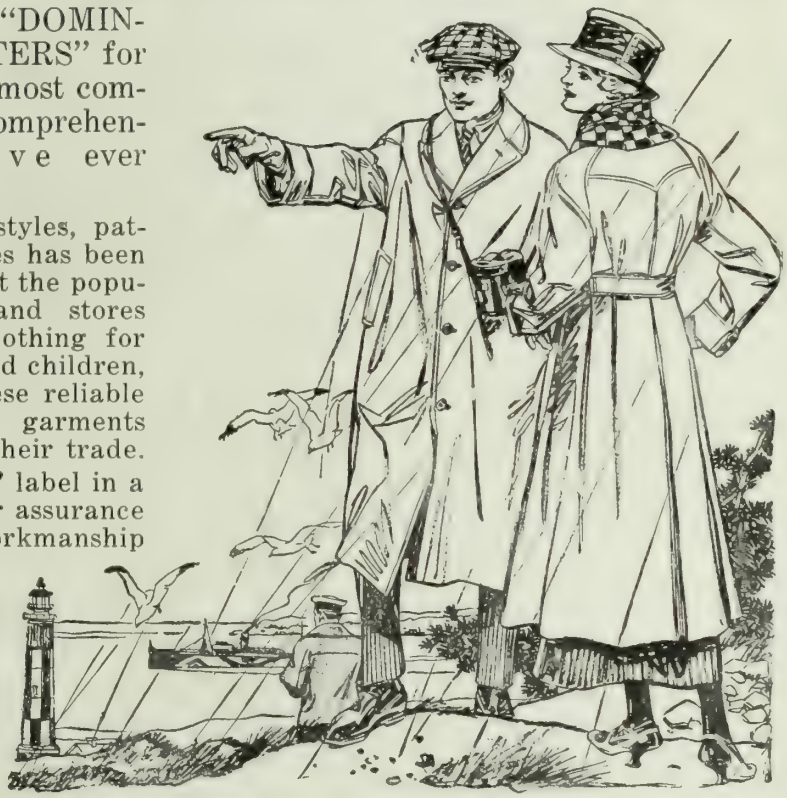
more than ever meet the popular demand

The line of "DOMINION RAYNSTERS" for Spring is the most complete and comprehensive we have ever offered.

The range of styles, patterns and values has been planned to meet the popular demand—and stores which carry clothing for men, women and children, will find in these reliable Raincoats the garments best suited to their trade.

The **"Raynster"** label in a raincoat is your assurance for quality, workmanship and absolute service.

Write our nearest branch today for style book and price lists.



Dominion Rubber System

Service Branches are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria



Beldings

MADE IN CANADA

NEEDLECRAFT

The Product makes the Art possible

Stamped Articles *for* Embroidering

Latest styles and ideas in Lingerie, Children's Dresses and a great variety of dainty and useful articles.



BELDING PAUL CORTICELLI LIMITED

MONTREAL TORONTO WINNIPEG VANCOUVER

DRY GOODS REVIEW

Vol. XXXII | Publication Office: TORONTO, FEBRUARY, 1920 | No. 2



Write for this New Catalog

showing an exceptionally modish line of silk and wool filet sweaters, fine wool scarf shawls (fastened with belts), and beautiful wide silk scarves. These styles are designed especially for summer selling. Some of the most popular models are illustrated in colors, giving you an excellent idea of their beauty and enabling you to gauge their selling possibilities for your trade.

There will undoubtedly be a brisk demand for these goods as they embody the very latest modes in knitwear. So that you can place your order for quick delivery, you will need a copy of our catalog right away. Fill in and mail us the coupon below and we will send a copy by return mail.

We have made special provisions to have these additions to our Spring range ready for

Delivery May 1st.

THE MONARCH KNITTING CO., LIMITED

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.

Manufacturers of Ladies' Silk Knitted Coats, Men's, Women's, Children's Worsted Sweater Coats, Hosiery, Fancy Knit Goods, Monarch Yarns.

MAIL US THIS COUPON

Monarch Knitting Co., Ltd.,
Dept. D.G., Dunnville, Ont.
Mail copy of your new Spring Catalog to:

Name .....

Address .....

.....



Kenyon

Coats and Suits

LADIES' POLO COATS, in genuine Camel's hair and wool fabrics, enjoy the widest popularity. Warm and fluffy they add brilliancy to any scene. Note them at the Southern resorts.

SPORT KNIT SUITS, in plain and Scotch Heather mixtures. Nothing quite so smart, comfortable or appropriate for the average woman's outdoor activities. They are adapted to the open country and are serviceable to a degree beyond the life of other fabrics

KENYON WEATHERPROOFS --- KENREIGN WATERPROOFS, for both men and women. In every variety of fabric. Built on the principle that the best is the cheapest.

Make a memo to call and see these lines when you come to Market.

Style Digests are issued at frequent intervals, to those who ask for them.

NEW YORK
Fifth Ave. Bldg., 23rd St. & 5th Ave.

C. KENYON COMPANY
NEW YORK

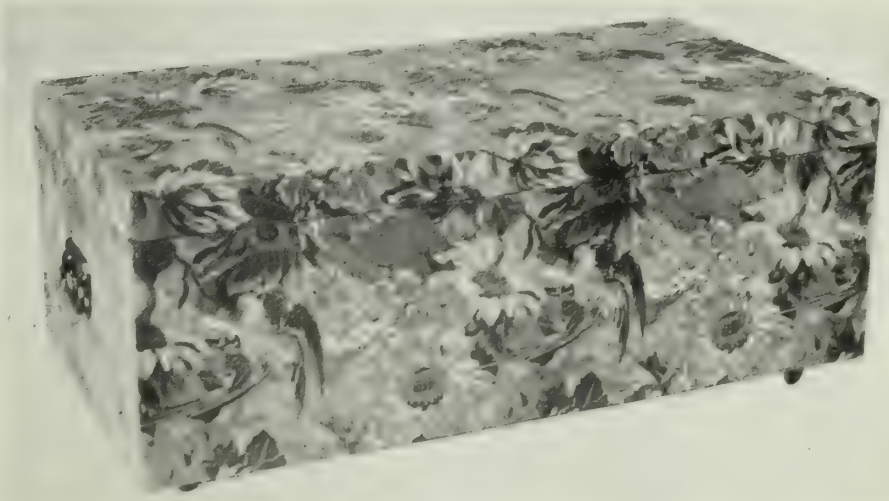
CHICAGO
223 Jackson Boulevard at Franklin St.

DRY GOODS REVIEW, February 15, 1920. Volume XXXII. Published every month by the MacLean Publishing Co., Limited, 143-153 University Ave., Toronto. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

Attractive "Hope Chests"

Made by returned soldiers at the Khaki League.

Strongly made cedar chests covered with the latest cretonne.



Famous "Kumfy" Rugs



Kumfy Rugs, in tartan, plaids and plain colors; grey, blue, green, camel, navy, silver and helio.

When your clients see the Shield mark on a rug they know you are offering them the most perfect rug produced, both as regards enduring quality and beauty of color and design.

You naturally want to handle a really high grade, profitable line. Therefore it will pay you to stock on "Kumfy Travelling Rugs."

Enid	58x68	$ 6.75 each
Mabel	58x68	8.75 each
Brenda	60x70	12.00 each
Katie	56x72	14.50 each
May	56x72	16.50 each
Peggy	58x72	22.50 each

We ARE WELL STOCKED WITH THESE IMPORTED RUGS.

SPECIAL LINES. We are sole Selling Agents, namely:

Cott-a-lap Rug Surrounds. Sanitary Shield Brand Pillows. Kumfy Brand Blankets.
Cosy Brand Comforters. Shield Brand Draperies.

GREENSHIELDS, LIMITED

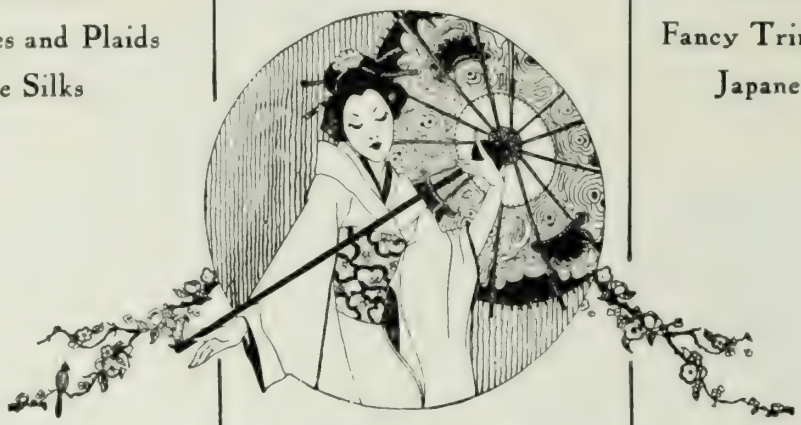
17 VICTORIA SQUARE MONTREAL

A. S. King Silk Company Limited

THE SILK HOUSE OF CANADA

Duchess Satins
Crepe de Chines
Fancy Stripes and Plaids
Chinese Silks

Charmeuse Satins
Georgettes
Fancy Trimming Silks
Japanese Silks



Spring Silks

All the Season's newest and smartest shades in a great variety of exceedingly attractive designs and weaves.

The excellent quality invariably shown in our Silks is ideally expressed in our Spring range.

Our stock for immediate delivery is large and well assorted

A. S. KING SILK CO., Limited

59-61 Wellington St. West Toronto

Foreign Offices:

Zurich, Switzerland
Yokohama, Japan
Lyons, France
Chefoo, China

EVERY MERCHANT should have on hand a good stock of VOILE DRESS GOODS for Spring and Summer Trade.

These goods are largely replacing the more expensive lines of dress materials.

We have in stock now a big range of the choicest lines shown by British, Canadian, and American manufacturers. These were bought one year ago and our customers will get the advantage of the several increases in price that have taken place in the meantime.

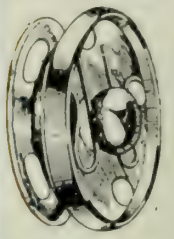


JOHN M. GARLAND SON & CO.
LIMITED
OTTAWA - - CANADA
Wholesale Dry Goods

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

To the Trade February, 1920

IMPORTANT

Samples of the following lines are now in the hands of our Travellers and can also be seen in our Warehouse.

Men's and Boys'

Sweaters, Sweater Coats and Underwear.

Ladies' and Misses'

Hosiery, Underwear, Sweater Coats, and Flannelette Gowns.

Flannels and Blankets

We would suggest that you place your orders with us at once and secure—

Present Quotations

JOHN MACDONALD & CO., LIMITED

TORONTO

Made in CANADA, *by*

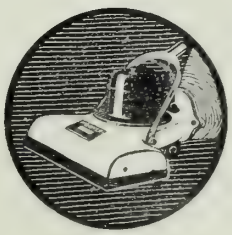
The
LARGEST SELLING
Electric Cleaner
in the WORLD
—and WHY!



The HOO

ELECTRIC SUCTION

CANADIANS, *for* CANADIANS



THE HOOVER is the largest selling electric cleaner in the world for two good and sufficient reasons.

The first reason is that only The Hoover is three cleaners in one: the only combined electric carpet-beater, carpet-sweeper and vacuum cleaner.

Because it *beats* . . . as it sweeps as it suction cleans, The Hoover thoroughly removes dirt from carpetings. That is what all purchasers seek.

And it also straightens crushed nap, revives colorings, and prolongs the life of rugs and carpets.

The second reason is that The Hoover has wonderful dealer co-operation behind it.

The Hoover organization gives the dealer and his sales force all the benefit of past successful experience in the work of introduction.

Little space is asked. Little capital is involved. Shipments are arranged so that Hoovers rarely stay in stock longer than a few weeks.

The profits assured the dealer are of a size that exceeds his profits by the year on any other line of merchandise.

This co-operation, now offered to dealers in Canada, has boomed sales so as to make it impossible to add more dealers in the United States — and that is in the face of a *tripled* factory output there.

This suggests the proposition which we invite you to consider, now that the newly erected Hoover factory at Hamilton, Ontario, is completed.

Write at once for particulars. The Hoover advertising campaign in all leading Canadian magazines, in addition to the advertising circulating through the dominion in twenty-three United States periodicals, is creating a desire for The Hoover in every province.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED

Factory and General Offices: Hamilton, Ontario

V E R

It *Beats*... as it Sweeps as it Cleans

SWEEPER



The Council and Executive Committee of the Irish Linen Society have opened premises in Belfast for greater convenience and better service to linen buyers who go direct into the Belfast market.

This Bureau is located on the corner of Bedford and Howard Streets—one of the most central points in Belfast.

Its functions are to furnish detailed merchandise information to buyers—to supply latest market news — to assist buyers in a personal way with regard to hotel accommodation and transportation bookings.

The New York Office of The Society—231 West 39th Street—gladly co-operates in a similar way, with buyers coming into the New York market.



IRISH LINEN SOCIETY'S
BUREAU & READING ROOMS
CORNER BEDFORD & HOWARD STS.
B E L F A S T

The principal points of interest to you are, of course, information as regards fashion tendency—market conditions, and the availability of supplies.

This information is furnished generally through the medium of the advertising by The Society. Anything in the way of special information which is not covered will be gladly supplied by either of the above offices.

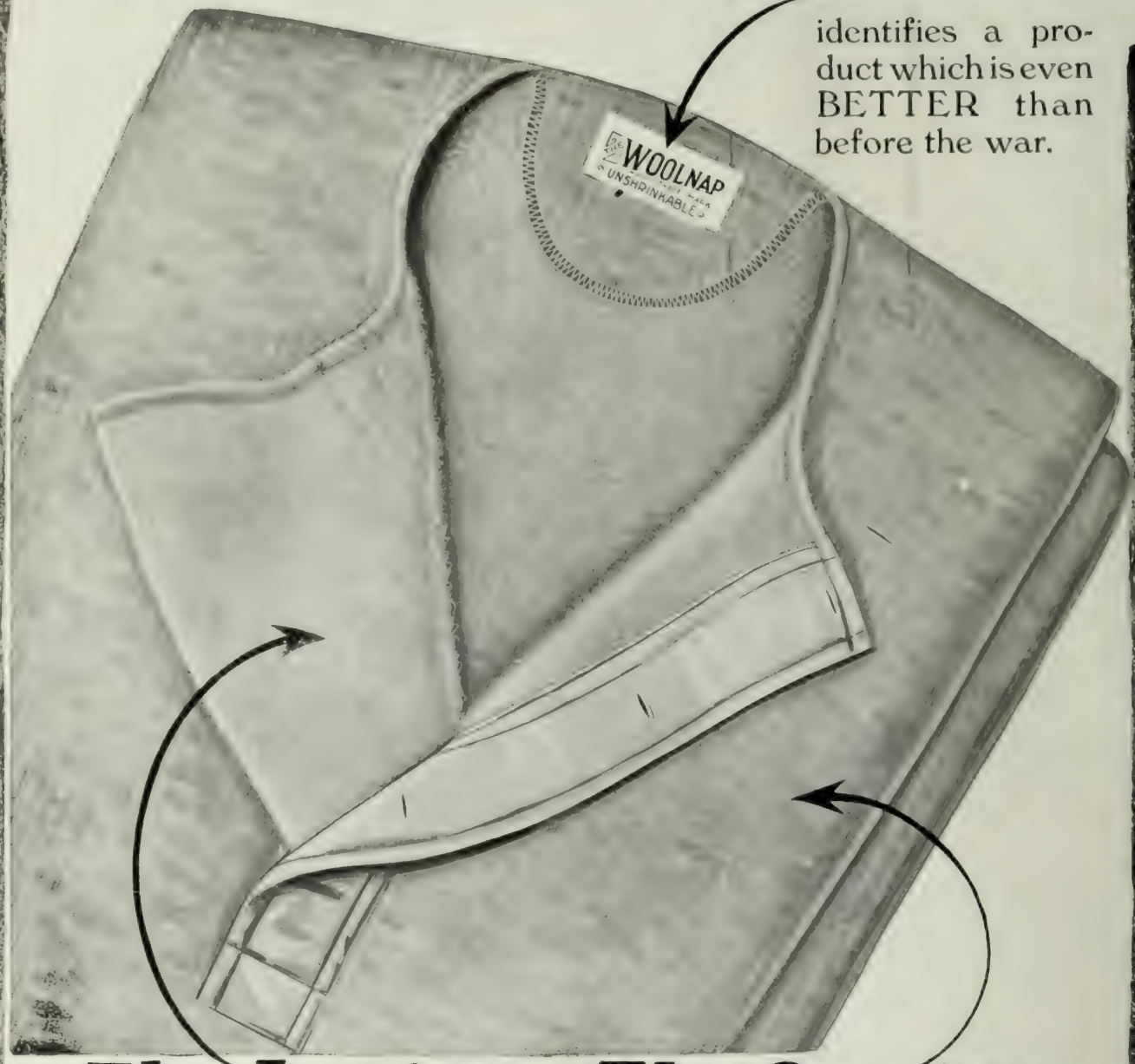
There is every indication at present that there will be a more adequate supply of Dress Linens for the coming summer. Buyers, nevertheless, are urged to get in touch with their wholesale houses, as even with this additional supply in view, stocks cannot be expected to meet fully the demand.

The IRISH LINEN SOCIETY
BELFAST IRELAND

For sheer worth there is no substitute for TRUE IRISH LINEN

The Trade Mark

identifies a product which is even BETTER than before the war.



The Inside

is the fleecy "Woolnap" which has always been so popular a feature with a large number of your customers.

The Outside

shows evidence of the extra-careful workmanship and high-grade yarns which mark every garment we make--unsurpassed in Canada.

"St. George" WOOLNAP

will enhance your reputation as a judge of underwear values. Stock it, for the customers who want warmth, wear and comfort. Judge for yourself and we are confident you will find it worthy of your strongest recommendation to your most particular customers.

AGENTS:

COYLE & RODGER, 230 McGill St., Montreal; R. COPPING & SON, 31 Melinda St., Toronto; A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



Speed up
Your Underwear Sales

It can't be done with garments of indifferent quality. Nor with underwear which is "not what it was before the war."

Customers who still want the kind they used to get will be best satisfied with

"St. George"

UNSHRINKABLE UNDERWEAR
FOR MEN'S WEAR

In these days of uncertain qualities your customers will rely more than ever on your judgement and knowledge of underwear values.

Critical comparison will quickly satisfy you that St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece are the best values in Canada today—even better than in pre-war times.

AGENTS

COYLE & RODGER
230 McGill St. - Montreal

R. COPPING & SON
31 Melinda St. - Toronto

A. R. McFARLANE - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



"K. & S." Rubber Goods

We are, through special arrangement able to offer the trade "K. & S." Rubber Goods at manufacturers prices. H.O. Bottles, Ice Bags, Syringes, etc., are ready sellers. We recommend them to you.

Tires—Inner Tubes

"K. & S." brand tires and inner tubes will find a ready market and we offer them to you at attractive prices.

"Westinghouse" Home Comforts

DESK LAMPS
SHADES
PERCOLATERS
IRONS

CHAFING DISHES
TOASTERS
EGG BOILERS
HOT PLATES

These labor-saving electrical appliances make ideal wedding gifts. You should have a well assorted stock for the spring and summer trade.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. E., MONTREAL, QUE.

Quebec: 7 Rue Charest
Sherbrooke: 103 Wellington St.
St. Hyacinthe: 229 Cascade St.

Ottawa: 166 Sparks Street
Three Rivers: 82 Royal Street
Toronto: 152 Bay Street

Velvatex

The New Idea in Underwear Fabric



Velvatex Process—combining extra comfort, quality with durability—permits of a selling price that brings Velvatex form fitting combinations within reach of all.

Made in two-tone color effects in light shades, giving that aristocratic appearance which appeals to the highest class trade.

Leading Wholesalers are Now Offering "Velvatex"

Sales-Agent to the wholesale trade

C. O. Paton
23 Foy Bldg.
Toronto

Velvatex Underwear



Made in Canada



Look for the Blue Star



For your Millinery Opening

Ribbons contribute much to the art of millinery. They make possible many appealing variations of the newest style themes and multiply many fold the beauty of every new version.

A captivating note of distinction is added to your millinery by a tasteful choice of ribbons. There's one for every need, and it would be most profitable for you to stock a large variety in your ribbon department.

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS
WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
HANDKERCHIEFS



All the newest trends are well represented in our supply. In sheer beauty of shade and colorings these ribbons excel any we have previously offered.

We are manufacturers and importers of Laces, Dress Trimming and Embroideries. Importers of Fancy Dry Goods.

Mucer Brothers (Canada) Limited

12 St. Helen Street, Montreal

ladelphia Chicago London Nottingham Paris Calais
San Francisco Caudry Le Puy St. Gall

Wabasso Cottons



Good as Gold

White as Snow

The trade-mark of purity

The Wabasso Cotton Company
Limited
Three Rivers, Quebec

R.C. CARVER

We will sell so quick it will make you dizzy

OUR SALES ARE "Better in a Thousand Ways"

Our Unique Advertising

is gifted with a drawing power that will swamp your store with buyers—Thousands are waiting with their money for your sale put on in the *Kelly Way*. Take advantage of this opportunity to dominate your community as the leading store. A half million dollars back of every statement we make.





We Accomplish Success Everywhere—

In the face of crop failure, bad location or stormy weather. Our sales are brighter, bigger—More successful than ever. Getting the crowds! Getting the profits! Getting results! It's Big—It's Great.

Connect with KELLY

and in a few days start banking the money for those shelf warmers—It's understood that your name on the coupon does not obligate you in any way We give a binding guarantee to close you out completely or reduce your stock. We solicit stocks of from $5,000 to $500,000



We're the Biggest in the World—Because We're the Best

R. M. Dickson	Lexington, Texas
Douglass & Company	Florence, Alabama
Wolters Mercantile Co.	Hopkins, Missouri
P. F. Damge	Fairbanks, Iowa
Franklin Supply Co.	Royalton, Illinois
Walker Towle	Morris, Minnesota
McLean & Garland	Winnipeg, Manitoba
Geo. Wlahs	Binghamton, New York
H. Boyer Co.	Bradford, Pennsylvania
M. D. Levy	Springfield, Ohio
Shannon & Grant	Hamilton, Ontario
W. C. Murphy Co.	Crawfordsville, Indiana
McNulty Co.	Big Rapids, Michigan
Clements Bros.	Clayton, Wisconsin
The Hub Clothing Co.	North Platte, Nebraska
Dewey & Hessel	Cheney, Kansas
Cox Cash Stores	Little Rock, Arkansas
Lanham & Sons Co.	Rome Georgia
J. G. Dutsworth	Charbonneau, North Dakota
M. P. McDowell	Fulton, Kentucky
W. F. Hunt	Wister, Oklahoma
J. K. Burg	Letcher, South Dakota
H. B. Wilkins	Port Arthur Ontario
H. L. Hansen	Miles City Montana
H. H. Thomas	Richton Vermont
The Keystone Store Co.	Danielson, Connecticut
J. S. Huntting	Smithtown Branch L. I. N. Y.



If you are waiting for a chance to unload or close out—

HERE'S YOUR OPPORTUNITY

Send me particulars regarding your Famous System.

Name .....

Town ..... State. .....

Size of stock .....

T. K. KELLY SALES SYSTEM, Minneapolis, Minn.



Home Furnishings

Department "G"

Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woollens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-Wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

We have a splendid varied collection of

Carpets **Draperies**
Linoleums **Curtains**

in all the popular makes, colorings and patterns

Beautiful colors and rare designs harmoniously blended are well represented in our great range of these goods. All in the well-known, unvaryingly reliable "Racine quality."

ALPHONSE RACINE, LIMITED

60-98 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

PERMANENT SALES OFFICES:

OTTAWA 111 Sparks St. | QUEBEC Merger Bldg. | TORONTO 123 Bay St. | HAILEYBURY Metabanick Hotel | SYDNEY 269 Charlotte St. | RIVIERE DU LOUP Hotel Antil

SHERBROOKE and THREE RIVERS

Factories:—Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

If You Value a DOLLAR

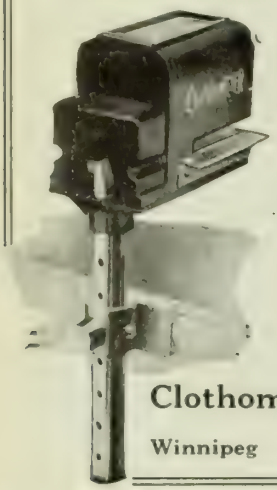
and contemplate a measuring machine

Get a

CLOTHOMETER

(CLOTH-OM-ETER)

Measures material of any width or weight, accurately computes every sale.
Stops all wastage on your goods.



Prevents errors in figuring sales checks.

Saves time and money.

Gives customers confidence in your store.

COSTS 30% LESS

than any other machine on the market.

Write for descriptive folder

Distributors for Canada

Clothometer Sales Co., Ltd.

Winnipeg — 44 Princess St. — Canada

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, LL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.

Manager Wanted, for Canadian National Newspapers & Periodicals Association

To act also as Secretary-Treasurer, and carry on the Association's general work, under the direction of the President and the Board of Directors, study the interests of the various classes of publication in the Association, and plan and carry on promotion work in their interests. Applicants should understand advertising and merchandising.

Apply in writing only, stating age full details of experience, and salary expected. Applications will be treated as confidential.

Address Acton Burrows, President, Canadian National Newspapers & Periodicals Association, 70 Bond Street, Toronto.



"READY-TO-WEAR"

A visit to our ready-to-wear department to inspect our range of "Dorothy Frances" Waists would, we fell sure, be profitable to you. We have new models appearing every week and we cordially invite you to come and see them. Our new method of displaying our stock is very convenient for buyers and a great time-saver. Come and see it.

Dept. U—

Men's Leather Working Mitts and Gloves, all descriptions and value, from $2.25 up to $39.00 doz.

Men's Working Shirts from $11.50 up to $36.00 doz.

Dept. H—

We have now on hand a full stock of Misses' and Boys' Cotton Hose, in fine gauze ribs, 1/1 and 2/1 rib. Some lines may be offered in different colors, such as Black, White and Brown. Sizes in all lines from 4½ to 10. Prices ranging from $3.90 to $6.50 per dozen.

Dept. S—

Byssine Mercerized Sewing Cotton, Black and White, size 40, 150-yard spools, 67c doz.

Dept. M—

Knitted Woollens — Infants' and Children's Bootees, Leggings, Mufflers, Sets, Caps, Hoods, Overalls, Polka and Jackets.

Ladies' Honeycomb Shawls (white), Sets, Mufflers, Headwear, Shawl Mufflers (very new), Hug-Me-Tights.

Dept. D—

Special Values—D865, 44-in. yarn-dyed serge in white, drab, Copen, brown, taupe, navy, light grey, old rose and black, at $2.95 per yard.

Our range of Wash Dress Goods for Spring is most comprehensive, including tinted Muslins, Voiles, Organdies, Japonelles, Ratines, Dimities, Vestings and Marquisettes.

Dept. W—

Everything in Woollens, Tweeds and Suitings. Be sure and see our line of Scotch Tweeds.

We have the following Glass Towelling in stock:

Red and Blue Check (fine), 18-inch, 25c yard.

Red and Blue Check (heavy), 18-in., 25c yard.

Red Only Check (heavy), 20-21-in., 27½c yard.

Red Only Check (heavy), 22-23-in., 30c yard.

Red and Blue Check (heavy), 22-in., 30c yard.

Dept. C—

Aladdin Cloth, 27-inch, plain and fancy stripes, 45½c yard.

Flannelette, F. S., striped and checked, 28-inch, 35c yard.

White Artillery Cotton, linen finish, 36-inch, 45c yard.

Dept. R—

Hodsum Brand Overalls, in black and blue denims, blue and white stripes and cottonades.

Umbrellas, large assortment in stock.

Waterproofs, domestic and British makes.

We have just received our stock of **Sporting Goods** for 1920, comprising Hammocks, Baseballs, Baseball Mitts and Gloves, Hollow Rubber Balls, Solid Rubber Balls, Lacrosse Balls, Fishing Tackle, Skipping Ropes, Marbles and Tops.

We give special attention to letter orders, telegrrms, and long distance telephone orders.
All orders shipped same day as received.
If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

8391 St. Paul St. West - 21 St. Sulpice St. - 84-92 Le Royer St.

MONTREAL

SAMPLE ROOMS: **Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 27-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER. Can. Bank of Commerce Bldg., THREE RIVERS.**

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO. LTD

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

"OBERON" LINES

Sell Freely—Everywhere

AT the back of all enormous trade expansion are the goods sold. They are the vital factor, and, when examined, will invariably be found to be of exceptional, distinctive merit. This is exactly the case with our famous "OBERON" branded goods. They are sold in all parts of the world and the ever-increasing demand for them necessitates frequent enlargement of our factories and organization. "OBERON" branded goods are essential stock for the better to best class trade.

"OBERON" SPECIALITIES

Hosiery, Underwear, Sports Coats, Knickers, Knitted Scarves in Silk, Artificial Silk and Wool, Ladies' and Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Ladies' and Men's Raincoats and Waterproofs.

Ask to see samples at our Canadian Offices

Eastern Provinces
Marshall & Harding
Carlaw Building
Wellington St. West
Toronto

Western Provinces
Mr. G. E. Ledder
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Cornox Street
Vancouver, B. C.

TRADE B MARK OBERON
Regd. Trade Mark

"OBERON" Men's Pyjamas

Cotton Pyjamas,
150/- to 240/- per doz.

"Ceylon and Taffeta" Pyjamas,
168/- to 550/- per doz.

Self Colors and Fancy Stripes—good styles.

"OBERON" Summer Gowns for Men

Fancy Printed Crepes,
21/9 each

Fancy Printed Lustra,
28/6 each

Fancy Printed Twill Silk,
63/- each

Exclusive designs.

GEORGE BRETTLE & CO., LTD.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

Crockers Bulletin

URBANUS

URBANUS

The Ladies' New Dress Fabric

Urbanus is all 'pure Botany Wool

Reliable and guaranteed
ALL BRITISH

Buy the best—it is cheapest

Always looks excellent

Nothing could serve you better

Unsurpassed in coloring and texture

Satisfaction assured

Width 50-51 inch.
NEXT DELIVERY, MARCH - APRIL



CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

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ROBERT WHITTAKER & Co., Ltd.

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A.B.C. Code, 5th Edition. Telegrams: "Subdue London"

SPECIALISTS IN

Ladies' Dress Materials and Cotton Dress Fabrics

We hold a large and varied stock of every description of Wool Dress Goods and Cotton Dress Fabrics at prices suitable for the Canadian Market and ready for immediate delivery. Our stock comprises wide ranges of the following:—

SERGES **TARTANS** **SHEPHERD CHECKS** **ARMURES**
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TWEEDS **COATINGS** **EOLIENNES**

Our new ranges for Spring and Summer, 1920, are now in the hands of Marshall & Harding, Carlaw Building, Wellington St. West, Toronto, to whom all enquiries should be addressed.

To Canadian buyers visiting the English Market we extend a cordial invitation to visit our warehouse, which is situated in the Heart of the London Dry Goods Trade.

MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



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P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

MOTHER LAND TRADE SECTION

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TELEGRAMS:- SARSENET, CENT, LONDON
CABLEGRAMS:- SARSENET, LONDON.

W. K. Perrott.
SILKS, RIBBONS, VELVETS.

23, 58 & 59, Aldermanbury.
(CORNER OF ADDLE STREET)
London, E.C.2. February 1920

TO THE CANADIAN WHOLESALER.

With silk prices steadily rising it is important that you connect up with the firm actually in touch with all available sources of supply.

The demand is so enormous at the moment that it is impossible to specify any special offers, but the goods are HERE.

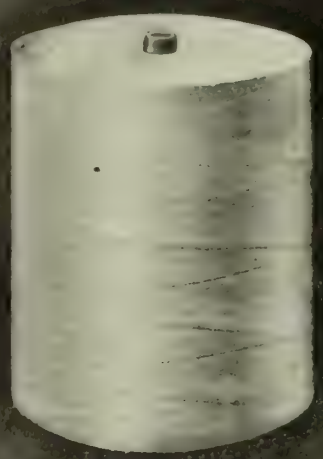
Your enquiries are solicited and we respectfully suggest that it will pay you to instruct your London buying agent or representative to call on us at once and inspect our large range of samples.

He will be assured of a hearty welcome.

Yours faithfully,
W. K. Perrott

P.S. Please watch our announcement in this paper each month.

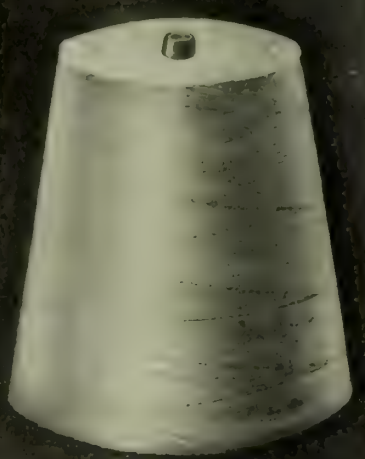
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Spinners of every description of yarn for Hosiery Manufacture

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89	STANNINGLEY		STANNINGLEY
24	KEIGHLEY		KEIGHLEY
3464	FORT HILL BOSTON		BOSTON

CODES:- A.B.C. 5TH ED WESTERN UNION.



J. & W. BASTARD

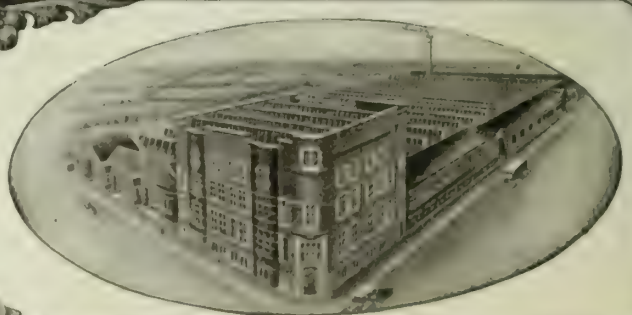
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AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

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The Head Offices of the C.P.A.—Ltd.



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STRINES PRINT WORKS

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CEPEA SERGE

Designs suitable for **Men's Shirts and Pyjamas.**

Also for **Ladies' and Children's Summer Dresses.**

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MONTREAL,

or to 710, Empire Building,
64, Wellington St. West,
TORONTO.

will receive the prompt and careful attention of Mr. FOSTER



WATFORD BRIDGE PRINT WORKS

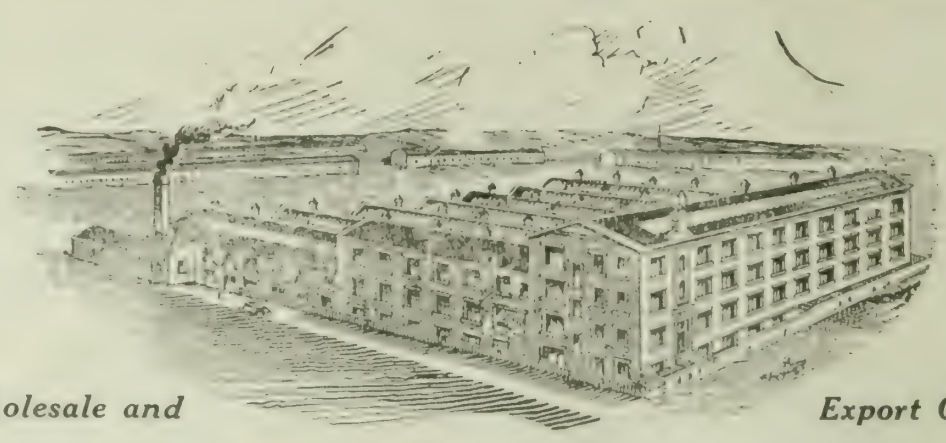


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MOTHER LAND TRADE SECTION



Wholesale and *Export Only*

LADIES' WEAR		MEN'S WEAR	FURNISHING FABRICS	
All Wool Serges	Voiles	Serges	All Wool Casements	Figured Cabinet Linings
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TELEGRAMS
"VITALITY
BRADFORD"
A. B. C. Code
5th Edition

BROWN, VICKERS & CO.

Proprietor—S. H. Vickers

Manufacturers of Dress Goods for Men's and Ladies' Wear and Furnishing Fabrics

CARTWRIGHT MILLS, INGLEBY ROAD, BRADFORD, ENG.

TELEPHONES
4332
Counting House
4980
Other Depts.

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

LADIES' and CHILDREN'S

KNIT SPORTS COATS AND SCARVES

Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers

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Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street *MANCHESTER*

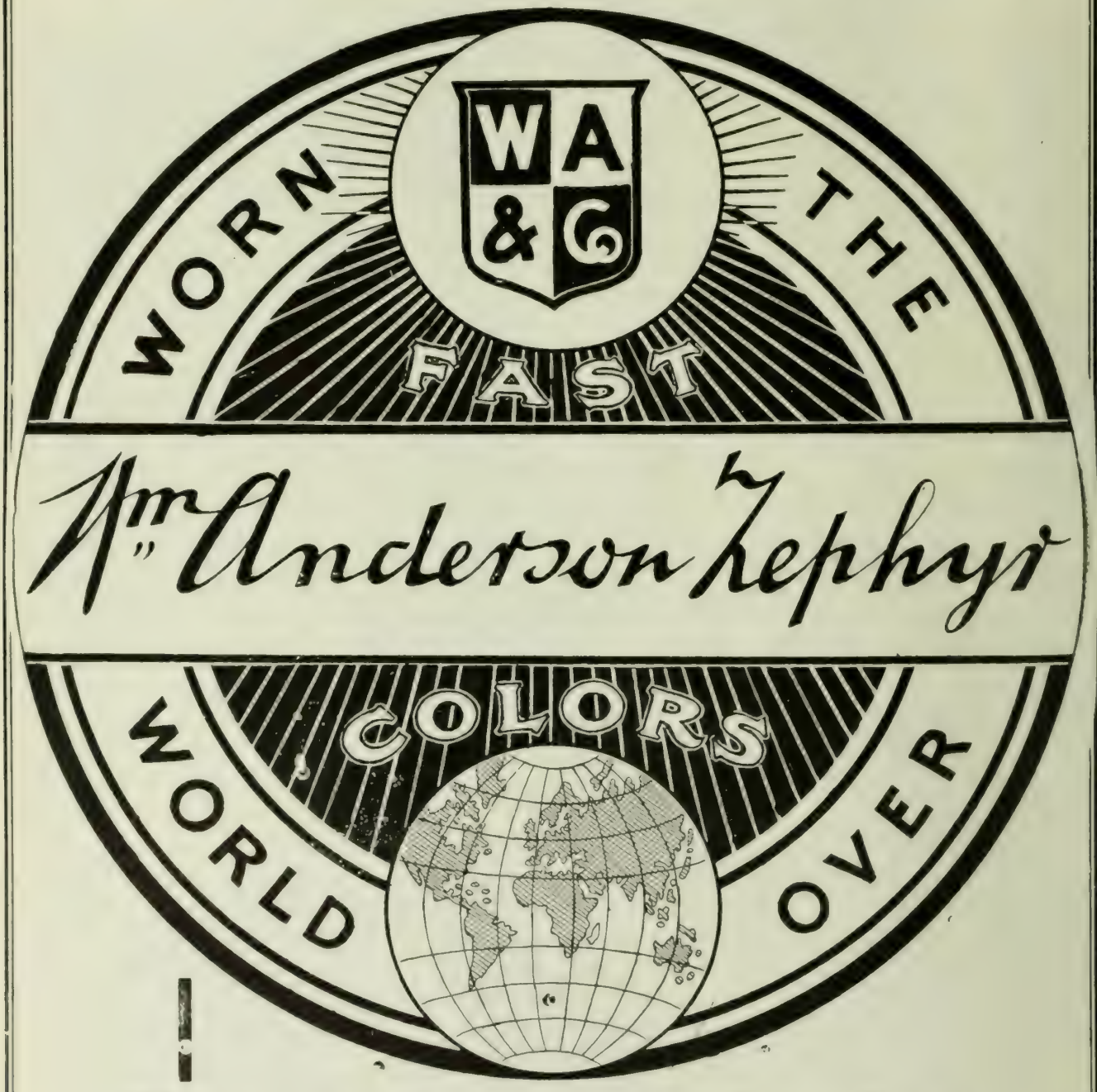
Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

MOTHER LAND TRADE SECTION



MOTHER LAND TRADE SECTION

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.

GLASGOW

New York
48 White St.

MOTHER LAND TRADE SECTION

The Fine Scotch Underwear
with the Fine Scotch Finish



The Pesco Range

(Adapted for the Canadian trade)

In Pure Wool and Silk and Wool textures.

Guaranteed unshrinkable.

For Ladies—Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, etc.

For Children — Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc.

For Gentlemen—Shirts, Trousers, Combinations, etc.

Also
Pesco Hose and Half Hose in Black, Colours and Mixtures.

Pesco

PESCO, the best known **high-class** Underwear made and sold within the United Kingdom, is now available for Canada and dealers will do well, before ordering for Fall, to wait the forthcoming visit of the newly-appointed Pesco men.

THERE is a rich harvest of business in store for those who adopt this well-tried line. Its charm of quality is irresistible and makes buyers friends. In the Old Country it has an enthusiastic clientele and a sales-forcing reputation that is the envy of the trade.

ADD it to your range of specialties this season, and you will add to your business a powerful ally and to your store a fresh point of interest. Amongst the class whose custom is most desirable, Pesco compels attention and creates an immediate and permanent demand.

Now on the ground with samples

MESSRS. C. & A. G. CLARK,
35 Wellington St. West, Toronto.

MR. R. C. POYSER,
214 Drummond Building, Montreal.

MESSRS. THE HANLEY & MACKAY CO.
62 Albert Street, Winnipeg

Sole Makers:

Peter Scott & Co., Ltd.
Hawick, Scotland

Sold direct to the retail.

Showcards, Window Tickets and Literature supplied.
Enquiries invited.

UNSHRINKABLE
"PESCO"
FINISH

TRADE MARK

MOTHER LAND TRADE SECTION

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

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TELEGRAMS: WAKEFUL GLASGOW

CODE: A.B.C. 5TH EDITION

WILSON & CO.

48 ALBION STREET

GLASGOW

MANUFACTTRERS

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins **Robe Muslins**
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

"Craftana"

Registered No 262 005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

TAILORS' LININGS

SHEETINGS LONGCLOTHS

BLANKETS FLANNELETTES



SPERO

ON SELVEDGE OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY

COTTON GOODS

"THE BEST IN THE WORLD"

MILLS ON MANCHESTER SHIP CANAL — THE SHOW MILLS OF LANCASHIRE



The Original "Two Boys" Sheets

RIGG'S

SHEETS & SHEETINGS

Are made from best Egyptian and American cottons: Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

SHOW RIGG'S SHEETS



Canadian Agent:

E. W. DEAN & SON, 324 Seymour Street, Vancouver, B.C.

Agency for remainder of Canadian Territory in contemplation

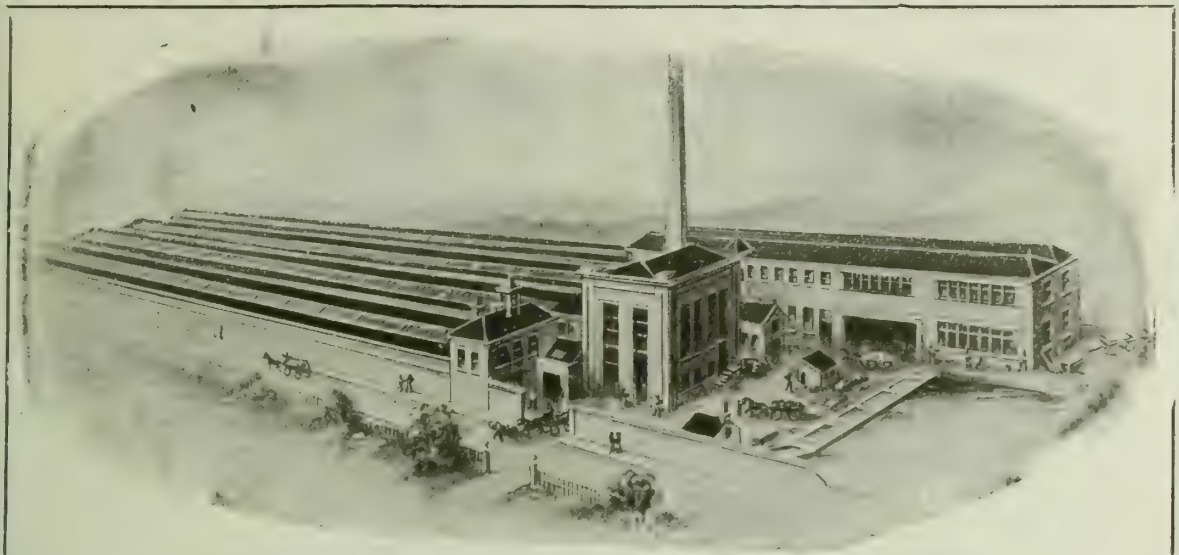
Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

Cables: Rigg Brothers, Manchester



BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

RIGG'S

SHEETS & SHEETINGS

Made of purest Cotton **are the standard product of the British market** Entirely Free of Fillings

Canadian Agent:

E. W. DEAN & SON, 324 Seymour Street, Vancouver, B.C.

Agency for remainder of Territory is contemplated

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

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MOTHER LAND TRADE SECTION



The House for Novelties

in

Ribbons — Silks

Lace Goods — Wool Dress Goods

Embroideries — Fancy Cotton Goods & Cretonnes.

Millinery

Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Churchyard
LONDON, ENG.

A.B.C. Code, 5th Edition.

Cables, Churchyard, London.

Always in Demand

Horrockses' fabrics are always in demand. They are big business builders for the dealers who handle them, and add prestige to their stores.

Horrockses

Nainsooks, Cambrics, Madapolams, Calicos, Ducks and Drills, and Diaphalene—the wonderful new cotton that looks and feels like silk.

These famous fabrics have been the favorites of the housewives of three generations. Their "quality" has marked Horrockses' fabrics as the most reliable cotton cloths manufactured.

Are you prepared for the big spring business in this line? Order through our Canadian agent.

HORROCKSES, CREWDSON & Co. LTD. REGISTERED TRADE MARK MANCHESTER

JOHN E. RITCHIE
591 St. Catherine St. West
Montreal

Branches: Toronto, Vancouver

United States Agents:
WRIGHT & GRAHAM CO.
110 Franklin St,
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HORROCKSES, CREWDSON & CO., LIMITED
Cotton Spinners and Manufacturers
Manchester, England

Telegraphic Address: "Cyrus" Bradford
Code used, A.B.C. 5th Edition

Cyrus Brook & Sons, Ltd.

Offices: 5 Union Street

Bradford - England

Manufacturers of—

Buntings, Serges,
Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths

and

Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

Canadian Agents;

Arthur H. Parks, 77 York Street, Toronto

William Parks, 43 St. Sacrament Street, Montreal

This Line is Complete Fills Every Requirement

We mean just that—you need no other line of dyes when you carry

Sunset Soap Dyes

Twenty-two beautiful, full-toned colors are in the Sunset assortment—more than any other line offers. They cover the full gamut of tone and shade from lightest blue to deepest black.

Your customer can match almost any color from the Sunset Color Card.

The selling arguments for Sunset are complete and convincing. They are fast—will not crock, fade or wash out. They dye all fabrics—silk, cotton, linen or wool or any combination at the same time in the same dye bath, with perfect results.

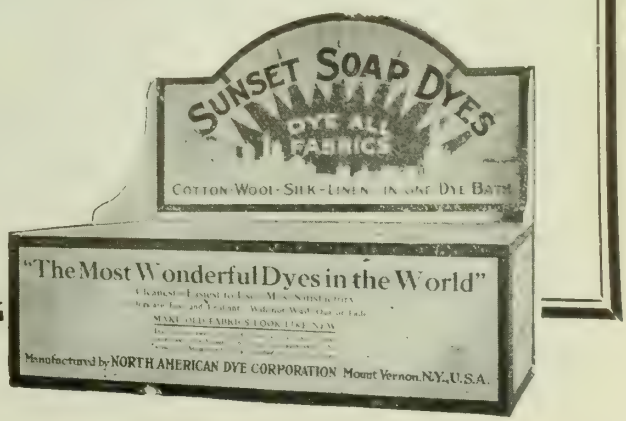
They do not soil the hands or stain utensils. Every woman will value such a feature.

The Sunset Counter Container
Holds, Attracts and Sells
The Best Dye in the World.

Harold F. Ritchie & Co., Inc.

NEW YORK - TORONTO

North American Dye Corporation, Ltd.
Toronto, Canada Mount Vernon, N.Y.



SALE OF MILITARY AND OTHER GOVERNMENT STORES

Equipment and Supplies for Hospitals, Institutions, Bunk-houses, Camps, Dining-Rooms, Kitchens, etc.

Bedsteads, Furniture, Hardware, DryGoods, Rubbers, Overshoes and other Footwear, Blankets, Sheets, Pillows, Baskets, Woodenware, Brushes, etc.

CONSTRUCTION EQUIPMENT AND MACHINERY—AMBULANCES.

The Stores are located at various places throughout Canada

Instead of or in addition to sales by sealed tender

PRICE LISTS WILL NOW BE ISSUED

for most articles—the goods being offered in lots for purchase by wholesale houses, jobbers, and the trade generally.

TRADE ONLY SUPPLIED

except that arrangements previously announced for sale to returned soldiers and sailors and widows and dependents of same through the G. W. V. A. and similar organizations and to hospitals and philanthropic institutions will be continued.

SALES WILL CEASE IN MARCH. Any balances left will be cleared by public auction shortly thereafter. This advertisement will not be repeated. Those interested should therefore apply AT ONCE for price lists and other information to the

SECRETARY OF THE WAR PURCHASING COMMISSION, BOOTH BUILDING, OTTAWA

February, 1920

WE are daily getting in shipments of much-wanted lines in all our Departments. Send us a letter stating your Dry Goods wants—or better still use a lettergram to save delay, and to satisfy your customers.

The W.R. Brock Company (Limited)

MONTREAL

Announcement

The trade will appreciate the fact that we have gathered extensive assortments of Spring goods which are now ready for the inspection of buyers visiting Toronto during this month.

The assortment includes: **Wash Fabrics, Dress Goods, Silks, Carpets, Draperies, Smallwares, Hosiery, Gloves, Underwear, Ladies' Ready-to-Wear Garments, Men's Furnishings and Work Clothing.**

Regardless of ever-changing conditions, the demand for goods continues exceedingly brisk, while prospective deliveries continue to cause anxiety. We are nevertheless prepared to meet sorting requirements for the Spring season in a comprehensive manner and our stock includes some of the latest available novelties.

Customers will find us ready to serve them with our usual promptness. We advise an early visit as staples and other lines are by no means plentiful. Knowing these conditions, we advise you to act accordingly.

The W. R. Brock Company (Limited)

Corner of Bay and Wellington Streets

TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Fifteenth of Each Month Advertising Forms Close Twelfth of the Month

Vol. XLII. Toronto, February, 1920 No. 2

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Cable Address: Macpubco, Toronto; Atabek, London, Eng.

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Paris Models



Robe Daplims: Can you imagine anything richer than the maroon satin with elaborate gold embroidery of this evening gown? The scarf is of maroon tulle.

Manteau Veronese: The evening wrap is an elegant one of red velours with gold embroidery and trimmed with kolinsky. These are two very new creations by Chas. Drecoll, Paris, who sent the photos direct to DRY GOODS REVIEW.

Sixty Years with Wholesale Dry Goods

George Sumner, President of Hodgson, Sumner & Co., Montreal, Honored by Appointment as President of Board of Trade—Down at 8 a.m.—Some Interesting Hobbies.

WHEN a man has spent 60 years in the wholesale dry goods business in Canada, besides several years previous to that in England before he came out to this country, it might be assumed without much argument that he was entitled to something of a rest in the year 1920. But George Sumner, president of the wholesale dry goods house of Hodgson, Sumner & Co., consented to accept the busy position of president of the Montreal Board of Trade this year, at the unanimous request of the members, filling out his term, first of second vice-president, and last year as vice-president of that important body. It may be taken for granted, and is by those who know him best in his own business, that he will work pretty nearly as hard as usual for Hodgson, Sumner & Co. during the year 1920, and will increase his ordinary day's span in order to accomplish the task that he has accepted as head of one of the most important bodies of business men in Canada.

Gets Down at 8 A.M.

When the name of the new president is associated with that of "work," it must be taken to mean work of the real old-fashioned kind. Although president of his own company, doing business with merchants all over this country, and finding his business growing steadily year by year, the head of Hodgson, Sumner & Company has never been known, in the 60 years he has been connected with that business, to "take it easy." An official of that company, in whose words there is every reason to place confidence, although he admits he does not get the information first-handed, declares that Mr. Sumner reaches his office at 8 o'clock in the morning, and is sometimes waiting for the man to open the office door. (The question whether Mr. Sumner has a key of his own is hardly relevant here.) From early morning he works right through until late in the afternoon. And he has done this for 60 years.

In the Early Sixties

When DRY GOODS REVIEW spoke to him about the early days, he talked of the time in the '60s when there was no such thing as a Saturday half-holiday, and everyone, from the office boy up, was glad to rest his weary body on Sundays.

There were no telephones in those days; no power elevators; no small trucks to transfer goods to different departments. And when navigation opened in the spring, the employees often had little of their nights to themselves. The opening of navigation meant not only the receipt of goods from Europe, that had been held out over the whole winter —in the absence of railways and other connections with the Atlantic ports—but



Mr. George Sumner, Montreal.

it also meant that goods that had been ordered months before had to be rushed up the St. Lawrence, or down, as the case might be, to fill orders from outlying points in Quebec Province, or Ontario, or futher west. Those were the days, too, when there were no travellers as there are to-day, covering every section in the remote parts of Canada; when merchants—usually the heads of big general stores—wanted goods, they came for them. Those were also the days when £ s. d. were Canadian currency. Those were the days when nearly all the merchandise sold by the store had to be brought in from England and other European countries, because at that time no such a thing as cotton textile mills existed in Canada.

Mr. Sumner joined the business in 1860, four years after it was established as Foulds & Hodgson. Later the name was changed to Hodgson, Murphy and Sumner, and later still to Hodgson, Sumner & Company. On the death of the president, Mr. Jonathan Hodgson, in 1914, Mr. Sumner, who was then vice-president, was appointed president of the company, a position which he holds to-day.

Of travelling in connection with this firm, he has done a great deal. At first, in the earlier years, this meant going along the River collecting from merchants at various centres, such as Three Rivers, and others along the St. Lawrence. Later he took the place of Mr. Hodgson on trips to Europe. Through all his connections with this firm he has shown qualities of method, thoroughness and punctuality in his dealings with the staff and his customers in a widening circle over Canada.

Hobbies: Art, Photography, Natural History

Apart from his valuable service to the Board of Trade, Mr. Sumner has not felt any inclination to take part in municipal life, or increase his connections with business interests far removed from his initial undertaking. But he has certain hobbies that are uncommon. He is keenly interested in natural history, and for several years was associated with the late Sir William Dawson, McGill's eminent principal, as vice-president of the Natural History Society of Montreal, when Principal Dawson was its president. In photography Mr. Sumner proved that his skill far outran the average amateur's, and he ranks high among Canadian photographers. In a third direction he has maintained a deep interest for many years with the Antiquarian and Numismatic Society of Montreal. A fourth has been the Art Association, with which, too, he has been actively connected, and in which he has shown a keen discrimination. In these contrasting directions has come the relief to him from the unusually exacting program of business activities that he has sedulously prescribed for himself throughout his long business career.

Thinks Readjustment Period is Now at Hand, No Sudden Slump in Prices at all Likely

W. J. Donald, Ph.D., Secretary Chamber of Commerce, Niagara Falls, Writing For Financial Post, Throws Light Upon Future Developments in Business.

BUSINESS men everywhere are considering the outlook for the future, especially the business trend for the year 1920. No one can predict the immediate future with any degree of confidence, but a number of facts point to some general conclusions.

First.—The retail business men feel that general business is very prosperous. Unfortunately, however, few of them calculate that the price level is generally high, and that what seems to be a greatly-increased cash business is not actually an increase in business. One business man said to me recently that business is not as good as it ought to be. While the volume of turnover in dollars and cents seems high, as a matter of fact it should be higher than it is, in view of the present price levels.

Second.—One business man recently stated that he is looking for a considerable depression in prices and is keeping his stock down to the lowest possible level. We were discussing the question of Canadian exchange, which is a critical question here in Niagara Falls, where we get a very considerable Canadian trade. This business man, one of our largest clothing merchants, stated that he believed that it would be a good thing for merchants to keep their present stocks moving and get them off their shelves at present prices even if they have to stand all the discount on Canadian money. In other words he made it clear that he anticipated a decline in prices in the next six months or less, and that business men will do well to dispose of their present high-priced stocks and that they should buy cautiously in the near future.

Third.—I was impressed recently by the fact that people are not spending money as freely as they were a few weeks or months ago. While in the theatre the other night in a Western city I was amazed at the small attendance. It was due in part, I am sure, to the coal shortage due to the coal strike. The possibility of unemployment due to the lack of fuel supplies certainly threw a scare into the minds of the people. Whether they have entirely recovered or not I do not know. To be sure, the American people recover from their fears with amazing alacrity.

Relations With Britain

Fourth.—European market conditions must have an effect on American business conditions. Europe cannot afford to pay America an extra 2[illegible] or 50 per cent., $4.84 of British money buys only $3.82 worth of American goods, even at the present high prices in America. The British pound probably buys less than one-third of what it bought in America four years ago. Of two possible remedies, the first is for America to loan Great Britain enormous quantities of money, and if she does loan this money she can loan it only for goods sold to Europe, which will in turn increase Europe's productivity. America cannot afford to loan Europe money for purely consumption purposes, nor can Europe afford to borrow money for purely consumption purposes.

The second alternative is that Europe will eventually stop importing. In any case Europe must stop importing anything that looks like luxuries, which is certainly going to affect a very large part of American industry.

In addition I have a very strong conviction that next year Europe will import much less in the way of American foodstuffs. The production of foodstuffs this year has been low. She has not managed to readjust her economic situation sufficiently to provide a bumper crop. I am confident that this will change this next summer, so that Europe will not only dispense with American luxuries but she will also be able to get along with less of American foodstuffs. I think that will become perfectly apparent before the first of July.

Cancellation of U. S. Orders

Formerly it was the habit of debtor countries to adjust their trade balances by means of shipments of gold. This Europe cannot do, nor can she afford to have a continual unfavorable balance of trade with America. It seems to me that American export trade must seek South American and Asian markets. The Canadian market is going to be partly lost to the United States because the discount on the pound sterling is the equivalent of an additional 25 per cent. preference in favor of British products. There have been huge cancellations of Canadian orders in the United States in the course of the last couple of weeks.

Fifth.—Another bit of evidence is a common comment to the effect that big Republican interests in the United States are very anxious to see a depression during the next six or eight months. They feel that it is coming sooner or later and they would rather have it come under the present administration than after the Republicans—if successful—get into office. Personally I put no stock whatever in this sort of argument. My first reason is that there are very important banking interests acknowledging Democratic allegiance which are just as powerful as banking connections with Republican allegiance. My second reason is that while there are individual rogues in business I cannot be made to believe that big business men in the United States could ever be brought together to agree to use financial power to effect political turnover, even if it could be done to their advantage. My third reason is that big business suffers from financial depression as much as any other element. Manufacturing prosperity is so intimately interwoven with the interests of banking that the banks have no advantage whatever in purposely causing depression.

Federal Reserve System

Sixth.—Another factor to consider in the future situation is the influence of the Federal Reserve System. People who used to talk about New York bleeding the country and causing financial depression, completely lacked an understanding of financial operations. They fail to understand that what caused financial depressions was the withdrawal of funds from New York by their banking correspondents and connections in other cities and States. This withdrawal necessitated a curtailment of loans in New York City, with a consequent withdrawal of funds, especially in the most liquid market, namely the stock market.

The National Banking System, before the establishment of a Federal Reserve System, encouraged the piling up of reserves in New York City. This encouraged speculation in the stock market, but when reserves had to be withdrawn from New York, funds were withdrawn from the stock market and prices came down with a crash. The whole system was unelastic both as to expansion and contraction of credit, so that the system was very likely to see great ups and downs in financial America.

Contrast that condition with conditions in most European countries, few of which have had financial depressions the way America experiences them. Here they come regularly about every ten years, but since the establishment of the Federal Reserve System the American credit system has been made elastic. Remember how well the New York Stock Mar-

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The Functions of a Board of Commerce

An Address Delivered Before the Members of the Dominion Board of the Retail Merchants' Association of Canada, at a Special Meeting in Ottawa, by E. Trowern, Secretary.

WITH the advance of civilization a great many men recognized that much more could be accomplished for the improvement of trade conditions by consultation with one another, than could be accomplished by destructive and unfair competition. This desire produced the formation of craft guilds and a host of trade associations of various kinds. As these organizations grew in power and influence and improved their trade conditions, these conditions became conspicuous and stood out in open contrast with the conditions which prevailed under unorganized effort. Those who were not organized and those who suspected that these various guilds and trade organizations were formed for the purpose of overcharging and increasing prices to the public, but who had no means of knowing whether their suspicions were true or not, raised a public clamor, and this public clamor reached the ears of the politicians, and, with their usual astuteness to try and do something to catch the popular vote, the Conservative Party, on February 26th, in the year eighteen hundred and eighty-nine (1889), introduced an amendment to the Criminal Code, under the guidance of Mr. Clark Wallace, M.P., known as Section 498 of the Dominion Statutes, entitled: "Legislation to prevent Combines in Restraint of Trade."

The Object of the Measure

The object of this measure was to attempt to stop the operation of the various organizations, whether their purposes were good or bad. No tribunal was provided whereby an investigation could be made by those competent to know what the effect would be upon the general public of the various decisions that were arrived at by any commercial body, but the clauses in the Act were narrow, dangerous, meddlesome and unreasonable, and, like all other artificial attempts to interfere with the natural and God-ordained laws of trade, this legislation proved to be of no value to the public, but only a good source of revenue for the legal profession. Briefly, this legislation threatened all persons who were engaged in commerce who met together for the purpose of mutual protection with a summons to appear at the Police Court, and it gave every Police Magistrate in Canada power to charge them with violating the Act.

Laboring Classes Exempt

This dangerous piece of legislation, however, did not apply to the laboring classes, who were clever enough to see its real purpose, and they had a clause inserted as follows:—

> "Nothing in this section shall be constructed to apply to combinations of workmen or employees for their own reasonable protection as such workmen or employees."

The placing of this clause in the Act immediately created class legislation—the very thing that we are all endeavoring to be freed from—and the very fact that the above clause was inserted proved that the legislation was purely camouflage.

After reciting our views concerning this Act, it might very properly be asked by some retail merchants, what was our association doing in the matter to allow such legislation to pass? The answer is that all this occurred over thirty years ago, before the Retail Merchants' Association of Canada came into existence. It was legislation of this sort that proved the need of an association and hastened its formation, and although the association had not been formed at that time your secretary has a distinct recollection of appearing, as a retail merchant, before a special committee of the House of Commons, with a number of public-spirited Canadian citizens, among whom was that old highly-respected war horse who has helped to fight many commercial battles in his day, and who, I am pleased to say, is still active and at his post, Mr. Hugh Blain, of Toronto, and after some strenuous arguments we succeeded in having several clauses inserted in the Act which removed, to a small extent, some of its dangerous features.

Meddlesome Piece of Legislation

During the entire thirty-one years that this legislation has been on the Statute Books, very few cases have ever been brought to court, and the principal ones have cost those who defended their action thousands of dollars, and left the public to-day in a worse position than it was before this meddlesome piece of legislation was enacted, and legitimate organization work among all commercial classes has been hampered, and trusts and monopolies abound greater than ever.

Through a counter agitation, which had been continuously made by various commercial classes, and particularly by our association, from the time that the aforementioned legislation was enacted, the politicians, true to their instincts, again placed their ear to the ground and heard the rumblings of discontent, and on May 10th, 1910, the Liberal Party placed an Act upon the Statute Books, through the Hon. Mackenzie King, which was known as "An Act to provide for the Investigation of Combines, Monopolies, Trusts and Mergers."

When this Act was introduced it also contained some clauses that would have seriously interfered with the operations of the retail trade, but fortunately our association had come into existence, and upon the presentation of our case we were accorded a respectful hearing and our recommendations were incorporated into the Act and it became law. We fully anticipated, however, that upon its passage the old Combines Act would be abolished, but in this we were mistaken, as we were again told that the "General public might become alarmed and the 'opposition' would strongly oppose its removal, and they would make political capital out of it," so the commercial classes of Canada had to content themselves with knowing that two pieces of legislation had been placed upon the Statute Books, both having the same object in view, but both of them diametrically opposed to each other.

Under the last mentioned legislation, although it contained some useful clauses, only one or two cases had come before the courts, although it was open for anyone so disposed to take advantage of the legislation. The difficulty was that while the Act was a reasonable and fair one, and quite an improvement on the former Act, no permanent machinery was provided to carry it out.

Commercial Conditions Disturbed

The chief fact, therefore, remains that both political parties considered that some legislation was necessary to control combines, monopolies, trusts and mergers, and they both provided legislation for that purpose, but both attempts proved of no value in providing a remedy—they only complicated and disturbed commercial conditions.

As soon, however, as the war broke out we were faced with new and extraordinary conditions, and we all willingly consented to all sorts of restrictions and curtailment of our personal liberty in order to free ourselves once and for all from the reign of the Prussian autocrat. In our eagerness and our desire to accomplish our purpose we were subjected, as it is well known, to some of the most unfair and uncalled for "Orders-in-Council," all having in view the fact that the retail merchant class, instead of being the chief factors who were engaged in doing everything in their power to "keep the home fires burning," and notwithstanding that the official records show that from among our sons, clerks and drivers, etc., we represented the largest single class who took up arms—that we were out to deliberately take advantage of these brave and noble-hearted women who were not only suffering the mental and physical strain of having to take care of their little families without the advice and support of those brave men who were fighting for our liberty, but, in addition, we were the class who had to be especially legislated against.

Refused to be Discriminated Against

These conditions existed until such time as we could no longer bear the accusations and annoyances, and by our strong condemnation of those Orders-in-Council, and our refusal to be improperly discriminated against, we succeeded in having the Orders that affected us the most severely annulled, and those who were appointed to operate them removed. While we were thus defending ourselves and endeavoring to preserve our place in the economic distribution of retail merchandising some few classes in the community, together with those of the public press who were not familiar with our position, and who desired sensational matter to sell their publications—notwithstanding the fact that they require our advertising to enable them to live—were stating that we wished to avoid public investigation, and we, therefore, determined that we would ask the Dominion Government to appoint a special committee of the members of the House to make a full report on our position, as well as on the cost of living generally.

The committee was appointed and an exhaustive investigation took place, and I am pleased to say that the findings of the committee in no way showed that the retail merchants of Canada were guilty of taking undue profits or conducting their affairs in an improper manner.

Cost-of-Living Committee

For a great many years our association has been advocating the appointment of an Inland Trade Commission, consisting of capable business men who had practical experience in commercial affairs, and so we appeared before the special Committee of the House of Commons and urged again the appointment of such a commission. On page 723 of the Cost of Living Report, which sets forth the evidence which was presented asking for the appointment of such a commission, we stated among other things:—

> "We would suggest that the Board be comprised of five members; one manufacturer, one wholesaler, two retailers and a commercial solicitor."

The special Committee reported favorably

and recommended that a commission be appointed, consisting of three members to be appointed as occasion required. Legislation was introduced and very careful consideration was given to it as it passed through the various stages of the House of Commons and the Senate.

The manner in which the Bill was drafted gave us considerable concern as we saw great danger ahead for us if those appointed to administer the Act were unfamiliar with practical, commercial transactions. We felt, however, that the Government would, in their own interests, see that properly qualified men were appointed on the Board or great discredit would be cast upon them, as well as upon the Act itself. It might be mentioned here that upon the passage of this Act, the Act which was placed upon the Statute Books by the Liberal Government, and which has been previously referred to, was repealed, and the Act placed upon the Statute Books by the Conservative Government still remains.

Wanted a Proper Trade Court

It must be remembered also that the reason for the passage of the Board of Commerce Act as understood by a great many members of the House of Commons and the Senate, as well as by the general public, was of an entirely different character to what we understood it, as members of our association. The public and others regarded the Act as a measure that would reduce the cost of living and prevent combines and mergers. The members of our association regarded it as a measure that would establish a proper court or tribunal for the adjudicating of all trade matters, similar to the manner in which the Railway Board deals with all matters concerning railways.

In the presentation of our case before the special Committee of the House on the Cost of Living when we were urging for the passing of the Act, the following statements appear in the printed report:—

> "We suggest that the proposed Inland Trade Commission should consist of competent, commercial persons, who shall be men of knowledge, experience in trade, manufacturing, wholesale and retail. We would suggest that all trade agreements made between any persons, firms, corporations or association engaged in the same or other lines of trade throughout Canada, in which the arranging of prices is concerned, should be submitted with full reasons therefor, to the said commission for their examination and approval, and any persons, firms, or corporations who entered into such agreements without submitting them and having the approval of the Inland Trade Commission would render themselves liable to prosecution.
>
> "The formation of this commission would enable any person or persons to have commercial practices and complaints investigated, and practices which are found to be injurious to the trade, or contrary to public interest could also be investigatd and decisions rendered thereon, similar to the decisions that are arrived at by the Dominion Railway Commission."

As soon as the Act became law, we immediately urged upon the members of the Government the necessity of appointing capable persons on the Board who had a complete knowledge of the retail trade. For some reason best known to the Government the three persons who were appointed, and who now constitute the Board, have had no practical knowledge of the manufacturing, wholesale or the retail trade, and although the laboring interests enjoy special privileges and are exempt from the operations of the Act, they pressed for representation on the Board and they were favored by having one of their class appointed, while the requests of the retail merchants were utterly ignored.

Endeavoring to Fix Profits

Administration of the Act up to the present time has proven that our fears were well grounded, and instead of the Act becoming a measure of strength to all the commercial interests, and something which the public would regard as a business men's court, they now see the harrowing spectacle of a group of three men, who are unfamiliar with the underlying principles of trade, endeavoring to fix the profits under which retail merchants should operate, and everything that they have so far endeavored to investigate has increased in price instead of decreasing, as those who are unfamiliar with the laws of supply and demand expected.

This brief outline of our position leads us to the following considerations:—

1. Should the Act be abolished entirely, or
2. Should the manner under which it is being operated be changed?

The reasons which we put forth as an association for the establishment of such a Board is, in our opinion, just as necessary as it was when the legislation was passed which created it. The chief thing that we require to do is to see that is properly administered.

No Court Like It in the World

It is always a very unwise proceeding to attempt to criticize any action of any person or persons unless we have an amendment to put in its place, and we would, therefore, suggest that instead of the Board of Commerce attempting to meddle with the peculiar details of the various sections of trade, and acting in a manner unheard of by any properly qualified court in the world —that is, by the court laying a charge against an individual or a group of individuals, and after so doing they proceed to sit in judgment on the said supposed transgressor or transgressors whom they have charged, and then try a case that they themselves have been the means of accusing before the evidence has been heard. These proceedings are so unfamiliar to the Canadian public, and to the principles of all free men, such as retail merchants, and so contra to what we all understand and know to be British fair play, and which we all admire so profoundly, that it is a wonder it has been allowed to continue even so long as it has without being overthrown, which it seems is now about to take place.

Our answer to the two questions should therefore, be, to the first question—Should the Act be abolished entirely? No. And to the second question — Should the manner under which it is being operated be changed? Yes. And, in order to present our views as to how we think the Act should be adinmistered, we would suggest the following:

1. The Board of Commerce should meet properly appointed committees from—

   The Canadian Manufacturers' Association,
   The Wholesale Merchants' Association, and
   The Retail Merchants' Association of Canada,

and other organized, commercial industries, and secure proposals from them as to how the trades in which they are interested could be improved by proper regulation.

2. That instead of the court endeavoring to dictate to the commercial classes as to how they should conduct their affairs they should become a real court and decide on the evidence that is laid before them on any commercial matter, and in this manner their judgments will be respected.

3. That all agreements that are made, either by a group of manufacturers among themselves, or between the wholesale trade and the manufacturers, or between the manufacturers, the wholesalers and the retailers, should be laid before the Board of Commerce and the parties thereof should appear, if necessary, and give the reasons why said agreements are made.

4. That all price contract agreements regarding trade-marked goods should be laid before the Board for final ratification.

5. That charges could be made to the Board by any person who was subject to unfair and unethical methods of trading, and the same could be investigated and a remedy enforced.

6. Persons should be dealt with who are engaged in unfair commercial practices whose methods are contrary to the public interest.

7. That if it was found that the operations of any commercial legislation that is now on the statute books is operating unfairly and not producing the results aimed at, that the effects of said legislation should be laid before the Board and if the Board decided that the complaint so laid justified a change in the Act they could make a recommendations to the Government.

8. The Board should strictly avoid interfering with the regular and natural channels of trade, and devote their time to seeing tha the said proper channels of trade are not interfered with.

9. That they should investigate the reason for the increase of any commodity, commencing with the producer or manufacturer, and encourage the manufacturer to assist the Board.

10. That all classes of the community buying or selling merchandise should come under its operations.

11. That all agents and subsidiary agents in connection with the Board should be abolished, and that the Board itself should be the only constituted authority to take evidence.

12. That the Board should consist of five persons; one manufacturer, one wholesaler, one retail merchant, one farmer and one commercial solicitor or judge.

13. That all commercial ,statistical reports should be under the direction of the Board of Commerce and removed entirely from the Department of Labor, or other Departments.

There are other important matters that could properly come under the direction of the Board, and we feel sure that every retail merchant in Canada is only too willing to give every possible assistance to raise the standard and elevate the commercial conditions of Canada.

THE READJUSTMENT PERIOD

Continued from page 59

ket stood the strain of the declaration of war in 1914. To be sure there was a decline in prices, but the Federal Reserve Act had been put into effect a few months before and instead of complete commercial ruin as might have been expected under the old system, America recovered at once.

My personal opinion is that the Federal Reserve System has ended the system of periodical crises. The liquidation of markets since 1914 has gone on gradually and systematically rather than disastrously and with ruin. I do not believe that we will ever be able to mark off definite periods of crises and depression the way we did formerly.

If it were true that business men were disposed to deliberately swing business conditions to affect the democratic rate adversely, which I do not believe they would, it might have been possible under the old banking law, but I do not believe that it is feasible under the Federal Reserve System. Our present banking system is so much more flexible that it would take something a good deal more fundamental than the unsound political judgment of a few men to control the commercial situation in such a fashion.

Human Service, Not Automatic Wanted

A Lecture by Superintendent to Employees of Toronto Store—How Not to Receive an Exchange—What is Meant by "Human" Salesmanship—Making 1920 Mean Much or Little.

FOLLOWING is an outline of a lecture given by Mrs. Jean G. Belford to some of the employees of Murray-Kay's, Ltd., one morning at the beginning of the year, when a DRY GOODS REVIEW representative "dropped in."

A group of alert looking salespeople gave most interested attention throughout the whole 40 or 50 minutes and one cannot wonder at this for if your mind should wander for a moment you were liable to miss one of the jests or amusing anecdotes that were interspersed through the talk.

Employees' Lunchroom

Before beginning the main part of the lecture, she spoke of a recent change that had been made in the employees' lunch room and the efforts that were being put forth by the executive and employees to make this lunch room successful. The space and most of the expenses are being given by the firm so that the cost of the food and a little extra help was all that had to be paid by the employees. But there was needed, Mrs. Belford stated, a more thorough spirit of co-operation amongst the latter in conforming to the rules of the lunchroom, such as returning their soiled dishes to the counter provided and a few other small items which, when overlooked by the few, caused considerable inconvenience for the many.

"Next, I want to thank you all for your earnest help and co-operation during 1919," she said. "With the employees rests the most of the credit for the great success of the Murray-Kay firm in the past year. And to the employees should go the thanks."

Then Mrs. Belford began her lesson by depicting with inimitable humor the approach of a customer to a counter with an exchange. Her excellent mimicry of the timid customer, the gracious saleslady who received her request and the second saleslady to whom she openly referred the customer as soon as she learned that it was an exchange, brought forth unrestrained laughter. The salespeople saw at once the humor in a situation that they had been seeing and acting many times a day. It was a good-natured laughter that could not have come if they had felt themselves to be ridiculed. It was the thought of the bonus for her sales that caused the saleslady to act in this manner. Here is the conversation that followed, minus the rather dramatic presentation:

Customer Approaches Counter

The customer has approached the counter, opened her parcel and stated that she wished an exchange; the salesgirl looks at it casually and asks: "Well, what about it?" Then the customer states, apologetically, that it doesn't match her suit (supposing the article to be a blouse) and would like to know if they have anything nearer the right shade.

"Haven't a thing," says the salesgirl, still resting her hands on her hips and gazing at the customer coldly. But by this time, the latter has been glancing timidly around, has seen something like what she wants at the end of the counter, and asks: "What's that over there? I think that's the right shade."

"Oh, is it?" comes the answer; "I didn't know you wanted to pay that much. That's $15.85. Is that too much?" Now, as the customer had all the time been quite indifferent to price so long as she found the exact thing she wanted, the sale was completed.

In the January issue "Dry Goods Review" published an outline of the educational system used in the Murray-Kay store. This month we publish a summary of one of the daily lectures which was given at the beginning of the year to all the sales people in various groups and was attended by a staff representative of "Dry Goods Review."

Always Be Gracious And Attentive

Hereupon, Mrs. Belford urged her listeners to give every customer an equal amount of graciousness and attentive service no matter whether the latter wanted to make a purchase, secure an exchange, credit, refund, or was just looking at the merchandise.

"Bring out your goods and show them. Don't hurry your customer. A hurried mind cannot grasp quickly. When the customer starts to ask questions, answer in a clear positive tone and with a convincing manner. Then, when the proper moment comes for closing the sale, ask a question that demands a positive answer, such as, 'Which do you prefer?' or 'Will you have it sent?' Try to close the sale tactfully. Never allow any expression on your face or in your voice that would make the customer think you were forcing her judgment. Don't say, 'This is just the thing for you.'



Ability Not Judged by Salesbook

"The firm makes allowance for a certain number of exchanges and refunds but when they begin to come too frequently, I begin to question the capability of the salespeople. We do not measure your ability by the number of transactions that appears on your salesbook but by the amount of actual profit you bring in to the firm. So, if you want to make a gain for yourself, you must make a gain for the firm. An alert wide-awake salesgirl, even in the toilet goods department, may make a $100 sale to a customer who comes in to buy an orange stick if she is thoroughly conversant with her stock and takes pains to draw her customer's attention to it.

"You should also try to suggest any new goods throughout the store, no matter whether in your department or another. Try to keep in touch with the newest modes and know when the store has acquired some especially fine merchandise. The new embroideries and voiles are now coming in; so are a number of fascinating designs in printed georgette. Learn to call these designs by their names; such as Algerian, Persian, Egyptian and Pompadour patterns.

"Never draw a long face when you see a customer approaching with an exchange, credit or refund. You never know what's behind it. Always meet her with a gracious smile and listen to her request attentively, no matter how absurd it is—even, in fact, if the goods were bought five years ago."

An Amusing Transaction

Then followed an incident which actually happened in a store with which Mrs. Belford had formerly been connected.

"I was called to the adjusting bureau to settle a dispute between a customer and the manager. Now, Mr. Smith was perfectly capable of handling the case but I could see by the twinkle in his eye when I entered that there was some humor connected with it; and besides, often the introduction of a third party is able to smooth over a difficulty a little more tactfully. "What is the trouble, Madame?" I asked. "It is a suit of men's underwear that I wish a refund on." So I lifted the cover of the box and saw a suit of pure wool underwear of very fine quality; but I knew by its make that it could not have been purchased in the store within the last

if these goods were bought here it must have been some time ago."

"'Oh, yes,' she said, 'I guess it's nearly six years now.' And then she told her story: 'You see, shortly after I bought them my husband died without having worn them at all. So I put them away in morphine, thinking perhaps I'd marry again. But I didn't get married till just recently and then I found that they won't fit my husband.' Well, I just couldn't resist her. She was so sincere; so we gave her credit for about one-third of what they cost, and the woman went away, so pleased with the store and its service that she recommended all her new husband's friends to shop there, which meant quite a bit as he was a prominent business man of the city

Human Service Wanted

"We don't care how low your sales-record is if we know that you have put forth every effort to serve your customers, for it will all come back to the store again in increased patronage. We want human service, not automatic. We could almost make a machine that could lift its arm to a shelf, take down a box and select a certain size, but we want an intelligent service that includes a knowledge of the goods and a pleasant friendly reception for every customer. We don't care if a hundred people come in this store simply to call on you; for it means that they are interested in the store and keeping in touch with its activities. The story is told of how the Esquimaux were first taught the English language and how they first learned the meaning of the word 'good.' After several months it was thoroughly impressed on their intelligence and it pleased them so immensely that they told all their relatives and friends and soon families were coming hundreds of miles to learn the meaning of the word 'good.' Now, we don't have to travel 500 miles by dog sled to acquire knowledge. We can get all we want sitting in an arm-chair in a warm, well-lighted room, and yet many of us neglect the opportunity."

Message for 1920

Then Mrs. Belford brought the lecture to a close with a direct appeal to her audience to improve themselves during the coming year by their own efforts.

"You may make the year 1920 mean much or little," she said. "Time will work no miracles in your position unless you do your part by increasing your efficiency. For to realize what the future holds for us, we must be able to look into the future and prepare for it, to visualize one's position weeks, months and years ahead.

"We are quite sure of one thing. If we do not prepare for a successful future in the present by increasing our wealth of information, we will have only ourselves to blame when we find in future years we are in the same slow stream, drifting with the tide, without an anchor or a future.

"Our opportunities for study are almost limitless. Day and evening schools offer to those who seek knowledge, the means of a liberal education.

"Then why advance the argument of your length of service in seeking advancement in position or salary?

"Term of service. Very often it is the sole basis of a salesman's demands. They claim because the year 1919 has closed successfully with their firm they are entitled to advancement. What an absurd claim unless you bring with your request a proof of better quality and service on your sales record for the year.

"The man or woman who has improved idle moments in acquiring information which they use consciously or unconsciously in their work, need have no fear. Merchants are looking for such people every day, with bright receptive minds, able to absorb, give out and put their thoughts into execution without being prompted. THE PUBLIC TO-DAY WANTS SINCERE HUMAN SERVICE, NOT AUTOMATIC."



Why Not Increase Your Business by Use of the Transfer?

EVERY store, with more than one department, has use for the handy, business-increasing transfer system. Merchants who have installed such a system state that sales were made that would not under ordinary circumstances have been secured by the store without its use.

The transfer card is a simple form. Most stores use the following system:

On each sales check they stick a gummed label which is attached to each transfer card in pad form and detached as needed. This card has the first line for the name and address of the purchaser. The second line is for the date and number of the clerk starting the transfer. Then come ruled lines, each line being used for a department sale. For example, a customer makes a purchase. The sale is entered as follows:

Dept..... Amount.....
Clerk.....

To the sales check is attached a label as just explained. Sales checks and goods are sent to the wrapping desk where the customer receives them in one package.

Mandel Brothers, of Chicago, have the following to state in regard to their "transfer" system:

Salespeople are requested to suggest to customers the use of transfer purchase tickets.

State their advantages in a few words:

But one payment for all purchases, on completion of shopping.

The certainty of prompt delivery in one group of all articles purchased.

Remember, too, the advantage to yourself and to your fellow employees, both selling and non-selling. They are, briefly, that:

You don't have to handle money.

The cashier does not have to make change.

The delivery system is saved time and trouble.

The adjustment bureau is much less likely to receive complaints.

To give an idea of just what a transfer system is, John Wanamaker has on each floor of his New York and Philadelphia stores transfer sub-stations. Coming down to stores smaller, but as important in their locality, let us quote from the "store paper" of a coast town establishment, which states in a recent issue:

"In speaking of the wonderful increase in business and improvements in the store service the past year, let us say a few words in regard to our transfer system. Our transfer business has increased proportionately as much as the business of any other department in this store and is growing every day. We have established a record of nearly one and one-half minutes from the time customers pay the bill till the package is placed in their hands. The transfer system has been of great aid in building up the percentage in each and every department. It cannot be denied that a transfer customer buys more and goes away better satisfied than the one who makes innumerable purchases and tires herself waiting in each case for package and change. Our transfer customers are steady patrons of the store, composed of persons who have shopped the transfer way and found the advantage of this manner of shopping."

Let us now quote from a house in Philadelphia. This concern each year holds a transfer contest with great success. Following is the announcement of the contest.

Cash Prizes For Our Employees

You can win a prize if you try. Contest starts October 23, and continues till December 1. Prizes as follows:

1st prize. To salesperson starting the greatest number of transfers $10.00
2nd prize. To the next three each ..... 5.00....
3rd prize. To the next five, each 2.50
4th prize. To the next five, each 1.00
14 prizes. $42.50 in prizes.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXXII TORONTO, FEBRUARY, 1920 No. 2

WHAT HAVE WE HERE?

NOW, if ever, is the golden opportunity for the merchant to cash in on the "Made-in-Canada" slogan. *DRY GOODS REVIEW* has frequently stated during past years, that such a slogan, based on sentiment purely, would not get the dealer anywhere with the public. The consumer will buy what to him is best value regardless of where it is made, but now that he is fully aware of the added cost in good Canadian dollars of buying merchandise imported from countries where our money is at a discount it is not a difficult matter to point out to him why goods made in Canada should be advantageous for him to buy at present. The campaign should result, too, in acquainting consumers more intimately than before with the wide variety of goods which Canada is now producing and the consideration which these products really merit.

SHOPPING EARLY ON SATURDAYS

THE Clerks' Association in St. John, N. B., has gone on record in favor of appealing to the Women's Council, the Young Women's Patriotic Association, the Trades and Labor Council and other bodies about the city with a view to having their members do their shopping before one o'clock on Saturdays. This is a good plan and one that will find favor with the dry goods merchants. There are hours on Saturday when there is a certain "slackness," and later on in the day there is a big rush. In spite of all that may be said and done there will always be this last-minute rush. It is human nature. But if some of the people can be got out early it will mean easier and better business. The "shop early" slogan has been used with some effect around the Christmas season, and it should be continued. Even though no heed is paid to the cry to "shop early," there is the suggestion of "shopping" in the call, and this in itself is good advertising.

NO NEW YEAR DEPRESSION YET

NOW that the trade has made its way safely through the clearance sales and stock-taking month of January and is well on its way into February with records that have gone splendidly over the top, its countenance has assumed a smile of confidence that bids fair to remain during the balance of the year. There were predictions that January and February would see price depressions and other omens of approaching hard times, but those merchants who kept themselves posted on the close scrutiny of the markets which *DRY GOODS REVIEW* has afforded each month, went ahead with confidence and saved themselves any worry over "the troubles that do not happen."

The trade generally is now looking forward to at least six months of the best business in their history. True, a return of influenza is making some difference in certain of the larger centres, but the feeling is that there is an attitude on the part of the public generally to buy, and it is so pronounced as to herald prosperity throughout the trade in Canada.

STUDY SPECIAL ANNOUNCEMENTS

THIS is the time of the year when every merchant should be looking for ideas to supplement his general plans for the year. With Spring approaching the announcement of the presence of new goods in the most effective manner is a problem of no small importance. Throughout this issue will be found reproduction of advertisements which have been used by some of the best retail store advertisers in Canada and every one of them is worthy of study by both large and small stores. The layouts and matter used are not the result of a hurried moment's scribbling but of careful thought on the part of people who know what it means to advertise well.

Universal Demand Keeps Prices High

The Dry Goods Market Situation Past Month Sees No Declines.

THE MARKETS AT A GLANCE

TORONTO, Feb. 16—While there have been no marked advances during the past month, the price tendency, wherever it has asserted itself, has been upward. Scarcity of goods, increase in prices and slow deliveries are a tale often told by retailer, wholesaler and manufacturer; yet, they constitute the three outstanding features of the market to-day and are likely to for months to come. The trade is concerning itself more with getting goods than with the prices they are called upon to pay for them. Until production nearer approaches demand, this will continue to be the case.

There has been a marked falling off in purchasing from the United States, due to the exchange rate. Houses from across the line are feeling this and are sending their representatives here with offers to divide the exchange rate and to hold up payment for a period of six months. In spite of the exchange rate, however, buying is being done in the United States of a number of lines not procurable from other sources.

In all cotton lines, trade has been very brisk. English mills are filled up with orders and are refusing further bookings for the present year. This, with the high exchange rate, is making it difficult for Canadian buyers to get their supplies advantageously. English bleached sheetings took a jump of about 15 per cent. during the past month.

In woolens, more English goods are finding their way to Canada in the last few weeks than during the previous eighteen months. Prices are advancing in accordance with the general trend of the whole dry goods market. Tremendous advances in French wool taffetas and gabardines are recorded. All Japanese silks have advanced in price.

The linen situation is one of the most hopeless in all dry goods lines. No raw materials are coming forward and it is believed that all low lines will be off the market within three months, leaving only very high-priced materials for the trade.

Some new French creations used for coverings and draperies have arrived in Canada, the first of their kind for five years. They are selling to the trade at from $2.75 to $7.00 per yard and the quantities are limited.

Canadian mills manufacturing carpets and rugs are filled up with orders for the remainder of the year and are refusing further business. Labor is hard to get and hours have been cut down to such an extent that it is impossible to turn out all the trade could use.

In notions, there have been some slight advances in certain lines. In laces and embroideries, conditions in England are such as to lend little encouragement to sufficient supplies or decreasing prices. Mills are refusing further orders for the current year.

WOOLENS

More English Goods Coming—Big Advance in French Wool Taffetas—Big Demand for Cotton Voiles

While more English woolens are making their way into Canada, the supply is not nearly large enough to satisfy the trade. One wholesale house informed DRY GOODS REVIEW that more English woolens had reached them during the last few weeks than during the whole previous eighteen months. Among the fancier lines that are coming in, theirs is the briskiest trade being done. They are seldom brought forward on the sales shelves of the wholesale houses but are sold out to buyers who have asked for deliveries of anything that is good. As in all other lines of dry goods, spot trade is excellent and the only complaint that wholesalers have is that they are unable to get all the goods that are wanted by the trade. Most of the houses have adopted the rationing system in woolens and cottons. There are big retail houses which would gladly clear out the shelves of the largest wholesalers in business if they could get the goods.

Prices have continued to advance and will probably go on advancing for some time yet. The opinion is expressed by men who have recently returned from England that prices are bound to go higher before there is a decline, and that they will never get down to where they were before the war. For instance, crepe de chine which sold at $1 in May last is now selling at $2.46. There are other advances more sensational than this. French wool taffetas that used to sell at 35 cents are now selling at $2.20; and gabardines that used to sell at from $1.10 to $1.25 are now going at $5.50.

There is a lively trade in gabardines, whipchords, tricotines, serges, with a few fancy weaves of plain materials. There is a big demand in the dress goods lines for silk striped cotton voiles in different shades. Figured materials in these cotton voiles are also selling well. An indication of the advances in these lines is shown in some repeat orders, being placed by wholesalers, which have advanced 50 per cent. from the time they were first ordered. All Japanese silks for dress materials have advanced rapidly.

The amount of business being done with United States firms is reduced in quantity. Here, again, the exchange rate is largely affecting trade with houses on the other side of the border. To offset this, business is drifting back to English houses, wherever orders can be placed—business which was interrupted during the war. Wholesalers state that they are unable to get more than a small proportion of the quantities they would like, but believe the English houses are doing the best they can to fill Canadian orders.

COTTONS

American Houses Offering to Divide the Exchange Rate—Big Advance in Bleached Sheetings—Deliveries Are Late

An interesting development in the cotton merchandise, and in other lines as well, has developed during the last few

weeks. American houses are sending their representatives to visit Canadian wholesalers, some of whom are offering to divide the exchange rate with the Canadian buyer. As the rate now stands, many American houses are losing all of their Canadian trade which is usually large in cotton goods and silks. The offer, of course, is in the nature of a "gentleman's agreement"; but it has been made very frequently during the past few weeks.

The demand being made on wholesalers for cotton goods of all descriptions is very heavy. An instance of it was furnished DRY GOODS REVIEW by one staple man in one of the large wholesale houses in Toronto who stated that he had made a complete turnover of his entire stock of staple cottons in a month.

The buyers of all cotton goods are faced with many difficulties, just as the retailer is. English mills are refusing to take orders and the Canadian buyers are thus forced to place orders from 5 to 10 times as heavy from the United States as they were formerly in spite of the exchange rate. Orders for cotton goods placed months ago were on the basis of a 5 to 6 per cent. exchange rate; now it is 15 or 16 and houses have sold all their goods on this basis before they have paid for their own supplies, which will now have to be done at the existing exchange rate.

Deliveries from Canadian mills are said to be very poor and it is urged by some buyers that the government should cut out the tariff on the raw materials so that the Canadian mills could get more with which to turn out the orders they have taken. Deliveries that were to have been made in July will not now come till October, according to the latest word received by wholesale houses.

During the past month English bleached sheeting has taken a jump of about 15 per cent. All important sheetings have taken a similar advance.

LINENS

Only High-Grade Linens in Two or Three Months—Lower-Priced Lines Nearly All Off Market

The disorganization of Russia and the reconstruction of Belgium will, for many months to come, have a profound effect upon the linen market. Until something approaching normal quantities are forthcoming from these two countries, it might be expected that prices will be high and that only high-priced lines will be available in limited quantities. A manufacturer's agent informed DRY GOODS REVIEW that, from present indications, there would be nothing but high-priced lines on the market within three months and that all the lower lines were now practically off the market. Or, as the buyer of a large wholesale house put it, "there isn't a linen market any more."

Getting back to the mills, DRY GOODS REVIEW was informed that labor was being let out in a number of them because there was no material with which to go on.

So far as prices are concerned, it may be expected that there will be advances on any lines that are offered for sale. The action of the British government, so agents in this country are informed, in virtually taking control of Irish flax by fixing the price may be considered to be the forerunner of an advance of about 75 per cent. in price as this is the difference between the Irish and the continental price.

In comparison with the world's needs, there will be a big scarcity this year. The outlook decidedly lends itself to higher prices and reduced lines.

LACES AND EMBROIDERIES

Conditions Becoming More Difficult—Prices Show Daily Advances—Belief That Highest Prices Have Not Yet Been Reached

Advices reaching Canada from manufacturers' agents who are now in England are to the effect that conditions are becoming more difficult all the time and that the level of high prices has not yet been reached. Nottingham mills are swamped with orders and practically have everything they can handle for the balance of the present year. Yarns are almost unobtainable and when they do get them there is the further difficulty at the mills. During the past five years, the machinery has fallen into dis-repair and so pressed are the manufacturers with orders that they do not like to take the time to put them in the proper condition. The information goes to show, however, that manufacturers are doing their best to meet the needs of their customers to the extent that they are rationing them according to past business and are not taking fresh orders from new sources.

Since the first of the year, there have been advances all along the line of about 20 per cent. and the opinion is expressed by one manufacturers' agent that the highest prices have not yet been reached by one manufacturer's agent that the other than to say they will be according to conditions at time of delivery, and there are no guarantees given as to deliveries. These conditions are common to all silk, wool and linen materials. Agents are advising the trade to cover themselves as best they can for the next twelve months. All import orders from the middle of December have been cancelled.

Spot business is very good. Laces, nets and malines are selling as fast as wholesalers can get them in stock. Some beautiful metal laces are being shown which have advanced in price considerably since December. One wholesaler, in cabling to England for some nine different lines in laces, was advised that the advances were from 35 to 80 per cent.

Americans are making a very strong bid for some of the highest quality French creations. They are offering from 10 to 20 per cent. advance on prices offered from elsewhere. There are also a few quotations being received on German laces; advances run from 800 to 1,000 per cent., due to the lack of raw materials.

SILKS

Japanese Market Recovering — Little Buying Going on in the U. S.—Spot and Placing Business Very Lively

A slump in the Japanese raw silk market of about 20 per cent. within the last few weeks is beginning to show recovery, and during the last week there has been an increase of 5 per cent. There was a temporary lull in purchasing of raw silks due to the prospects of a bumper crop this year, but interests which have faith in the ultimate condition of the market are buying heavily again and the whole outlook is being stabilized.

During the last month there has been a further advance in Swiss silks of about 25 per cent. While considerable quantities of Swiss silks are now arriving, the quantities are not nearly as large as could be easily handled here. Many of them are going out to the trade without the preliminary of arranging samples for display. Wholesalers state that spot business is all that they could hope for, and then some. Stocks of silks on the wholesalers' shelves are practically exhausted. Placing orders for fall are unusually brisk. Ordinarily, these orders do not come in until the end of March but there has already been a big sale for fall. Retailers seem to realize fully that both quantities and prices will be scarcer and higher and they are getting all they possibly can, regardless of the prices being asked. Wholesalers state that they are not having the slightest difficulty in disposing of their stocks.

Trade with houses across the line has become a problem. The exchange rate is making many lines prohibitive and along with it, the lines most wanted at any price are unavailable because of the home demand over there. The Swiss silks are relieving the situation for many of the local houses. These Swiss silks can now be landed in Toronto at the same price as they are quoted in New York because of the exchange situation. The duty is being saved in this way.

Silk and cotton poplins have taken a big advance, so big, in fact, that there is little buying in them. Charmeuse silks are very strong, so are taffetas, paillette and duchess. All lines that can be procured are selling rapidly to the trade; some of the houses have been obliged to close down on busines because orders are so heavy and their own supplies are so light. One house informed DRY GOODS REVIEW that, for the first time in their history, a big Toronto retail house had actually "pleaded" to them for some certain lines of silks which they especially wanted.

Difficulty is being experienced in getting foreign silks because their mills have all the business they want right at their doors. One buyer expressed this condition by saying that they were supplying Canada with just sufficient quantities to keep their trade.

NOTIONS

Slight Advances in Some Lines—Deliveries Late on Combs—Further Advances Likely

While there have been only a few advances in prices during the last month in notions, there is nothing to indicate a decline; in fact, the tendency is in the other direction. Among notions, elastics have been about the hardest to get and have shown the most rapid advances. There seems to be some reason to expect that this situation may be a little eased off shortly, so far as available quantities are concerned because a Hamilton firm is about to manufacture cotton elastics and have already shown samples and made large sales. An eight cord wide elastic laid down here will cost about $7 and will have to sell for something over $8. A twelve cord is selling to the trade for about $8.40 but it may be expected that this will reach nearer $12 before long.

Pearl buttons in particular have shown sharp advances of about 50 per cent. and the scarcity of the better qualities has resulted in substitutes being largely used. The prices of all buttons are holding fairly firm.

The sale of combs has been very lively and manufacturers and wholesalers are getting many more orders than they are able to fill. Deliveries are about two months late and it seems next to impossible to get supplies. Nothing under 25 cents is shown and prices go much higher for the better qualities.

Needles are quoted at $7.20 per gross for standard packages of 15 needles to each and are costing about $5 to import per gross. Celluloid needles for sweater knitting, 12 to 15 inches, are selling at from $2.25 to $3 per dozen pair. Wooden needles in the large sizes are selling at from $1.25 to $3 per dozen pair.

Hooks and eyes are quoted at $3 per gross cards; dome fasteners at $4 per gross cards with the roll back and hand-selected at $8.40 per gross. Safety pins are $4.50 per gross a dozen to the card and brass safety pins at $9 per gross.

Crochet cottons are higher and are now selling to the trade at $2.25 per dozen. There are some very nice shades in mercerized crochet cotton selling to the trade at about 40 cents per ball. Mending yarns are selling well but the English skeins are still very hard to get. Two and a half gram skeins of the English yarns are quoted at $9.60 per gross. Canadian yarns are selling well and are quoted at $7.20 for the skeins and $4.50 for the cards.

DRAPERIES AND CURTAINS

French Coverings and Tapestries Have Arrived—Further Advances in Velours —Some Improvement in Deliveries

A line of French creations is on the market for the first time in five years. They consist of coverings and draperies in brocades and the shades are in rose, blues and greens. It is not expected that they are going to last very long, for there is a brisk market for all new goods in tapestries and coverings. The prices quoted to the trade are from $2.75 to $7.00.

During the past month, there was a further advance in velours of from 15 to 30 per cent., according to the different qualities. Manufacturers are experiencing an increasing difficulty in getting yarns. Deliveries are improving somewhat. Whereas, houses were sending out their representatives who could not guarantee any deliveries or prices, they are now in a better position and can give some definite information to the trade regarding prices and deliveries.

As yet, there are no French velours to be had. The opinion was expressed to DRY GOODS REVIEW by one buyer that there would not likely be any of these on the market yet for a period of two years at least. Canadian velours still continue to sell well.

BOOTS AND SHOES

General Advance in January Prices—Tendency is Toward Higher Prices—Black Shoes Being Worn More

During the month of January there was a general advance in the price of shoes, an advance which will apply to fall deliveries. There is a tendency, though not a marked one, toward the higher-priced shoes. Spot prices are remaining quite firm with the exception of the very fine kid, and there is likely to be further rapid advances in these lines.

There is a somewhat noticeable trend toward black shoes again. If London is to be the style-setting centre of the world in this respect, then there will be a change in the near future to the black shoes again. Over there, they are giving up the tan shoes nearly altogether, but the tendency on this side of the water at the present time is not nearly so marked.

There has been, during the last few weeks, a lively trade in patent leather pumps and oxfords. Patent leather promises to be stronger for spring than for some time.

CARPETS AND RUGS

Mills Sold Up Until the End of the Year —Labor Scarce—Further Increases in Prices

The story of carpets and rugs is a very simple one. The whole problem is to produce the orders that are booked and, as a matter of fact, according to manufacturers' agents, this is impossible. The skilled labor required for this class of work is hard to get and harder to train, and the mill owners are at the mercy of the laborers. Content with the money they are able to earn in short days, they come and go at will with the result that the Canadian mills are unable to work up all the yarns they could get from English and Scotch sources. Practically all Canadian mills are booked with orders to the end of the year and are accepting no more. One agent informed DRY GOODS REVIEW that he had just refused an order for the delivery of $10,000 worth of rugs because he could not get them from the mills.

On the first of December, there was an advance of 5 per cent. on nearly all lines. During January, there has been a further advance of 10 per cent.

MODELS SHOWN AT NEW YORK FOR YEAR 1920

Ulsterettes Dominate Exhibit — Overcoats and Sack Coats in Double-Breasted Models—Some Novelties

Some of the features of the style exhibit at the International Association of Clothing Designers' convention held in New York in January are described in "Men's Wear" as follows:

Ulsterettes dominated the exhibit. For the most part there were three-button models, belted, and carrying but little from the models sold during the current season. Sack coats shown were mostly of a semi-form fitting model, about 31 inches long, but the extreme waist line model was not among the exhibits. Only an occasional high point lapel was seen. The exhibit of sack coats was composed mostly of two and three-button, double-breasted models, and some one-button models were shown. No display of evening clothes was made. A limited display of boy's clothing disclosed no radical departure from current styles.

An ulsterette, which attracted the attention and favorable comment of the visitors, was a three-button model having two breast pockets with lapels and two slash side pockets. It had an inverted pleat to waist. A revere from each shoulder to the bottom contained ten rows of stitching as did the flaps on pockets and the belt.

A novelty that occasioned interest was a three-button ulsterette with flap patch pockets. It had leather buttons throughout, its two-piece belt in the back being finished off with two leather buttons and the cuffs were likewise trimmed with two leather buttons each. Its belt drew the garment somewhat tight against the form. It had a deep vent to the waist. Practically all of the overcoats and most of the sack coats were double-breasted models and deep vents characterized nearly all of the exhibits. Most of the ulsters had soft roll collars, which buttoned to the second button. The color in which these models were shown was mostly brown, with a fair number of dark grays. Cuffs were seen on most of the ulsters, although some overcoats were displayed which had the vent cuff.

Fashions the World Over, London, Paris, America

New Creations Hark Back to the Days of Queen Victoria and the Year 1830—Military Discipline Shown in Paris Styles—Chesterfields Strong in Hyde Park—American Styles Becoming More Conservative.

SINCE that fateful day, in August, 1914, fashionable men the world over in whose veins good, red blood ran, have been devoting their energies to war and after-the-war problems. In patent leather shoes and mufti suits, the cream of France's manhood shouldered the musket, and, with a wave of the hand and a smile on his lips, bade good-bye to wife, mother, sister, and sweetheart. With a set of the jaw and a hard glint in his eye, England's aristocracy buckled on his armor, knowing that a big job was ahead of him, but determined to forsake Hyde Park and the fashionable set until that job was finished. The Canadian, who is known as one of the best-dressed men in the world, donned his khaki uniform instead of the natty suit, and did his bit. "Sammy," from across the line, shut his eyes to those extremes in dress to which he is a devotee, and helped to form the last great army to cross the Atlantic to fight the German menace.

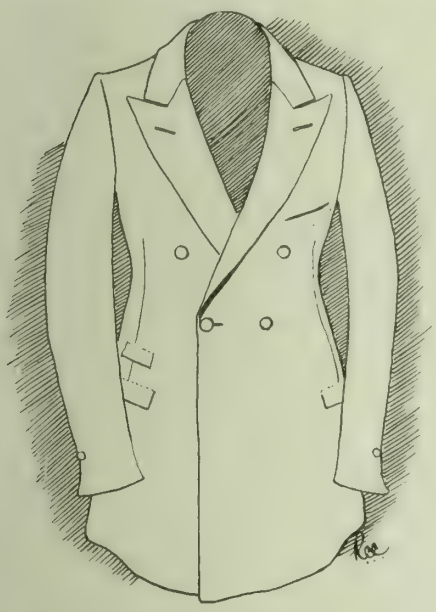
And now it is all over. Some of the immediate after-the-war problems have been settled. With the new age that is dawning after such a world-upheaval, new styles are emerging. London is seeing some of the styles that prevailed during the days of Queen Victoria. Paris is looking still further back into history, and creations that graced the Bois away back in 1830 are again seeing the light of day and the brilliance of the Parisian night. Having seen the extremes in corset coats and other fancy garments in the United States, the styles there are drifting back to more conservative lines, thought being given to the necessity of conserving materials so difficult to procure. Next Fall will see some changes in suitings in Canada, also looking to a more conservative style.

Vogue in Old London

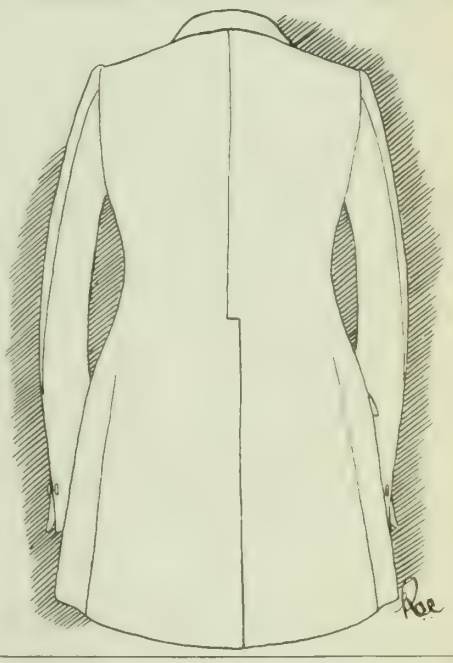
In London, Chesterfields are more to the liking of the Englishman than the loose Raglan. Velvet as a trimming for the collars and cuffs is being largely used. With the top hat, the younger set are wearing the frock overcoat, more tight-fitting than heretofore. The morning suit with very full skirt very much like those worn in the days of Queen Victoria, has made its appearance in Hyde Park; there were the same side pockets on the waistline and the ticket pocket at the right hand. The white tie and the spike-tailed coat are being worn in the evening very largely. Evening clothes worn in London show that great attention is being paid to line the same as is done with those of the fairer sex.

In Gay Paree

The Frenchman, having lived the military life for five years, re-enters civilian life with military discipline and dress, leaving a noticeable influence on his garments. His overcoat is built after the style of the cavalry officer, with plenty of drapery about the skirt and the loose, Belgian shoulder; or he wears a double-breasted overcoat, buttoning on the right, and with a belt made of the same material. It follows the line of his figure in drapery. Chesterfields are worn also, the skirt of which drapes in toward the knees. The Frenchman's suit is close-fitting, and whether it be lounge, morning or evening clothes, the sleeves are tight. Trousers are worn short, and spats, better made and closer fitting than any other spat in the world, are worn everywhere in a wide variety of colors. Evening clothes worn in France are very beautiful. A graceful curve shows the white line of the waistcoat, and the sleeves are adorned with a silk cuff that matches short revers. The tails of the coat hug the figure.



The Campbell Manufacturing Co., of Montreal, submitted two models at the recent convention of designers held at the McAlpine Hotel, New York, which were awarded merits. One of these models, a front and rear view of which are shown in the accompanying photographs, shows one trend of the Fall and Winter fashions for 1920. *A glance at the two views shown will indicate the snug-fitting, ultra-fashionable appearance of this particular model. Attention is drawn to the high-waisted, form-fitting coat, the full skirt and the slit, bell-shaped coat cuff.*



The extreme style of form-fitting trousers with frills on the ankle, and shirts with lace collars and cuffs, similar to those worn away back in 1830, will be shown; it remains to be seen whether it will be adopted by the smart set. There will be a cloak about the length of the claw-hammer coat, and around the ankles of the trousers there will be a shirred border. The colors will be dark blue, grey, prune color, dark wine, and rusty brown.

American Styles

The difficulty of getting fine-grade cloths for gentlemen's suitings may have a radical effect upon coming styles in both the United States and Canada.

(Continued on page 52)

STYLE TENDENCIES OF 1920

At the Tenth Annual Convention of the International Association of Clothing Designers, at which many Canadian designers were present, held in the McAlpine Hotel, New York, early in January, the style committee brought in their report, the tone of which was to bar all radical style changes for 1920. Their report which was adopted was as follows:

1920 Style Forecast

The report in full follows:

"Tendency for sack coats is longer in length, liberal chest and shoulder effect, low gorge and slender hip appearance.

"The popular overcoat trend will be for loose, draped effects, especially of the raglan type with or without belt, one, two or three-piece sleeves.

"1. Men's conservative three-button sack. Length, 30½ inches. Plain notch lapel, medium width. Regular pockets. Sleeve with vent and two buttons. Natural shoulders. Plain 10-inch centre vent. Gorge of medium height.

"2. Young men's three-button sack. Length, 30½ inches. Medium shoulder. Narrow notched lapel, regular pockets, narrow flaps. Medium width sleeve finished with vent and three buttons. Body, semi-form fitting with narrow hips. Twelve-inch hook vent. Medium low gorge. Pockets, 9½ inches below breast line. Lower button on line with lower pocket.

"3. Young men's two-button sack. Length, 31 inches. Shoulder, 5 inches. Semi-peaked lapels. Regular flap pockets. Sleeves roomy at elbow, tapering to wrist with open vent finished with three buttons. Body slender lines; decided chest effect. Seam back, no vent. Low gorge. Pockets, 9½ inches below breast line. Lower button, 2½ inches above pocket. Nearly straight front, boldly rounded corners, clinging hip effect.

"4. Young men's extreme two-button sack. Length, 31½ inches. Shoulder, 5 inches. Narrow notched lapel. Low gorge. Welt or piped pockets. Sleeves roomy at elbow, tapering to wrist with open vent finished with three buttons. Body slender lines, decided chest effect. Seam back, no vent. Pockets, 9½ inches below breast line, lower button 3 inches above pocket. Cutaway front, extremely rounded corners, clinging hip effect.

"5. Young men's three-button double-breasted sack. Soft roll to second button, 31 inches long. Shoulders, 5 inches wide. Half peaked lapel, medium width, low gorge. Flap pockets. Sleeves roomy at elbows, tapering to wrists with open vent, finished with three buttons. Body slender lines, decided chest effect. Seam back, no vent. Pockets, 9½ inches below breast line. Lower button opposite pocket. Clinging hip effect.

"There is a tendency in young men's trousers toward bell bottom effects.

"Waistcoats Single-breasted, no collar, 14-inch opening; 5 button; length, 27½ inches: welt pockets.

"6. Men's conservative overcoat. Length, 42 inches. Velvet collar. Regular pockets, vent back.

"7. Single or double breasted, form-fitting overcoat. Forty-one inches long. Hook vent. Regular pockets. Sleeve open vent and no button. Collar optional.

"8. Young men's three-button, double-breasted overcoat. Forty inches long. Soft roll to second button. Notched lapel, medium width. Low gorge. Regular pockets. Body slender lines, decided chest effect, deep hook vent.

"9. Ulsterette. Three button, double-breasted. Forty-three inches long. Body slender lines, decided chest effect. Belt optional. Flap or patched pockets, deep hook vent.

"10. Men's ulster. Three or four button, double-breasted. Forty-eight inches long. Patch pockets with flaps, muff pockets optional. Two-piece back belt with two buttons. Plain vent, sleeves finished with tab and two buttons.

"11. English raglan. Three buttons, double-breasted. Length, 46 inches. Large patch pockets. One or two-piece sleeves. Deep armhole. Belt all around with buckle.

"12. Raglan ulsterette. Three-button. Double-breasted. Three-quarter belt or belt all around with buckle. Slanting or patch pockets. Inverted pleat at centre of back. Three-piece sleeve. Length, 43 inches.

"13. Slip-on overcoat. Length, 43⅞ inches. Four and one-half inch shoulder. Split sleeve finished with cuff Low armhole. Full skirt. Coat has patch pockets. No vent."

Chalk Lines for Fall

Blues With Varying Widths of Stripes Are Selling Well—Demand for Finer Suitings—Canadian Mills Are Turning Out Some Nice Lines—Prices Firmer.

TRAVELLERS who are out on the road with Fall goods in overcoats and suitings say that the trade is picking up the newer creations very quickly. Although they are not seeing a full range of samples because the wholesalers themselves have received only incomplete deliveries of their orders, they are buying just the same and taking the traveller's "say so" for a part of the order they are placing. Wholesalers say that the orders they have placed with British houses are coming in two and three pieces at a time instead of as ordered. Much of their stuff is coming in by express.

Prices being asked are firmer than they were a year ago. While there is an advance in all lines, the advance in tweeds is not as great as that in blues and other plain cloths of high-grade quality. At the same time, it is an instructive lesson to see the tremendous advances that have been made during the last five years. A worsted suiting, all wool, that used to sell to the trade at $2.25 or $2.50 a yard, now runs up to between $8.25 and $10.50 a yard. There are new creations that would never have been accepted before the war, creations that are entirely cotton, and yet sell as high as $4 and $5 a yard.

Chalk lines, varying in width, are selling very well for next Fall. They are shown in a large variety of widths in a blue cloth of high-grade quality. Scotch tweeds with a Saxony finish are also being shown in a wide range. These are cloths from British houses.

The Canadian mills are turning out some very nice materials in browns, olives and purple mixtures. The stripe is prominent in them with an over-check. These are in the fine worsted material, and travellers state that there is a brisk sale for them amongst the retailers who have seen them.

The trade will find that the trimmings of the modern suit are to be reckoned with in the making of a suit. During the last month there have been two advances in haircloth. Canvas has also taken a big jump in the last month. Trimmings for a suit that used to cost about $3 will now cost about $9.

FASHIONS THE WORLD OVER

(Continued from page 49)

Europe's needs must be supplied first, and manufacturers of clothing are finding it hard to get all the materials they want. It is probable that a serious effort will be made to come nearer a standardization in men's clothing, eliminating as much as possible extreme styles that require extra time and labor to create. Accompanying this, will be an effort to conserve materials. The cuff on the sleeve and the trousers may go, thus conserving much material. Canadian designers who have recently returned from the convention in New York state that the coming fall season in suitings will be more conservative. Coats will be a trifle longer and not so shapely as they have been for some seasons. At the same time, the waist line will be dropped a little. On the other hand, some ultra-fashionable styles are being shown with high waist-line and pinch backs. The need of greater production is liable to affect styles considerably in all lines of men's wear. Ties are getting narrower, shirts have less color in them, hats with narrower brims are the vogue for the coming season. But the prices of all lines show no inclination to decline.

COTTON GROWING IN QUEENSLAND

Owing to the high price of cotton special efforts are being made to encourage the growth of cotton in Queensland, and the Agricultural Department has distributed large quantities of seed to intending growers. In the northern portions of Australia there are very large areas of land suitable for growing purposes, but the cost of labor is a serious obstacle to combat. Many efforts have been made to develop the industry, and it has been proved possible to grow the highest quality of cotton.

Experiments are now being made with a machine for picking cotton and, it is stated, have been successful.

Roman Stripes and Bars in Ties; Floral Designs Also Being Shown

Nothing Startlingly New in Spring Neckwear—Scarcity of Silk Brings Narrower Shapes—Swiss Silks Shown in Better Qualities Than American—Buyers Get Short Quantities in New York—Buying Retail for Manufacture.

AMONG the new creations in neckwear for the Easter trade, stripes and floral designs will take a prominent place. The whole neckwear outlook for the present year does not promise anything startlingly new. The market for silks is strictly limited; and both styles and designs in ties will be very much dependent upon the quantities of silks that manufacturers are able to get, rather than the particular kinds they would like to get. Both the manufacturer and the jobber are not worrying one whit about getting rid of their goods; their worry consists of wondering how they can get what they want either to make up into ties or to sell to the retailer.

Educating the Public

"We are going to try to educate the people to wear narrower ties," said one manufacturer to DRY GOODS REVIEW, "because of the scarcity of silks. If men want wider ties they will have to pay the price for them. We have a standard size; wider than that will mean $2.00 a dozen more, and if a man takes the narrower one he can get i for $2.00 a dozen less." Inasmuch, therefore, as there do not appear to be any very distinctive styles or notions for the coming seasons, the retailer is pretty safe in booking what appeals to him for the particular community in which he does business.

As indicated in last month's DRY GOODS REVIEW, ties are to be narrower. Ties shown at Easter will be narrower than those that have been on the market for some months past; withal, there will not be a radical change. All lines of men's wear this year, be it a suit of clothes, a necktie, a hat, a shirt, or what not, promise to be more than ordinarily conservative on account of more attention being paid to production than fancies.

Will Conserve Silk

By cutting ties narrower, vast quantities of silk will be saved. The American styles are even more radical in this respect that the Canadian promise to be. Some of their creations for Easter will run as narrow as 3½ inches at the bottom. The narrowest tie being shown by one house is 4 inches at the bottom. Their standard tie is 5½ inches; and the widest one will be 6 inches at the bottom. The prices of these ties will range from $13.50 to $36.00 a dozen. The range is large in stripes and floral designs in all colors, among which are some beautiful blendings. After Easter, foulards and polka dots will come in rather strong.

In case foulards do not come, provision has been made by one manufacturer to use American dress goods silks. These will make up into ties selling from $12.00 a dozen up, but they are all in stripes. There are many colors, but only the stripe is shown in design.

Deliveries of silks to be made up into neckwear are very slow. DRY GOODS REVIEW was informed by one maker that silks ordered a year ago had just arrived the middle of January. All deliveries seem to be from two to four months behind scheduled time. Price tendency is to stay up, and any repeats that are being booked are considerably in advance of the original order. In the case of Switzerland, for instance, where silks for neckwear are largely procured, the Government has declared that forty-four hours constitute a week's work. It used to be fifty-six hours, then it went down to forty-eight. With the working week forty-four hours, it is not difficult to understand why deliveries are being delayed.

Buyers who have recently returned from New York, where they sought silks for manufacturing into ties, come back with but scanty success. One buyer showed a representative of DRY GOODS REVIEW a creation that had its origin in the Alabama cotton fields and was woven on silk looms. It used to make up into a tie that sold to the consumer at 25 cents; it will now sell at not less than $1.00 and more likely $1.25. As the demand is for the better goods, this buyer thinks that the sale of these ties will be very slow. Other silks that were formerly bought in New York at 82½ cents are now $3.25 net at New York.

Mr. Milne, of the Wm. Milne Company, states that silks in New York have advanced nearly one hundred per cent. in the last few months, since October. Stripes, he says, are coming in strong again and the shapes wil be decidedly uarrower than they were. The necessity for so conserving silk that a tie at a reasonably popular price may be put on the market is, he says, the cause for this. Knitted ties in New York are as narrow as 1½ inches, and while he does not think they will get so narrow here, he believes that by Easter there will be a marked difference in the styles being shown. Roman stripes are good, so are plain bars. Mr. Milne stated that he believed he was very fortunate in New York in getting the silks he wanted; he got about 20 per cent. of what he expected to get.

As an evidence of the way in which the retail trade is buying, Mr. Milne stated that he had put a bunch of samples out on the road on a Monday and had called them in on Thursday, because they were all sold out. There is a line out at $10.50, but the more popular line in the cheaper grades is $12.50 to $13.50.

Mr. Cannon, of the A. T. Reid Co., Ltd., states that the materials being shown in New York for ties are of a poor quality in the grades that go to make a popular-priced tie. He showed DRY GOODS REVIEW a silk sent from New York at $21.00 a yard that looked very poor in comparison with Swiss creations at $24.00 that were decidedly good in quality and design. Mr. Cannon believes that the Swiss silks will soon be coming to the relief of the trade here, and that, although prices will be very high, the qualities will be much better in the Swiss creations. He reports that houses offering their silks for sale in New York were sorry they did not ask more for them, as they would have had no difficulty in getting them.

According to Mr. Cannon, the day of novelties is passed—at least for some time to come. No more can the manufacturer ask for certain designs and fancy creations for particular seasons—he takes what he can get and he gets what somebody wants to let him have. Stripes, he says, are very good and ties are narrower. Ties being shown in New York in the wider shapes are the cheaper lines while the better lines are the narrower ties. This will be followed here.

This house also reports trade very active among the retailers. Mr. Cannon said they had bought 60 ranges for ties in two cloths, 30 in each cloth. They were sent four samples in each line and they went on the road with these samples, explaining to the trade that there would be 26 other ranges, the selection of which would be left open. In spite of this, they have sold very quickly.

An interesting case has come to the notice of DRY GOODS REVIEW. A certain tie manufacturer went to a large retail establishment in Toronto and bought $5,000 worth of silk over the counter for ties. It seems that this was the only way—and the cheapest way—he could get what he wanted.



Have you placed your order for

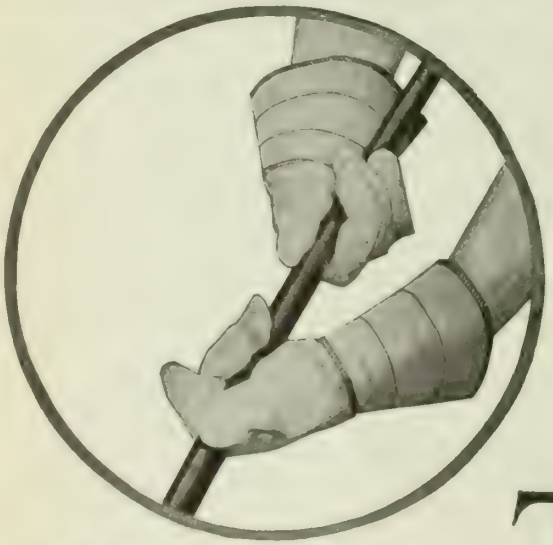
Carhartt Overalls

Orders should be placed now if delivery is expected in sixty days. Raw materials and finished goods still continue to be scarce and are likely to be for a long time to come. Make sure of your needs by ordering now.

Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Winnipeg Vancouver

Manufacturers of Carhartt Overalls, Alloverss and Work Gloves



They Stand the "Wear" Test

Once Tried—Always Worn

IN 1920 there will be a stronger demand than ever for Canadian goods. "TAPATCO" Gloves are Canadian. No need to sell imported goods, when you can get a Canadian article so good as this.

"TAPATCO" Gloves are made for the hardest wear. Farmers—Engineers—Mechanics—Lumbermen and Railwaymen, all appreciate TAPATCO Gloves.

Order from your jobber now.

THIS is a line that knows no selling season. They sell all the year 'round and make both friend and profit for every merchant who stocks them. We make Gloves for all out-door and indoor work. Gloves that are widely recognized as possessing extreme quality. Gloves that ensure satisfaction to the wearer and "repeats" for the Dealer.

Made by The

American Pad & Textile Company

CHATHAM, ONTARIO

TAPATCO

REGISTERED TRADE MARK

BRAND

GLOVES & MITTS

STYLES—Gauntlet, Knit Wrist and Band Top.

WEIGHTS—Heavy, Medium or Light.

Also Leather Tip and Leather Faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxford.

ART CLOTHES
COOK BROS. & ALLEN LIMITED
MADE TO MEASURE

CONTINGENCIES

If you are preparing to-day for the contingencies of to-morrow, this will interest *you.*

Did you lose sales on account of late deliveries last season? Have you a big stock of unseasonable clothing on hand that must be sold at a loss, or carried until next Fall?

Deliveries of piece goods will be more serious this Spring than last year.

We cannot too strongly emphasize the advantages of a Special Order Department.

You can eliminate to a very great extent the possibility of "Losing Sales," "Carrying Over Stock," and do more business on "Less Capital," with less risk and no worry.

You can secure the very best trade in your locality with a range of samples representing our Two Hundred and Fifty Thousand Dollar ($250,000.00) Stock of high-class woolens, and what's more, every sale you make will increase your prestige. "ART CLOTHES" are high class in every respect.

We anticipate extra big business this year, and have made every possible preparation both in purchases and production.

There are a few sets of samples to be placed in good hands where we are not already represented.

"WE SOLICIT INQUIRIES"
Better Write or Wire to-day

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO



Letter from our Paris Correspondent



Paris, France,
January, 1920.

EDITOR, DRY GOODS REVIEW: From what I hear, and from what I have seen so far in the novelties of materials to be used next Summer, it appears that we shall have plenty of highly-colored stuffs; there will be different shades, all very bright, seen on one piece of material, whether it be wool, light silk fabric, such as ninon or crepe, satin, taffetas, or any of the cotton fabrics used in Summer garments.

Plain materials will be used for tailored costumes, and we shall see some silk serge, silk gabardine, silk tricotine, and all the ribbed materials usually made in wool, Shantung and Tussor, plain and in every shade, seem to be favored.

Taffetas will have a large place in the dresses next Summer, and we shall see it, either in several shades—"cameleen," as we call it here— or with pompadour designs, and regular narrow stripes.

Checks will be seen on "faille," in one or two showy shades, such as blue or red.

In the collection of which I am sending you samples, you will notice that there are hardly any dots. At least they are not the regular moons we saw last year. They are longer, or they are replaced by squares, or lozenges of large size. Except on taffetas, there are very few examples of stripes regularly drawn, but some crooked lines in every side, especially in Foulard.

This is going to be one of the leading Summer materials. Some people even think that, as satin will be scarce, we may have to use foulard for linings. In any event, its vogue for Summer dresses is sure to grow, for it started last year already.

Satins are very seldom plain, except in broche. Otherwise you have some big designs quite up to date, as we shall see below, or ancient looking, such as cashmere. We might see some of this next season, for, already you can see in the big dry goods stores some embroidered shawls whose fashion may return.

Here, they often use satin moire, which gives a softer hue to the printed designs. Printed Shantung, to be used in connection with a plain one, is to be looked upon too, as the shades are very soft, and pastel-like, and ought to suit every lady who does not dare to wear gaudy colors.

Resille Effects Novel

Another novelty is as follows:

A piece of ninon, whose ground is grey or white, has some black printings which represent either the lozenges of real net, or the squares of filet lace, with black patches to imitate the embroidery on these "resilles." You can obtain with them some dresses for the seaside, devised in every conceivable manner; the skirt plain with the band printed at the bottom, which makes it look like lace, and the bodice similarly worked for instance, or the whole of the dress with that "resille," which is quite as nice.

If the present fashion does not wear out quickly, we ought to see by the side of gaudy shades, many combinations of black and white; at the present moment, black is the note of elegancy in all evening garments, whether in velvet or in Charmeuse.

The following samples will illustrate the above prognostics: No. 1 shows you how crepe de Chine is printed this season; all these samples have a dull ground; whether it be pastel blue, a very fashionable shade, by the way, in plain stuff, or beige, grey, gold, mauve, none is showy, but the printed motifs make up for the plainness of the ground; everywhere there, you may have some flowers, strange in shape, and stranger in shades, yet neat, on account of the combination of the colors. One sample even shows a fruit, which might be a melon, for what I know. I would not use them for whole garments, but I could very well see them showing up a dress of plain crepe in the shade of the ground. One should be careful in choosing the color, though, for they are rather unique and would not suit any complexion.

No. 2.—Here we have some specimens of ninon, white ground with stripes that make checks and oblong dots. The colors are very bright there.

No. 3.—Also ninon is a good pattern of "camoufled" material; the ground, white originally, has received a fair amount of painting, of all shades, which effect is not bad at all, and blouses of this stuff might be a success in the full Summer.

No. 3.—A sample of schappe silk, where the square idea is developed all along. Chemisier blouses, or white blouses with a collar, revers, cuffs and a shirt front would look neat under a tailored costume. Children's dresses would also be comfortable.

No. 4.—A decidedly "art nouveau" design, both in colors and shapes, although gaudy at first look, is not bad, and would be very effective, as lining on the Summer garments we shall wear at the Casino, either at the seaside or at watering places.

The same applies to No. 5, whose colors, although different, give the same appearance.

No. 6.—More steady, although rather bright, would be found very useful for home adornments, for its regular designs are quite fit for furniture trimmings. For linings, if veiled with plain ninon, it would be effective.

No. 7 is less showy in color, but very elaborate in design, for that big blue rose with make it suitable for big objects.

No. 8 is one out of several curious specimens of printed stuffs where subjects are devised. There, we see a couple walking under the trees. Somewhere else, I saw a piper playing under a bush, while a marquis, dressed like a real marquis of the 17th century, dances with his lady. And there are many similar instances worked on satin, or more often on ninon, where the hues are softer and lighter.

Last of all, I will show you three patterns of foulard, which you will agree with me, ought to find a ready sale everywhere.

No. 9 is a mixture of stripes and oblong dots; it is not very showy, yet not dull, on account of the brown stripe, which prevents it from being a mourning cloth. It ought to be fashionable, for it will suit every figure; the stripes and

LATEST FASHION HINTS FROM PARIS

Paris revels in many novelty materials for Spring and Summer.

Highly-colored fabrics for Summer. Many colors combined in wool, silk and cotton.

Heavy silks in wool weaves for tailored costumes. Raw silks strong.

Taffetas very popular, especially cameleon (shot) effects, pompadour designs, etc.

Foulards good, but none of plain spot or dot patterns.

Revival of fancy satins.

Lace and veiling patterns printed on silks a novelty for Summer frocks.

Pastel blue a fashionable shade.

Flounces and frills much in evidence.

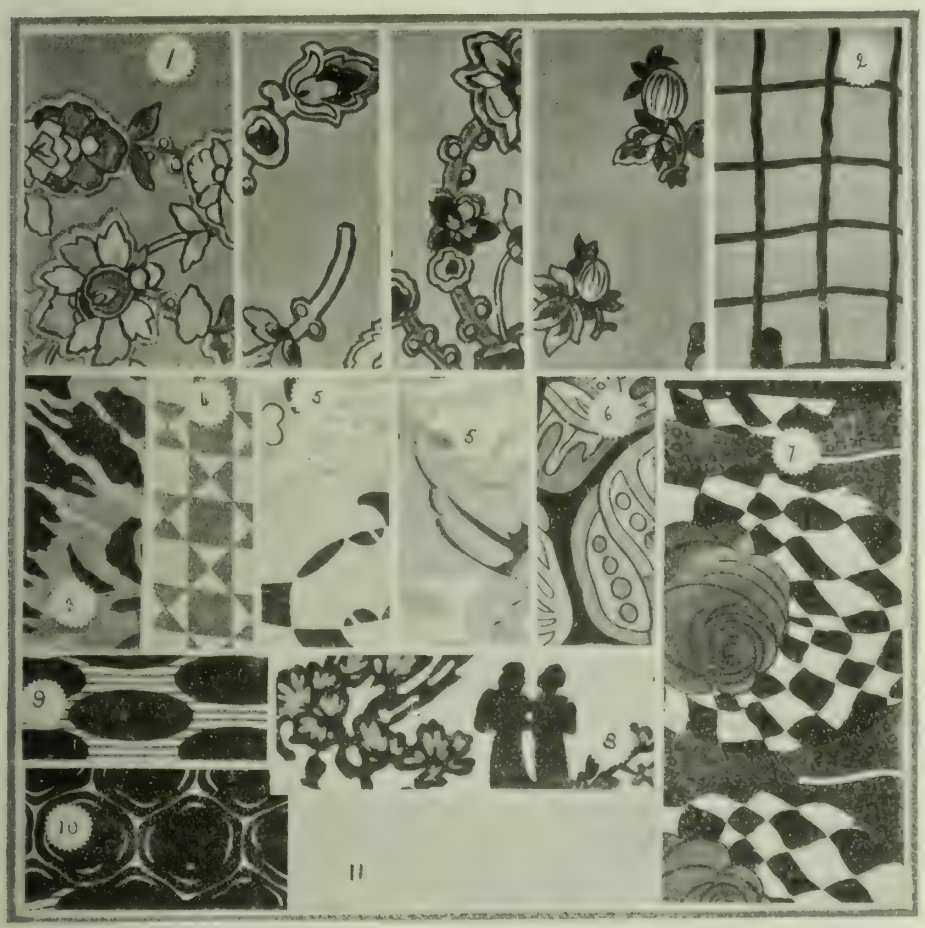
those dots of a particular shape will make the lady who will wear a dress of that material look thin if she is rather stout, and if she is not, she will look taller, and she can always remedy her slimness by having some flounces or frills which, as I have told you previously, will be the vogue. If she is too stout to wear flounces, she can have it pleated, and the effect will be none the worse for it.

No. 10 will be the uniform for elderly ladies, although it may make them look a bit stout. Still it is rather original with its irregular black dots, with a tinge of white, here and there.

As to No. 11, I am sure all girls will fancy it, for the shade is very youthful looking, not gaudy, yet not dull and those irregular stripes, which I mention above, make the whole look uncommon and nice. Besides, it is modest and no mother will object to any Summer dress in this material, which, of course, can be made in all shades of ground.

Yours very truly,

Jeanne Gall



Paris Silks

[Described in accompanying letter]

Nos. 1 are printed crepe de chines. Nos. 2 and 3 are georgettes. No. 4 a close "pussy-willow" weave. Nos. 5, 6, 7 and 8 are printed satins. Nos. 9, 10 and 11 are foulards. Sent direct to Dry Goods Review from Paris, France.

Training the Customers of To-morrow

The department stores of Omaha, Neb., have started a systematic campaign to educate the coming generation of women customers in the texture, value and quality of fabrics, by inaugurating dolls' sewing classes for little girls.

Miss Mary Marston, manager of the dress and suit department of one of the largest department stores, was the originator of the idea.

"Women are the buyers for every family," says Miss Marston, "and as such they should know values. Women who know values are not only good buyers for themselves, but they make good customers for the store. All too few women nowadays know materials. They cannot tell the difference between a fair grade of serge, for instance, and an extra fine grade. Such women are the despair of salespeople, besides being next to helpless themselves. The schools should teach children textiles and their comparative values. Since they don't, at least not here, the stores will have to."

The first class under Miss Marston was attended by 200 little girls between the ages of 5 and 12 years.

A table full of remnants, so short as to be worthless for selling, was put at the disposal of the children, who were allowed to choose anything they wished to make into dolls dresses. After choice had been made each was instructed by an expert saleswoman as to texture, quality, and value of the piece of goods. Comparisons were made between fabrics and the suitableness of the material discussed.

WILL CONSIDER FOUNDATION OF TEXTILE SCHOOL

Definite Plans Will Be Laid Before Ontario and Quebec Governments

The Textile Foundation of Canada held a meeting at the Queen's Hotel, Toronto, on January 15th, the main object of which was to discuss the possibility and advisability of establishing a textile school in Canada. Col. L. W. Gill, Director of Technical Education of the Dominion Department of Labor, addressed the meeting and pointed out that what aid was given would be given through the provincial channels and he urged the Foundation to present a clear-cut and definite program. Col. Gill is of the opinion that favorable consideration would be given an appeal for aid by the education authorities. This point was further elaborated by Dr. F. Merchant, Director of Technical Education for the Province of Ontario, who explained under what conditions a provincial grant would be made.

As a result of the deliberation, a representative committee was appointed to formulate a definite plan to place before the governments, both in Ontario and Quebec.

Those present included the following: Thomas Hepburn, Preston; H. Quarmley, Guelph, Ont.; D. V. Pannabaker, Hespeler, Ont.; O. F. Kironac, Warwick, Que.; F. H. Yapp, Hamilton, Ont.; T. P. Webster, E. S. Bates and C. A. Reynolds, Montreal; H. G. Smith, Hamilton, Ont.; J. W. Worth, Peterboro, Ont.; J. M. Lalor, Toronto; A. Burnton, London, Ont.; J. J. Harpell, Ste. Anne's, Que.; C. W. Bates, Carleton Place, Ont., president of the Canadian Textile Institute. President Bates was in the chair.

There are days when old fashions are making their reappearance. King Alfonso of Spain recently attended a social function wearing a purple-colored dress suit. Knee breeches and buckled shoes have made their appearance in Old London recently, too. Why shouldn't men show their calves?

Taffetas to be Strong for Spring

Browns and Blues are the Best Colors—No Improvement in the Raw Silk Situation—Dealers Differ on Buying Policies.

SPRING is just about here and with it will come your customers asking for more and more silks of all sorts, but oftenest for georgettes, taffetas, charmeuses, shirtings and crepe de chines. It is believed that taffeta will most probably be the leading silk fabric. Its dull crispness generally does prove attractive after the satiny stuffs that have been worn during the winter season, and its practicability for late Spring suits is easily acknowledged.

As for colors, the demand seems to be for browns but it is expected that it will swing round to navy blue. Even now, the latter is a close second. After these come Belgium and Copenhagen blues, tans, taupes, black and plum.

Georgettes are wanted largely in the two-thread construction and crepe de Chines in the medium grades although there is a certain number of calls for the four-thread variety.

Importers Trying to Look Ahead

Prices on raw silk, and consequently on broad silks have not yet begun to show any inclination to quit increasing. They are already two and a half times pre-war value and about 100 per cent. higher than last June. In fact, quotations are now around $19 a pound. Trade is still good; but importers have their spy glasses out and are trying hard to see into the future and know just when that period of depression is going to come which some people have been predicting since the beginning of the war. One Yokohama firm wrote in November that they expected the "slump" in January or February of 1920. But everyone knows that this prediction has not been fulfilled and, according to several men in close touch with the trade is not liable to be fulfilled even during the present year.

It is not expected that any change can be effected in the prevalent exaggerated demand and scarcity of goods until the consumer gets to the point where he can no longer afford to pay the increased prices and will therefore be compelled to substitute cotton. That this condition is approaching is evidenced by the fact that one shirt factory which has, since the war, been making little else but silk shirts, has given them up entirely and is now buying nothing but cotton.

As things are at present, prices are moving in a circle. Factory operators who have contracted the habit of wearing silk underwear and Georgette blouses insist on high wages to pay for them. So, when the manufacturer must pay high wages he asks more money for his product. And as the product goes up in price the workers find the "cost of living" increasing and have to ask for more wages.

Trying to Increase Production

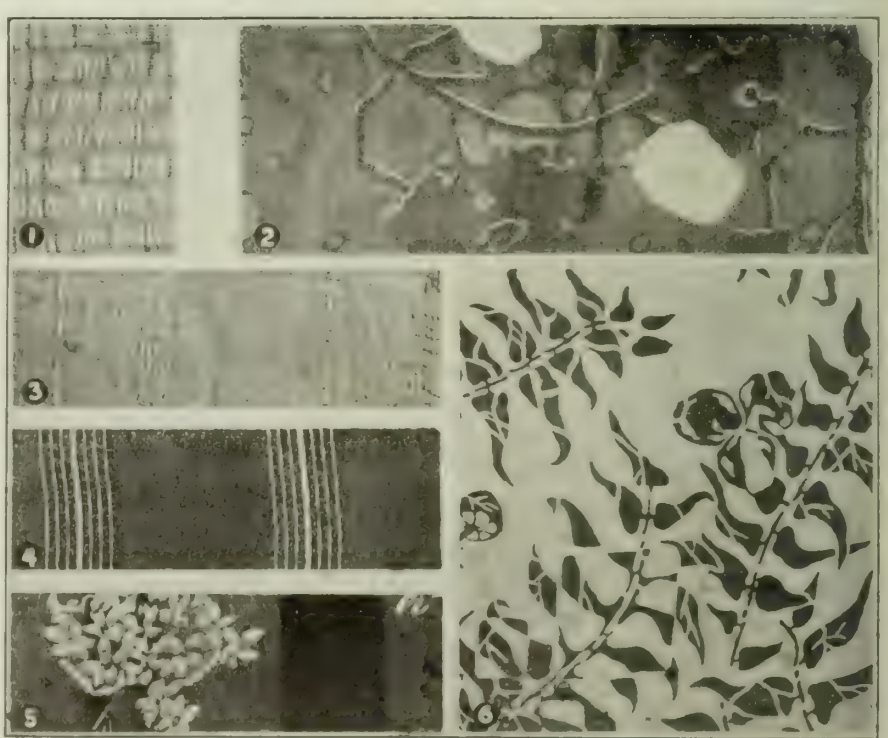
The situation in broad silks, of course, hinges on the price of raw silk, and there is no prospect of this coming down until the output is increased. Efforts are being made to encourage the industry in China, but the crop last year was only 20 per cent. normal owing to the bad weather. A movement is on foot amongst Chinese manufacturers to form an association for the purpose of encouraging and protecting the industry. This movement has been stimulated by the recent contribution of $5,000 from the American Silk Association. It will however, be a matter of several years before anything definite can be effected along these lines, especially in China where the industry has not approached the scientific basis upon which it is established in Japan.

How to Buy

One dealer would advise retailers to buy as much broad silks as they can get, for prices are going to continue to rise as far as one is able to see. Another would suggest that they buy no more than is necessary to stock their shelves for that is what the importer is also doing in order to reduce losses to a minimum when the period of depression arrives which seems to be so surely expected. The matter must be settled finally by the conditions which prevail in the dealer's own locality and the amount of stock which he already has to offer.

One of the largest Toronto buyers sent an order to New York for $2,500 worth of novelty silks to supplement his earlier orders and could get absolutely none. He also ordered 25 pieces of Georgette crepe and had to be satisfied with two pieces. This buyer states decisively that prices cannot come down because everyone is buying and placing orders at high figures for 1921 as well as for this year.

Mr. Dall, of the Dall Real Lace Company, Vancouver, has left for China and Japan. It is stated that the lace makers in the Orient, from which markets this company receives many of its laces, are going into the manufacture of veiling and netting, evidently finding the latter more profitable than the hand-made lace. The hand-made laces are, of course, made in the homes of the people —in most cases, the entire product of the district being sold to local merchants for cash. The Dall Real Lace Company have recently extended their field to include manufactured lingerie featuring their lace, and at present have fifty operatives working in a modern factory.



Fancy Georgettes For 1920

1. Salmon pink with silver (white artificial silk) stripes called seaspray. Shown by Pelgram & Meyer, New York. 2. An olive green ground is here enlivened by a mysterious pattern in white, cerise and purple. Shown by Carl Schoen Silk Corp. 3. Peacock blue with gold silk stripes, from R. H. Mallinson & Co. 4. Navy with silver stripes. 5. Navy with tan floral motif and navy stripes. These two are from Weissenbach & Kay, Inc. 6. The shell pink ground here makes a delicate setting for the lacey fern pattern in navy. Shown by R. H. Mallinson's, New York.

Raw Silk Holdings Large?

Said to be $250,000,000 of Raw Silk on New York Market—Claim That Japan is Curtailing Production in Order to Boost Prices.

SPEAKING of the holdings on the raw silk market, the New York "Journal of Commerce" states:

"The recent applications for additional insurance cover on raw silk gave rise to animated discussion in silk circles regarding the amount of raw goods now in warehosues in this city. About six weeks ago, it was estimated that the value of raw silk stored in various warehouses reached the total of $250,000,000. It was estimated by well-informed persons that the approximate value of raw silk is in the neighborhood of $300,000,000.

"One of the interesting features in connection with the numerous applications for insurance coverage is the fact that cancellations have been very moderate. This is due to the silk being sent into the markets for manufacturing purposes, but it is pointed out by the insurance experts that the amount cancelled has been more than made up by the new coverage applications.

"When the story of the vast silk holdings in this city was originally published, there were many denials on the part of raw silk dealers that stocks were being held for higher prices. The silk men denied emphatically that they were hoarding stocks, but the matter assumed such a peculiar aspect that the Department of Justice in Washington considered making investigation. It was said at the time that the manufacturers were perfectly willing to pay high prices for the raw goods, because they passed it on to the consumer.

"While it was practically impossible to secure a thoroughly accurate idea of the amount of stocks in the warehouses, inquiry in the insurance district revealed that approximately $250,000,000 of insurance was being carried on raw silk. The silk dealers, who asserted that this was not the case, declined to say how much, in their opinion, the value of the stocks was, but they made a general statement that the value of the supplies in question was not anywhere within the $250,000,000 mark.

Amount Very Large

"From reliable sources it was learned that the amount of raw silk in warehouses is very large and is constantly increasing instead of diminishing. It was said by one authority that he believed New York held the largest stocks of raw silk in the world. He added that, in his judgment, the stocks in the warehouses in this city were far greater than the visible supplies in the Yokohama primary markets.

"Philip Sturm, an American business man, who has been doing business in Yokohama a long time and who is now in this country on a visit, declared that the Yokohama interests were aware of the tremendous demand for silk in this country and were curtailing production; in fact, doing everything they could to keep up prices.

" 'There has been a good deal of talk in Yokohama regarding high silk prices in this country,' said Mr. Sturm, 'and while I do not desire to go into details, there is no doubt in my mind that prices are being maintained as the result of lessened production.'

"The demand for raw silk in this country has never been greater, according to experts, and importers and dealers are apparently in close touch with the situation, for prices have constantly shown an upward tendency. A silk importer who declined to permit the use of his name, but who admitted that he had large stocks on hand in two warehouses in this city, said:

Reason for High Prices

" 'It's a purely economic proposition. Of course, the Japanese in the primary markets are familiar with the situation here. You don't suppose for a moment that they are going to throw large stocks on the market. They are asking and getting higher prices. The raw silk dealer is obliged to raise his prices to the manufacturer, and the consumer, that is, the man who wants silk ties, shirts, underwear and other silk articles of apparel, appears to be perfectly willing to stand his share of the rise.'

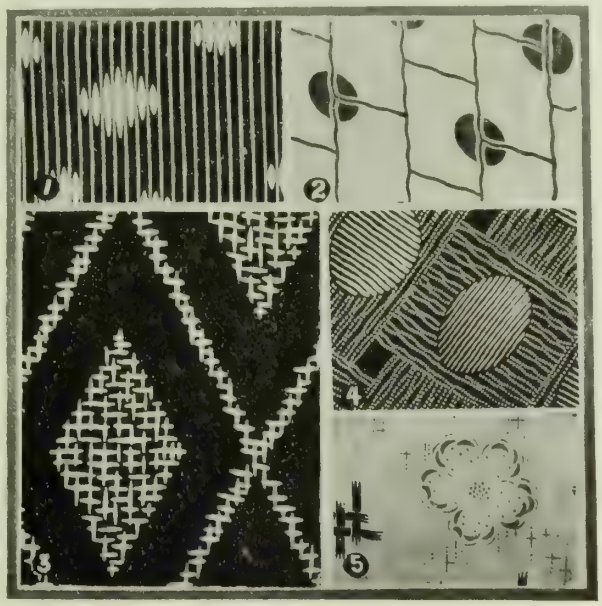
"While not a single raw silk dealer would admit that the Yokohama markets are being manipulated, there is a well defined belief in trade circles that considerable manipulation has been going on. It is felt that the Japanese are responsible in a large measure for the rise in prices, and it is pointed out that prices in Yokohama have been firm right along. It is argued that stocks in the primary markets are extremely low and that no effort is being made to increase production.

"The insurance market for raw silk in New York is closed. The companies have taken on all that they can, and those brokers who are seeking additional coverage are having a hard time of it, it is reported. The same situation obtains in London. The cancellations have been insignificant as compared with the applications that have poured into the insurance market.

"Recently two large steamers carrying silk cargoes arrived in San Francisco. The silk was divided up into shipments for as many trains, so as to dissipate any impression that might arise regarding large silk holdings. One of the leading raw silk importing firms in this country, which until recently had $2,000,000 of raw silk in the Hudson Terminal warehouses is known to have acquired additional stocks which are now occupying two entire cellars in these warehouses."

The employees and travellers of Hambly & Wilson, wholesale fancy goods, Toronto, were entertained by the firm in an original manner at the Hotel Mossop on January 20. Seven professional entertainers were in attendance and besides a banquet, a bonus was given to all connected with the firm.

Miss A. Laughlin, of Hambly & Wilson, Toronto, has returned after spending six weeks in New York.



The Season's Foulards

1. Navy and white twill foulard.
2. Sand and Victory blue.
3. Navy and champagne satin-face foulard.
4. Navy and white fine twill.
5. Sand and pussy-willow weave with red and blue pattern — for lining.

No. 4 is from H. R. Mallinson & Co. The others are Doucette prints from Weissenbach & Kay, Inc.

Agreeable Disappointment in Woolen Prices

First Fall Quotations Do Not Show as Great an Advance as Was Expected—Yet One Line of Serge Jumps From $3.85 to $6.62½

NEW YORK.—Some slight consolation is found by buyers in woolen goods at the opening prices of the American Woolen Company for Fall 1920, which have just been announced. This consolation consists in the fact that the advances for Fall, although very high as compared with the prices for the fall of 1919, yet are not as high as were expected. In other words, the trade might be said to have been "agreeably disappointed."

This does not mean that prices in woolens have not advanced. On the contrary, in a great many lines they are up from 60 to 70 and as high as 75 per cent. over those of one year ago. In these lines it may be said, as in many others during the past year or so, that only now will the public begin to realize the real advances that have taken place in woolen goods. The American Woolen Company which owns over 50 mills is regarded in many respects as the basic information for the opening of each season. The company is offering several times as large an allotment for next Fall as it did for last Spring. The offerings for Spring were cut down to a fraction of their normal extent owing to the fact that the company wished once for all to shut up on future orders so that they did not accept any more business than they could possibly cover in the regular Spring season of 1920. This leaves them comparatively free for accepting business for next Fall. This includes a fairly large allotment for their Canadian customers as well.

Advance of 50 Per Cent. on Coarser Lines

Prices in general seem lower on the coarser wools than on the finer. In a 9-ounce serge, a price of $2.25 per yard as compared with $1.50 a year ago or an advance of only 50 per cent. from the previous year. In cotton worsteds and all worsted fancy suitings, prices range from $1.50 to $7.50 a yard as compared with prices last year ranging from $1.10 and $2.80. In woolen and cotton fabrics, including suitings and coatings, prices range: For suitings, between $2.05 and $5.07; overcoatings, $2.65 to $6.40; flannels, kerseys, friezes, $2.82½ to $5.55, while last year the range was between $1.32½ and $3.35. Other woolen and worsted fabric prices range, in the case of suitings, from $3.60 to $10.50, and overcoatings from $8 to $10, while last year the range was $1.95 to $5.27½. In a certain line of serge the price advance last year was from $2.37½ to $3.97½.

In broadcloth: Dark colors, advancing from $2.20 to $3.37½, while in light colors a certain line advanced from $2.32½ to $3.62½.

In lustone, dark colors, advanced from $2.20 last year to $3.50, whereas in light colors the advance was from $2.42½ to $3.75.

Export Business

A representative of the company stated to DRY GOODS REVIEW that they were not attempting to do an export business with England, although there was a temporary strong demand. Their idea was that they would develop business in countries like South America, Holland, Norway and Sweden and some Eastern countries where there was a prospect of permanent business. At the present time, export business to Europe is rendered very difficult by reasons of the exchange situation, and the difficulty of providing credits, but the company, which is formed into the American Woolen Products Company for export business, expected very soon that some arrangements would be made with large houses bringing in goods from Russia, for instance, and selling woolen goods from various mills in the United States against these shipments.

ADVANCE OF 20% ON LINENS

The past month has been no slacker in maintaining its part in the rise of linens. An advance of 20 per cent. went into force in January and Irish manufacturers cabled that no more orders were to be taken after January until further notice. An additional advance is expected the first of March. When demand is strong enough and goods scarce enough that the trade is paying $13.25 for towels which before the war were $3.5 a dozen, there is no likelihood of prices receding until something happens to equalize more nearly the supply and demand.

The Canadian linen industry is forging ahead with more business than it can possibly take care of, despite the fact that success seems to be attending all the operations from flax growing to weaving and marketing.

It's just the thin-edge of the wedge—the amount of real Canadian linen that is on the market at present. But there is little doubt that the quantity is going to become more noticeable inside of a few years. Every year the acreage devoted to flax-growing is being increased and although the labor for flax-pulling is more expensive than in the old country, it has almost come to be settled condition now that "linen at any price" is marketable.

The difficulty felt in producing Canadian spun yarns is that of securing experienced help. A few handfuls of skilled workers were brought over during last year and then for several months the immigration authorities interposed barriers. But now, these objections have been removed and girls are being brought over from Ireland as fast as housing accommodations can be secured for them here. These Irish colleens appear to a bright, cheerful lot who sing and laugh while they work around the reels and clean out the "wet-spinning" machines.

Yarns spun here range anywhere from 12 to 60 lee which is the finest being produced. Since this Canadian spun yarn is little more than " a drop in the bucket" towards meeting the linen demand, there is bound to be every encouragement for the development of the industry in this country, and it is hoped some real relief will be afforded in the not distant future.

BOARD OF TRADE ANNOUNCEMENT—BRITISH DYE PURCHASES IN GERMANY

With reference to the paragraphs which appeared in a number of newspapers on the 22nd January, relative to British dye purchases in Germany, the Board of Trade announce that there are some important inaccuracies in the statements made. The committee mentioned in the paragraphs in question was selected by the color-using trades and is acting on their behalf and not on behalf of the Board of Trade, and the British Government is not responsible for the finance of the purchases. The action taken is, however, with the full knowledge and approval of the Board of Trade. It may be added that the quantity of dyes to which British users are entitled under the reparation clauses of the Peace Treaty will probably be substantially in excess of the 1,500 tons stated, but the purchases now being made will be in addition to whatever amount may be received under the Peace Treaty.

LONDON STORE ENLARGES

T. F. Kingsmill, London, Ont., has erected a new three-storey building, 380 ft. long by 80 ft. wide, next to the dry goods store, which will provide double the former store space. The ground floors are all made into one. A splendid furniture section is being arranged and enlarged space given to dry goods; carpets and rugs, which have always been a special feature, will all be in the new building.

Silver Bros., manufacturing furriers, Montreal, are doubling the capacity of their factory by taking possession of a flat in the New Sommer Building, now in course of erection adjoining the present Sommer Building, Mayor Street, Montreal.

Shelves Are Bare in France

Stocks Gone, Production Low and Mills Sold Up—Orders Must be Placed Months Ahead—Paris Girls Do Not Wear Thin Georgette Blouses—They Like Short Skirts—A Letter From France Concerning Canada.

DRY GOODS REVIEW has received the following letter from Mr. H. B. Gagnereau, who, representing one of the large silk manufacturing concerns in France, paid a visit to Canada last Fall and contemplates a return trip to this country in May. In a note added, Mr. Gagnereau wishes to protest strongly against the reports of some buyers in both Canada and the United States deprecating the importance of Paris' world fashion influence as compared with her place a few years ago. It is ridiculous, he believes, that the generations of study which have given France her leadership in that field should not be able to maintain her importance for her in the face of the activities of novices for a few seasons. There is no such thing in France as a costume manufacturer, he says. Every garment is a creation and made by hands that love to create.

Mr. Gagnereau enumerates some of the difficulties and the assets characterizing French industry and while some members of the trade may take exception to one or two of the points mentioned, the letter is nevertheless of interest from the Frenchman's point of view:

Editor, DRY GOODS REVIEW:—You have asked me what have been my impressions about the Canadian trade from my recent trip to Canada. I will try to summarize a few of them, which I think, will be valuable to your readers and the retail trade in particular.

I must say at once that a great opportunity is still open in Canada where so many resources can be found. I have no doubt that with peace Canada is going to experience prosperity unknown heretofore.

The very first subject I would deal with and which is particularly acute for French and even British goods is the rate of exchange at which we pay duties for imported goods. According to the decision of the Governor in Council, the franc is not depreciated and therefore we pay duties on the rate of .193 cents whilst the franc is really worth 10 cents. The queerest thing in the present matter is that we pay at the British Consulate in France the Consul's fee at the depreciated rate to have the invoices legalized, so that the currencies have not the same value on both sides of the water.

I quite understand that the Canadian Government may be in need of money as are all the nations who were engaged in this war; however, we in France have suffered particularly more than anybody else and therefore are anxious to recover.

The depreciation of the franc favors our export business and this is the only way to obtain the balance which would bring the value of the franc to its old rate; however, our prices are high on account of this depreciation and therefore, if we do not pay the duties on the real value of the franc, we are handicapped towards other nations which are in a better position. We believe that all importers and retail stores must have felt this abnormal situation, and I am surprised that our Canadian friends should not adopt the policy of the neighboring country, the U. S. A., where we pay the duties at the prevailing rate of exchange the day the goods are shipped.

French Novelty Silks Liked

Regarding the silk situation, I have found that we had lost quite a considerable ground during the war owing to Japanese conditions. However, silk is scarce in Japan as everywhere else and they cannot sell much cheaper than we do. Furthermore, during all my visits to the retail trade, the feeling is one of poor satisfaction with Japanese goods which, as a rule, have not been delivered up to sample. Furthermore, even with all the progress of Japan, they have not been able to produce yet any silk goods finished in the standard of French goods. Loading in Japan is unknown and you seldom find a cheap crepe de Chine which does not slip.

In fancy novelties, they are not yet ready to produce anything like we do in France.

Conditions on this side are about what they were six months ago with stocks all gone, production very slow with the 48 hours' week and demand tremendous from all countries. Silk is as scarce as anywhere else and prices will keep high for quite a long time on account of the demand. Buyers should not hesitate to place their orders as early as they can in order to obtain delivery and as soon as they have the opportunity, for sometimes they even have not this opportunity, manufacturers being sold out for months to come.



Paris Girls Prefer Crepe de Chine for Blouses

In plain silks, there are no particular fabrics to mention as being new, specially, in popular prices; the favor on this side is more for crepe de Chine than for Georgette as is the case in Canada. Something strange to write and especially for your market is that, if the French girl wears short skirts and may therefore show her ankles, she will never wear such transparent blouses made of Georgette as I found in Canada and the United States, particularly in the popular and medium classes.

Prints are also very strong; however, some of them are not suitable yet for the Canadian market. I mean the modern designs in bright colorings; some very pretty floral effects are seen, however, and for underwear dainty designs can be found. An article nearly unknown in Canada is silk voile Triple, triple both ways, which will make beautiful underwear as strong as any other material.

I trust that Canadian buyers will not be frightened by prices on this side as they certainly bear in mind that when they pay for an article 10 francs, it is only worth for the seller half of this and the people at home are the only ones who suffer from this state of things.

I will close in mentioning and praising the hospitality and welcome I was granted during my visit and have no doubt that the friendship between both nations will develop as strong in time of peace as in the war.

An informal Spring opening took place at Stanley Mills & Company, Hamilton, on February 7. The opening included millinery and ready-to-wear. The store will not have any formal openings, but the Spring goods will be shown continually from now on. Some special merchandise will be shown, of course, in time for Easter. A number of stores are adopting this plan this year, thereby endeavoring to create a "12-months" sale of wearing apparel rather than centre it on two or even four seasons.

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FOULARDS
WASH SATINS
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(plain and fancy)
TAFFETAS
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We are advertising this trade mark from Coast to Coast

Telling the good housewife that the cotton which bears this mark is the best of cotton and cheapest in the long run.

Link your effort with ours and secure the benefit that will accrue from the increased sale of Prue Cottons.

Canadian Money
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Should be Spent in Canada
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Important Information from two of our live departments

SILKS

New Spring Silks
that are and will be
Wanted

Cable Knit French Silks
Richer than the heaviest
Tricotine
Now in stock, in Black,
Ivory and popular shades,
also
Cameleon Poplins
With a wondrous sheen—
the fabric so much in de-
mand by the smartest
makers-up.

LINENS

Our buyer has just returned from the European markets where he has, despite the great scarcity of all linen goods, succeeded in securing some excellent lines, goods that will be appreciated by our customers and friends.

"Kingfisher" Brand

Scalloped and hemstitched Table Cloths and Napkins, Tray Cloths, Tea Cloths, Scarves, etc.

STAPLES

Crashes, huckabacks, terries, white and colored; mercerized damasks, linen damasks, linen table cloths and napkins; English bath towels, white and colored.

"SNOWCREST"

Madapolams, longcloths, sheets and pillow cases.

We would strongly advise all our customers to buy now as the next six months of the present year will be a critical period owing to the absolute scarcity of all classes of merchandise.

MARK FISHER SONS & CO.

Fine Woollens, Silks, Tailors' Trimmings, Linens

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will be the most notable event in silk sales history.

Coming at a period when Fashion decrees, more emphatically than ever, the popularity of silks for Spring and Summer outdooring, it offers a unique opportunity for profitable linking-up with wide-spread publicity of the internationally famous

MALLINSON'S
Silks de Luxe

Already many of the leading retailers of the country have decided upon a close co-operation during all of that week.

"Mallinson Silk Week" is a characteristic feature of the constant thought we give to co-operation with retailer and garment manufacturer.

Mallinson methods insure profitable growth, and popularity to handlers of Mallinson Silks over the counter and in ready-to-wear fashioned in these unusual, original silks.

H. R. MALLINSON & COMPANY, Inc.
"The New Silks First"

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Mallinson Silks are featured in Skirts manufactured by W. C. Bland, Montreal.



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TORONTO WINNIPEG CALGARY VANCOUVER

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Quality

100 Wellington St. West
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1920 EASTER GREETINGS

We have to offer to the Trade

Georgette Crepes
Paillettes
Taffetas
Duchess Satins
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Messaline
Tricolette
Crepe de Chines

Swiss and French Manufacture

All Colors

Everything in Black Silks
at all prices

NOVELTIES—Shot Chiffon Taffetas, beautiful floral Foulards, all colors, Novelty Kimono and lining Satins.

Japanese Silks, Pongees, Habutai, Georgettes.

FOR IMMEDIATE DELIVERY

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Wooltouch
TRADE MARK
SUITINGS

NO SUCH THING AS A DULL SEASON

in your Dress Goods Department if you stock WOOLTOUCH suitings.

While WOOLTOUCH is manufactured from cotton it takes the place of wool goods.

It is made of the best grade of cotton obtainable; it is finished to look and feel like wool; it comes in a variety of attractive designs and beautiful colorings and has much of the warmth of wool.

The economy of WOOLTOUCH instantly appeals to the shopper. The fact that it is a material for EVERY SEASON makes it a boon to your Dress Goods Department.

WOOLTOUCH is a trademarked name, and the use of same applied to any fabric not manufactured by the BEDFORD MILLS will be immediately investigated.

Ask your nearest wholesaler to send you samples of WOOLTOUCH.

Canadian Representitive: Chas. Duncan, 42 Rainsford Rd., Toronto, Ont.

BEDFORD MILLS, INC.

80-82 Leonard St. New York City


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FAERICS
are the standard pile fabrics throughout the world. They possess the individuality that makes them indispensable to the woman of fashion.
The Shelton Looms artificial fur fabrics are solving the problem of increasing fur costs and the scarcity of fur-bearing animals. They offer an unsurpassed opportunity for distinctive style variations.
The Shelton Looms label on a ready-made garment is a hall-mark of quality. Retail stores find much satisfaction in handling these beautiful textiles by the yard.
Gowns, wraps, coats, suits, stoles, muffs and hats fashioned in these wonderful fabrics have the assurance of authoritative style.
SIDNEY BLUMENTHAL & CO., INC.
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Broad Silks

Duchesse
Messalines
Crepe de Chines
Pongees
Taffetas
Habutai
Georgettes
Satins

New Novelty Silks

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QUALITY
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Color.....
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RELIABLE SILKS

A visit to our Showrooms when in the City will be a pleasure to us and of profit to you.

Hamm & Riley Silk Co.

Limited

55 Bay St. Toronto



Georgette Crepes
Chiffons
Ninons
Fancy Georgettes

The AGB Fabrics

Grepe de Chines
French Voiles
Plain and
Fancy Satins



Getting Back to Pre-War Conditions—

We have opened up our import lines of Novelty Silks, Satins, Cotton Voiles and Silk Shirtings. Do not fail to write us, at once, for particulars about any of the above lines in which you may be interested, to ensure Fall delivery.

Stocks in most of these qualities always on hand in Toronto Warehouse.

Albert Godde, Bedin & Cie

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The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

Working and Outing Shirts,
Flannels, Taffetas, plain and fancy,
Tweeds, Drills, Flannelettes,
Oxfords, Sateens, etc.
Night Shirts, Pyjamas,
Boys' Waists.

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Special Values

"Direct from Mill *to the Trade"*

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For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds

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Pure Wool **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

On account of
THE HEATHER MILLS COMPANY, Selkirk (Scotland)
"From whom we have Sole Canadian Selling Agency"

Stocks of all the above on hand.
Ready for immediate shipment.

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MONTREAL

Importers *Commission Merchants*



SUTURE FASHIONS are exquisitely foreshadowed in the new PENIKEES Silks—*Rhapsodé*—*Chimerai*—*Cordellé*. Their infinite range of rich, yet elusive color-tones, the artistry of their soft, crinkly weaves, the luminous quality that seems to lie just below the surface, offer limitless possibilities for the creation of original costumes.

Falling instinctively into lines of loveliness, they are as adaptable to modes for ceremonious wear as to the smart little week-end frock or the new types of sportwear. Made by mills that have for years been producing fine American silks for American women, and now for the first time, identified by the name PENIKEES in the selvage of every piece.

Carl Schoen Silk Corporation, 260 Fourth Avenue, New York

ABOVE is reproduced in a smaller size the full page advertisement of PENIKEES Silks that will appear in the exquisite original colors in VOGUE for February 15; LE COSTUME ROYAL for March; and FASHION ART for February.

The same copy has been adapted to half page space in black and white in HARPER'S BAZAR for February; and the LADIES' HOME JOURNAL for March. This is the second advertisement of a national campaign to introduce these silks beautiful to the American woman.

CARL SCHOEN SILK CORPORATION
260 Fourth Avenue New York

Hudson Seal Coats $200 More Apiece

Skins Alone Will Cost $100 to $150 More For a Coat—Muskrat Soaring Above $5 Each—Coonskin Coats and Beaver a Problem—Comparisons With the Days of 1914-15

THE fur manufacturers, who are getting out their new lines for the fall season of 1920, declare that on an average the price of Hudson Seal coats to the trade will show an advance of about $200 each, as compared with the prices for the season just closed. This advance will be due chiefly to the excessive prices for muskrats, which have gone up from about $2.25 and $2.50 each to $5 or $5.25 by the time the manufacturers have had to buy for the new season's business. When one figures out that a 42-inch coat takes about 55 to 70 skins, or an increased cost for the undressed fur alone of $100 to $150 for a coat, the source of the higher cost of these favorite garments is readily seen. In addition, there is a heavy advance in the price of silk linings which are now running as high as $12 to $13 a yard for brocaded lines, and further increases to a very considerable extent in the wages of operators. In connection with the last item the Montreal fur manufacturers last year gave two advances, one in March and the other in November, and are under agreement to give another advance in March, 1920, and a fourth in November, 1920. In one case, as DRY GOODS REVIEW was informed, workmen were getting about $24 a week before the war can command as high as $64 or $65 now. And even at that figure, they are complaining now that they are losing money as compared with their former lower wages.

In spite of figures that will mean an average cost to the trade of coats at $500 to $650, and a selling price to the public in many cases of $800 or even more, the manufacturers are looking forward to a brisk trade in these coats for the coming season.

Coon Skins May Kill Coat Trade

An even greater problem than the excessive cost of Hudson Seal coats, however, confronts a certain section of the trade. Women can be relied upon in a large percentage of cases to pay any price so long as they are anxious to get the goods, and they are fashionable. But manufacturers are fearful now that there will be a limit to what mere men will be willing to pay, for instance, for coon coats. One manufacturer, who has a large connection in this line all over Canada, declared early in February that he had decided definitely not to touch coon coats at what he called the present exorbitant prices for the skins. He showed an offer that he had from a large fur jobber, of $18 for extra large dark skins, of $14 for large ones, of $10 for medium and $6.50 for small. He thought that on an average his skins would cost him about $12 each. He declared that his coats were taking 40 skins each, or even on $8 (for those he had in stock), a total cost of $320 for the skins alone for a single coat. He had worked it out that this would compel him to charge $460 to the trade. This same coat, for the best quality, was sold this last season at $325, and one year ago was selling at about $250 or even less.

This same dealer did not get any balm when he turned to beaver coats. He had a quotation of $41.50 for a skin which he bought last season for $18.60. On a beaver coat 10 extra large skins are required, which he figured would cost him at last $55 each, or a total of $550. This condition, he observed, "is keeping every one of us guessing. Five years ago we were selling coon coats for from $32.50 to $85 each, and you got a pretty swell coat for $100."

Were 42½ Cents; Now $5

One fur manufacturer turned up his records for DRY GOODS REVIEW for the years 1914 and 1915 to illustrate the advance that had taken place in that time. In 1915 he had sold 300 rat skins, dressed, at 42½ cents each; to-day those skins cost $5 raw.

In another case, he had sold 50 dressed mink skins at $7.15 each; to-day they are asking $20 for them raw.

Beaver Up From $11 To $43

In another case 100 dressed mink skins were sold at $4.90. In another case 18 beaver skins dressed and plucked, at $11 each; now the price is $41.50 raw and about $43 on an average plucked.

In September, 1915, over 30 coon coats had been shipped to a Winnipeg customer at $45 apiece. In 1914, 60 Alaska beaver coats, of the cheap grade that were used for driving out West, were sold at $13.65. The 1919 price for these was $39, and this year the price would be $54.

In the same year 30 Persian lamb skins sold at $7.50, which to-day are bringing $35.

Thus on the threshold of the new fur season of 1920-21, manufacturers can hold out no hopes of escape from the prophecy that has been made in these columns during the past two or three months, of sharp advances in price in practically all the most popular fur lines for 1920-21.

Fur Industry and Wild Life Conference

Under the joint auspices of the Commission of Conservation and the Advisory Board on Wild Life Protection, a national conference is being held at the Windsor Hotel, Montreal, on Thursday and Friday, Feb. 19 and 20, to take up urgent problems respecting the conservation of Canada's valuable resources in wild life. Particular attention is being devoted to the various phases of the fur industry.

The rapid advance in the price of furs has induced the most vigorous exploitation of our fur-bearing animals, and it is essential to secure the concerted action, not only of administrative authorities but of fur dealers, traders, trappers, sportsmen and other associated interests, to insure that this resource, while being exploited to the maximum extent, will not become depleted. An important feature of the conference will be the fullest consideration of the extent and possibilities of fur farming, including the rearing not only of foxes but of other fur bearers.

Among the subjects to be discussed are: Problems of fur production, including care, nutrition and diseases of foxes; the registration of silver foxes; rearing of fur-bearers, other than foxes; fur statistics; the marketing of furs, the improvement of marketing methods, fur auction sales and trade names for furs; game laws and their administration, including the sale of game and the work of game protective associations.

The conference will be a thoroughly representative gathering, and it is anticipated that the deliberations will be of the greatest service in promoting methods for the practical conservation of the wild life resources of the Dominion.

The fur business is Canada's most ancient industry and every effort should be made to maintain the fur production of the Dominion at the highest possible level consistent with the retention of the industry as a permanent asset.

Startling Advances At St. Louis Fur Sales

Every one who handles furs in any capacity is always on the qui vive when, every three or four months, a big sale of raw furs is announced. As prices bound higher and higher the excitement increases accordingly and always with hope against hope that the usual 25 per cent. to 100 per cent. increase will not find place. And yet at every sale for the past three or four years these abnormal increases have been noted. Manufacturers pay the prices, make up the furs at increased labor cost, and the public pays the bills and seems happier than ever in its luxurious fur apparel.

At the St. Louis fur sales which opened February 2, the following changes in prices resulted: The 9,100 Alaska seal skins which were dressed, dyed and machined for the United States government sold at 55 per cent. higher than September prices; Persians were 30 per cent. higher than in September; moles, 75 per

cent. higher than September; Russian squirrels, 90 per cent. higher than September; fisher, 30 per cent. higher; badger remained unchanged; mink, 150 per cent. higher; marten, 60 per cent. higher; stone marten, 60 per cent. higher; baum marten, 50 per cent. higher; marmots, 75 per cent. higher; civet cat, 40 per cent. higher; muskrat, including Southern, black and dressed, seal dyed and seal dyed muskrat plates, were all 50 per cent. higher than September; crossed fox, 10 per cent.; white fox, 10 per cent. higher; blue fox remained unchanged; silver fox, 40 per cent. higher; coneys, sealings and near seal, including French, American and German, and dressed coneys, were 40 per cent. higher for the foreign and 10 per cent. higher for domestic; red fox, 5 per cent. higher; Australian red fox, Karagon fox and Macedonian fox, all remained unchanged; chinchilla was 100 per cent. higher than September; Russian sables, 10 per cent. higher; Japanese sables, 10 per cent. higher than in September; Japanese mink and China mink, 100 per cent. higher; Japanese marten, 10 per cent. higher than in September; flying squirrel, 10 per cent. higher; lynx, 7½ per cent. higher; lynx cat, 5 per cent. higher; wild cat, 10 per cent. higher; wolf, unchanged; China dogmats, Thibet and Thibet robes are reported as having brought in good prices.

Hare seals, 20 per cent. higher than September; leopard cat, unchanged; house cat, 30 per cent. higher; American opossum, 50 per cent. higher; ring tail cat, 150 per cent. higher; otter, 25 per cent. higher; wolverine, 20 per cent. higher; grey fox, unchanged; South American fox, 40 per cent. higher; Swift fox, 30 per cent.; Guanacos, 10 per cent. lower, Russian pony, 12½ per cent. lower; barunduki, 12½ per cent. higher; bear, unchanged. Reindeer is reported as selling well, also white lamb. White hare remains unchanged; Australian rabbit and New Zealand rabbit for furriers' grade is 10 per cent. lower than September; other grades, 50 per cent. higher. Dutch rabbits sold well. Skunk was 20 per cent. higher, and nutria, 65 per cent. higher.

With these breath absorbing advances, considering the present levels of all the furs, the big Canadian sales about to take place in Montreal this Spring will be of even more intense interest.

The Wearing Qualities of Various Furs

An Interesting Classification — Sea Otter Most Durable of Furs — How Others Compare With It — Dyeing Reduces Durability in Most Cases

THE use of furs as necessary articles of clothing, as well as for ornamental purposes, is as great to-day as ever, says Dr. Hauseman, of the Zoological Laboratory, Cornell University, writing in the "Scientific Monthly," and indeed during the past several years seems to have increased the severity of its demands. Certain mammals are being rapidly reduced in numbers, if not threatened with extinction; and certain furs are becoming rare and consequently expensive. Hence there arises the necessity for some methods whereby the species from which any given fur was obtained can be indubitably determined. For it is possible to remodel and rename furs, that is, so to clip, dye and pull them, that their original appearance is altered to such an extent that they may be sold under names not their own. Furs so remodelled may be sold under the names of furs much superior in wearing quality or in warmth.

Thus the pelts of animals from warmer zones such as the woodchuck (marmot), opossum, Australian opossum, raccoon, weasel, Tartar pony, Manchurian dog, and certain monkeys are worked up by fur dressers into articles but little resembling their originals and sold under other names, usually under the names of animals of northern latitudes. Such furs are inferior to those from colder climates in suppleness and durability of leather, denseness and silkiness of under, or fur-hair, fullness of over- or protective hair, and because dyed, brittle and less durable in general. One of the most durable of all furs is that of the sea otter (Latax lutris). Considering this to be represented by 100, the relative durability of some common furs, when used with the fur outside (not for linings), is as follows:

Species.	Durability (Otter 100)
1. Beaver	90
2. Bear, black or brown	94
3. Chinchilla	15
4. Ermine	25
5. Fox, natural	40
6. Fox, dyed	20-25
7. Goat	15
8. Hare	05
9. Kolinsky	25
10. Leopard	75
11. Lynx	25
12. Marten (skunk)	70
13. Mink, natural	70
14. Mink, dyed	25
15. Mole	65
16. Muskrat	45
17. Nutria (Coypu rat), plucked	25
18. Otter, sea	100
19. Otter, inland	100
20. Opossum	37
21. Rabbit	05
22. Raccoon, natural	65
23. Raccoon, dyed	50
24. Sable	60
25. Seal, hair	80
26. Seal, fur	80
27. Squirrel, grey	20-25
28. Wolf	50
29. Wolverine	100

The misnaming of furs offered for sale in England reached, several years ago, such magnitude that the London Chamber of Commerce gave notice that misleading names were not to be employed, and that offenders were liable to prosecution. More definite legislation than now exists ought also to be had in this country. The following table lists some of the best known furs, and their usual misnomers:

Species	Altered and sold as
1. American sable	Russian sable.
2. Fitch, dyed	Sable
3. Goat, dyed	Bear, of various kinds
4. Hare, dyed	Sable or fox
5. Kid	Lamb
6. Woodchuck (marmot), dyed	Mink, sable, skunk Seal, electric seal
7. Mink, dyed	Sable
8. Muskrat (musquash), dyed	Mink, sable
9. Muskrat (musquash), pulled and dyed	Hudson Bay seal, Red River seal
10. Nutria (Coypu rat), pulled and dyed	Seal, electric seal, Hudson Bay seal, Red River seal
11. Nutria (Coypu rat), pulled, natural	Beaver, otter
12. Opossum, sheared and dyed	Beaver
13. Otter, pulled and dyed	Seal of various kinds
14. Rabbit, dyed	Sable
15. Rabbit, sheared and dyed	Seal, electric seal Hudson Bay seal, Red River seal, musquash
16. Rabbit, white	Ermine
17. Rabbit, white, dyed	Chinchilla
18. Kangaroo (wallaby), various species, dyed	Skunk (marten)
19. Hare, white	Fox
20. Goat, dyed	Leopard

F. M. STAFFORD, LTD.

One of Sudbury's biggest departmental store businesses has transferred to a new management, and in future the Stafford Twin Stores will be known as the firm of F. M. Stafford, Ltd., chartered to carry on retail and wholesale business in general merchandise. A joint stock company will operate the business with the following forming the directorate: President, F. M. Stafford; 1st vice-president, J. L. Jefries; 2nd vice-president, G. F. Stafford; secretary-treasurer, H. S. Berlanquet.

F. M. Stafford, president of the new company, established the business of the Twin Stores in 1906 in Sudbury, and carried on business for ten years in the old building, which has been replaced on the same site by a modern, up-to-date and well-stocked merchandising establishment.

With service as its watchword and a broad liberal policy marking the new enterprise, F. M. Stafford, Limited, loves to appeal to an even greater patronage than the Twin Stores have in the past.

Sir John Eaton, K.B., has been elected to the board of directors of the Canadian Pacific Railway Co., succeeding the late W. D. Matthews.

C&C FURS

C&C salesmen will shortly be out on Fall placing trips showing a line of exclusive models in desirable furs that you will want to have. Be on the lookout for them.



YALE Model
ALASKA SABLE



HUDSON SEAL
COATEE

CUMMINGS & CUMMINGS
St. Paul and St. Sulpice
MONTREAL

Furs *of* Distinction

We owe our growth entirely to the kind of service we render and the class of furs we produce. While we specialize on furs, we are proud of the fact that the quality of our service is on a par with the excellence of the exclusive fur models we offer.



LABERGE, CHEVALIER & CO. LIMITED
MONTREAL

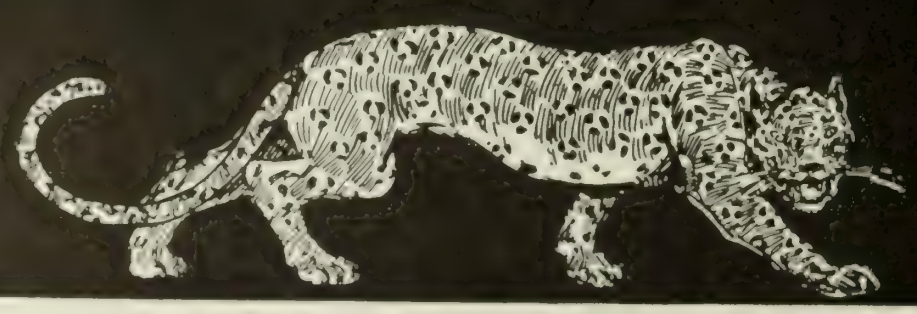
TORONTO
John Maitland, Rep.

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Silver Bros.
Limited.
Sommer Building
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Sample line now on the road

Furs



RELIABILITY

Furs can be dyed two ways---one is the wrong way, the other is

The Hollander Way
You can RELY ON THE DYE when it's Hollander's

Hollander Seal and Sealine have become famous throughout the trade. Now comes

Electric Seal

hitherto only produced in France exclusively, but now a Hollander product. For the first time in the history of the Fur Trade in Canada we offer for your inspection samples of "Made in Canada" Hollander Electric Seal.

A. Hollander & Son, Limited

64 Queen Street :: Montreal

N. Y. Office: 129 West 30th Street

The Path of Wisdom! Who Are Following It?

Not the hesitating buyer,
Nor the reckless plunger,
But the man who recognizes world conditions
And who profits thereby.
All of which means
That the world demand is great,
And that prices are not declining;
On the contrary, they are likely to advance.
Therefore, be prudent and place your orders
For Fall and Winter 1920 without hesitating,
For we are back of you if a break should come.
Our travellers are prepared to interest you
With new fall samples of *Fur Coats and Robes*
Also *Mitts, Gloves, Mackinaws and Sweaters.*
They are heading your way now.
Give them a hearing and
Don't hesitate.

JAMES CORISTINE & CO., LIMITED

MONTREAL



ESTABLISHED IN 1852

The Pioneer House of Canada

A Reputation

is not made in a day

Since 1852 L. Gnaedinger, Son & Company have endeavored to establish a reputation for reliable dealing, for honest workmanship, and unsurpassed service with quality merchandise.

The good will which we have gained by fulfilling the wishes of our patrons spurs us on to do our utmost to maintain, throughout the coming year, our enviable reputation of showing Exclusive Furs.

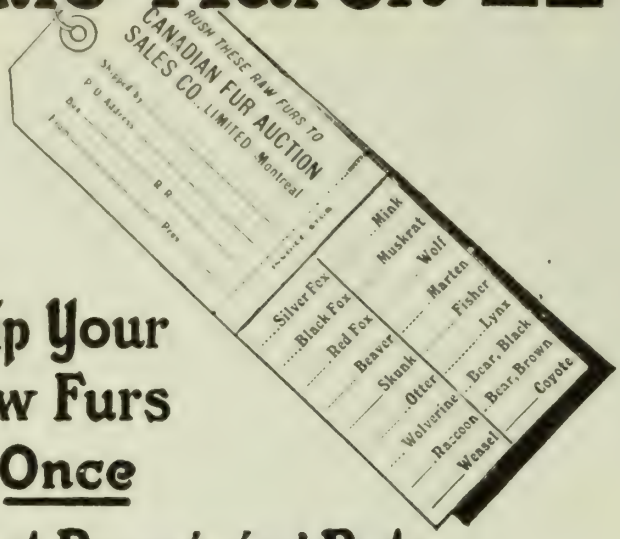
The Moose Head Brand lines of Exclusive Furs will be shown shortly.

L. Gnaedinger, Son & Co.

90-94 St. Peter Street

MONTREAL

Sale March 22nd



Ship Your Raw Furs At Once

Last Receiving Date March 1st

IS IT TAG DAY FOR YOU?

Attach one of these tags to your package, bale or bales—take to express or post office and it will be on its way to join thousands of others already in our warehouse sorted, listed and put up in best possible shape, for the inspection and bids of hundreds of eager buyers.

You will get the opinions on your furs expressed in the satisfying form of RECORD PRICES by at least 500 buyers from the chief great distributing centres of the world.

The SMALL SHIPPER is welcome—we want to prove to all consignors, large or small, our certain ability to get them real results.

WE HAVE NOTHING to offer buyers at this sale but genuine average Canadian furs in ORIGINAL collections—that's all—just the best in the world! Immense quantities of every variety marked on this tag are on hand—yet we have not nearly enough—there are not enough anywhere to supply the universally keen demand existent.

March 1st is last receiving date; all shippers are cordially invited to attend the sale.

ADDRESS:

Canadian Fur Auction Sales Co., Limited

MAIN OFFICE AND WAREHOUSE:
130 Lagauchetiere Street, West

TEMPORARY OFFICES
Windsor Hotel, Montreal

Quality in Quantity makes the REAL market

References—Any Branch of any Canadian Chartered Bank

Canadian Fur Auction Sales Co., Limited
MONTREAL

I am interested in Raw Furs. Send me some shipping tags and put me on your free mailing list for circulars.

Name .....
Street .....
Town .....
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Furs for Every Season



Advance Fashions in Furs now being shown, for which orders may be placed very advantageously at this time.

All the wanted Furs are in our samples—of reliable quality and faultless finish.

See the Samples

The Sandham Company

59-61 Wellington St. W.
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HFD CO.

Squirrels
DYED
Taupe and
Battleship Grey

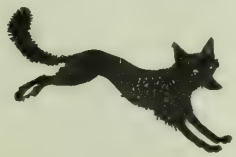
Foxes, Wolves
White Foxes
DYED
Taupe and
Battleship Grey

Rabbits
DYED
Kitt
and Mole

FURS DYED

IN ALL
THE NEWEST SHADES

PROMPT: SKILFUL SERVICE



The Hollander Fur Dyeing Co., Limited

645 St. Paul St. - Montreal



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Kiddies' Garments

Neat
Attractive
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Their economy has commended them to parents; their solid comfort to kiddies everywhere.

The J.A. Haugh Mfg. Co. Ltd.

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Manufacturers of the famous "Arm & Hammer"

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ARM & HAMMER BRAND
SHIRTS
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J A HAUGH MFG CO LTD

Trousers and
Shopcoats

New York Says Flowers for Spring

Masses of Them on Hats of Satin and Cellophane—Egyptian Ideas a Prominent Feature Cire Satin Being Used.

NEW YORK, Feb. 10. — Flowers, flowers, and still more flowers is the newest dominant note in New York millinery. The variegated plumage which has been featured throughout the past season has not exactly "gone by the board"; but has practically retired to a secondary place. True, the models sent from Paris to the Retail Milliners' Association Spring showing—the millinery event of the month—showed many plumes and scarcely any flowers at all. But this does not seem to have influenced New York designers to any extent, for the trade has seized upon flowers possibly because they look so "Springy" and are using them indiscriminately in wreaths, clusters, bunches, and facings—even as whole hats.

One pretty little mushroom shape was shown having several loose poppies hung directly down the back and resting on the base of the neck.

Little Straw Seen

On the streets, straw has not yet made its appearance to a noticeable extent; satin, duvetyn, and velvet models are still worn. This rather leads the trade to presume that the four-season idea has thoroughly taken hold and women in general will continue to wear a distinct type of hat for early Spring.

An attractive style of hat seen at the Ritz and other fashionable lunching places is the small duvetyn shape with a deep cuff pulled out at each side and worn considerably by the younger set with short sports coats of fur.

The off-the-face models and chin-chins are really considered the best for general trade but a few small mushroom shapes are being shown; which seem to indicate a possible return to this type of hat. Small and medium sizes prevail, although a few larger models were displayed at the R.M.A.A. showing. They were of the sheer straw fabric which will probably be seen more in the warmer weather. These are extremely large and indicate that Summer will see a demand for the largest and floppiest of large and floppy models.

Egyptian Effects

Hats of Egyptian designers are being featured by some of the high class trade. These are copied from the Egyptian models launched recently in Paris by Suzanne Talbot and Lewis. Sometimes the effect is produced by fulled ribbon or flowers which drop over the ears; sometimes low earflaps are incorporated into the shape itself in direct imitation of Egyptian headdresses. These latter, however, are believed to be altogether too extreme to be fully taken up by the trade. The idea, however, of the trimming being gathered at the sides to drop over the ears is considered by some to merit a certain amount of popularity so long as there is a tendency to have side fulnesses in skirts.

Cellophane Everywhere

Cellophane is the most in evidence of Spring materials. It is used in all manner of ways, depending on the ingenuity of the designer. It is braided and rolled and pleated, cut into strips and pasted, made into flowers and fancies of all sorts. An interesting development is obtained by rolling the cellophane, covering the crown or brim with it, and then veiling the whole with folds of maline or a lace braid. This softens the brilliance of the cellophane and makes it more becoming to certain types of complexion.

Henna is spoken of as being the leading color for Spring chapeaux—and an unmistakably bright henna at that. Other high tones are noticed also. Shades of flame and cherry are shown in close proximity to such greens as jade, emerald and leek.

Fabrics Strong

There are, however, large varieties of novelty fabrics being used, particularly in the little draped turbans where the beauty of the hat lies mostly in the material. These fabrics include Batavia cloth, haircloth, raffia cloth and such. And they appear to best advantage when trimmed with a band of cire satin. The later, indeed, is much used for it gives a brilliant effect similar to that obtained from cellophane.

Miss McEachern has been appointed to the management of the notion department of the A. J. Freiman store, Rideau Street, Ottawa. She was formerly with the H. J. Daly Company but later in Hamilton.

Vivid Henna Color Featured In New York Hats

As Seen by Toronto Milliner

Miss Pogue, head milliner for Mrs. Allan Smith, 744½ Yonge Street, Toronto, Ont, had just returned from a two weeks' trip to New York when seen by a DRY GOODS' REVIEW representative.

Flowers, she stated, were being used in abundance, but instead of the varicolored bouquets and masses used before, the flowers are all of a sameness, both of color and kind, for instance, instead of the customary small bouquets of French flowers one sees groups of one kind of flower only. The flower turbans, all of one flower in tones of one color, are also shown. Turned-back shapes and chin chins are general. Little else seems to receive much notice. All sorts of bright shiny straws are used; but henna in a vivid tone seems to be the fashionable color note; for summer, indications point to hats being very, very large, and made of such materials as mohair.

Miss Pogue found her work very much hindered by the prevalence of the influenza in New York and the fact that some business houses are re-arranging their hours so as to relieve the congestion on street cars during the ordinary rush periods.

Dobensky & Co., Bancroft, Ont., have disposed of their dry goods business to Mr. Eli Lumb. The former firm have purchased a boot and shoe business in Cobalt.



A Popular Style

The smart turban of coarse straw in just this outline is a Spring (1920) favorite. The feather fancy, of course, must be placed at a smart angle, such as shown here.

Shiny Braids, Shiny Cellophane and Shiny Patent Leather

Used On Off-the-Face Shapes, Chin-Chins, Watteaus and Pokes — Medium Sizes With Dome-Shaped Crowns — Hand Work Makes Prices Higher

LACQUERED effects are strong wherever one goes to see millinery displays. It is seen in the abundance of cellophane used in all manner of forms and places. In the pastel colors this material looks like nothing so much as candy—clear, bright, sugar candy such as is used to decorate confectioners' windows. There was one hat—a little dome-shaped turban, which began with yellow cellophane braided and wound around the top of the crown in an oval shape. Then came tan-colored cellophane wound for about an inch; after that was an inch of Paddy green, then another strip of yellow, and finally at the base of the hat a row of two-inch Paddy faille ribbon, accordeon pleated. It almost made you lick your lips.

Cellophane is also shown cut in strips and woven with maline. Sometimes it is made into flowers. Milliners are finding this material rather hard to work with, and it takes considerable time in the making owing to its brittleness and its liability to crack and break. But the public generally wants the things that are most difficult to give it.

A Patent Leather Chin Chin

Patent leather is an item which seems to be more prominent than usual. It is used as trimmings, as appliqued flowers, and in combination with braids. A dainty chin chin model on display had a gathered crown of soft patent and the rolled brim of the same. The inside of the brim was faced with turquoise blue satin. Its only ornament was an embroidered motif at the side front of the brim done in rose and blue silk.

Another chin chin shape had the dome crown made of fine straw braid. The soft brim was of sand-colored faille ribbon cut in sections which were joined by hand faggotting in silk. The trimmings consists of a single oval-shaped coral-colored ornament.

Watteaus and Pokes

Besides these chin chins and off-the-face shapes, there are some Watteaus shown and a number of pokes. The Watteaus have been taken up by the trade in a way that has rather surprised the wholesalers. They are small, with a bow or streamers of ribbon at the back and sprays of fruit and flowers ornamenting the crown. Others have the flowers banked up the back. A slight up-turning of the brim in front gives a coquettish touch, but such hats are bought discriminately as they are becoming only to certain types of faces.

There was one little poke worth remembering made of black maline in medium size with the ever-present dome crown. The brim edge was bound with straw braid and the base of the crown was encircled with a wreath of tiny flower fancies, chief among which were dandelions in several different colors, far from the shade that nature bequeathed to dandelions. At the back were half a dozen streamers of narrow picot ribbon in pastel shades.

And this reminds us that said ribbons are being shown on tailored hats as well and sometimes used for making the entire hat with the addition of a little braid binding. And the flowers of the field generally referred to as "humble" are enjoying a prominent position on the smartest chapeaux along with a number of agricultural grains and a variety of small fruits which we should probably label as poisonous if we found them in the woods.

New Materials

Hair braids and Batavia cloth are much used, the latter making up well into small draped turbans a little like those of gold cloth and brocaded fabrics worn during the past season.

For tailored models a few quills and glycerined ostrich are in evidence, also lacquered wings, but flowers promise to be the strongest feature in trimmings in a short while.

Then there is Batavia fringe and bugle braid. The lisere straws are in great demand but are quite scarce. A stunning model of rather large size made of black maline had a dome-shaped crown embroidered with lisere braid. The brim was wide and high in a Napoleonic effect and had stiff spikes of the braid set around the brim a couple of inches apart which extended on inch and a half above the edge.

Titian and Rust

Regarding colors, the conservative navy is very much in the lead; next comes browns, and then high tones such as flame and cherry red and jade. The henna mentioned by buyers returning from New York is expected to be taken up by the Canadian trade very soon, but it is going to the called Rust and Titian.

"Yes, we are charging more for our models this year," said one designer to DRY GOODS REVIEW, "but then our materials are costing us more and the girls in the workroom are demanding increases every two weeks which we have to give because we're so short. But then we're putting more work on the hats and our customers can see that they are getting something for their money. It doesn't seem to check their buying at all, anyway. A number of them have been back on their second trip so I believe the consumer is willing to pay the price as well."



Neat and Pretty

Trimming of frosty-looking silk foliage, luscious cherries — what more is desirable for a refreshing-looking Spring chapeau! The crown is of straw.

KNOWLEDGE OF FORM AND COLOR SHOULD TAKE PRECEDENCE OVER UTILITY—SAYS ARTIST TO WOMEN DESIGNERS

"Fashions from an Artistic Standpoint," was the subject of an illustrated address given recently by Alfred Howell, A.R.C.A., before an audience of the women's costume designers at the Toronto Women's Art Association.

Mr. Howell claimed that the main thing standing in the way of proper development was the lack of artistic intelligence. The utilitarian viewpoint had dominated where the appreciation of form and color should be given consideration.

Canada is face to face with a great crisis, according to Mr. Howell, who told his audience that new and best opportunities lay ahead of the Canadian designers. Conditions have made it necessary for this country to produce on a larger and greater scale than ever before, and to do this successfully the creators of dress must accept their work as a living art and endeavor to create better things.

Mr. Howell, who discussed the history of dress, told his audience that he favored an adaptation of the Greek form of dress, and believed that much more stress should be laid on the suitability and personality of garments to the individual wearer.



A Becoming Model

Large hat of navy blue Georgette, with cut edge viscoe braid, and trimmed with wild flowers. Shown by Milady Hat Co., Monteral.

OLD ESTABLISHED FIRM INCORPORATED

The F. Kinsman Co., Limited, has been incorporated at Fonthill, Ont. This store, established by Danson Kinsman in 1862, is one of the oldest in the Niagara district. The present president, Mr. Fred. Kinsman, took charge of the business in 1884. The secretary of the new company is H. F. Kinsman, and the managing director is Ernest F. Kinsman. DRY GOODS REVIEW joins the many other friends of the firm in extending congratulations and good wishes for the continued progress of the store.

Canadian craft workers have been making rapid strides in the last few months and have turned out a large number of unique pieces of hammered copper, carved woodwork, pottery, "Batik" and iron work. A recent experiment made in Toronto resulted accidentally in a fine silver glaze lustre, which compares favorably with any of the imported pottery.

The Batik work, which has been extensively taken up, is a process of dyeing on silk by means of wax. The patterns wash beautifully and are already being adopted for women's gowns, scarfs, millinery and bags, as well as for curtains and table runners.

The Merit Skirt Company are successors to the Star Skirt Company, of Montreal.

George Nagley, of the American Waist & Dress Company, is at present absent in England and will be till about April on a business trip in connection with his firm.

WHAT ABOUT YOURSELF?

Over yonder young Tomson is leaning against a telephone pole in front of a barber shop. If you passed that way last night you would have seen him, and you would have seen him the night before, too, and the night before that. Most every evening young Tomson wastes two or three hours just leaning against that pole.

Over here in the room above the drug store young Smith is studying. Every evening he aims to keep at his books for an hour at least. Some nights he's pretty tired, and it's a mighty hard job to rivet his attention to his studies, but somehow he manages to stick to it.

Tomson and Smith used to loaf around a good deal together until Smith got a "hunch" that he wasn't making anything out of himself—that he wasn't building anything for the future. But somehow he couldn't make his pal see it that way. So the latter just idles away his time.

As you read this it is safe to say that you would bank on Smith as the man who eventually will come out ahead. But have you ever stopped to apply this case to yourself? Just what are you doing with your leisure time and just what are you doing for the future?

250TH ANNIVERSARY THIS YEAR

It is fitting indeed that the Hudson's Bay Co. enter into the elaborate plans which are under way for the celebration of the 250th anniversary of its incorporation which occurs in May. The history of this company and, no doubt, the history of Canada will be more intimately known to goodly numbers of her citizens after the celebration which is planned. Prize essays, moving pictures and tableaux are just a few of the big things under way. Sir Robert Kindersley, the governor of the company, is coming to Canada for the event.

The death occurred after a long illness at Sarnia, Ont., on January 24th, of a well-known business man in the person of Mr. William James Proctor. The late gentleman conducted a general store in Sarnia for many years and was three times mayor of his town.

CHANGE OF FIRM AT BATTLEFORD, SASK.

Prince Bros., Limited, who have conducted a retail general store business during the past forty years at Battleford, Sask., discontinued operations on January 31st. They are succeeded by the new firm of B. Prince & Son, Limited, under the management of Mr. Paul Price.

S. Sugarman and Mr. Berger have opened a ladies' and men's furnishings and boot and shoe store at Bowmanville, Ont., in the premises formerly occupied by Wm. Scott, grocer.



Spring opening announcement of merit used by the Right House, Hamilton, Ont. 5 columns by 14 inches deep.

WESTERN BANQUET

January 15th was the night of a merry gathering of Swift Current, Sask., when Mr. W. W. Cooper entertained his department managers, employees and their families to an elaborate banquet—the first since 1914. Formal invitations were sent and attractive menu and toast list booklets were printed by the Cooper Printery. The covers were of light green, tied with gold-color ribbon. An additional feature was a song sheet headed with a verse on Cooper skirts, sung to the tune of "Smiles," and followed by well-known popular and patriotic numbers.

The banquet was given in the spacious dry goods department of the store, and Mr. Cooper addressed his 80 guests most cordially, outlining the history and progress of the store and his strong faith in the community which had grown so rapidly during the 17 years of the store's life there. The Cooper store claims to be the largest on the continent, taking the population into consideration. Mr. J. Tisdale thanked Mr. Cooper on behalf of the staff. A program was rendered by members of the staff and a five-piece orchestra, all of which were greatly appreciated.



A Dashing Model

This very Frenchy shape illustrates the vogue for shiny straw, off-the-face effects and satin crowns.

NEWS AMONG THE TRADE

The social and entertainment committee of the St. John Dry Goods Clerks' Association held a meeting on February 9, when it was decided to hold a minstrel show in the near future to raise funds for publicity purposes. The St. John Opera House is going to be engaged. This association now has a business committee, a social and entertainment committee, an advertising committee and a managing committee.

BUTTON MACHINE

The machine employed in the making of covered buttons has been subjected to decided improvement. Hitherto a separate machine has been required for making each type of button. By the use of additional attachments which are supplied with the machine, any one machine can now be used for producing more than forty different effects or types of covered buttons, such as plain shapes, buttons with French rim backs, buttons with American rim backs, acorn, bullet, full ball, etc.

The use of one of these machines in the notion or dress pattern department would, no doubt, be welcomed by customers who desire covered buttons to match the dress for which they are buying the material, as they could take some of the fabric to the notion or pattern department and quickly have it made into buttons of the desired size and shape.



Henry Morgan & Co., Montreal, have a way of their own in making an appeal to their readers. Nothing is taken for granted. Each section of the advertisement above is a thing complete and readable and the ensemble pleasing.

BAKER HATS

Increase Your Profits

Visit our salesroom, 76 Wellington St. West, and allow us the opportunity to show you the advantage in buying direct from us, as Manufacturers.

We carry on the floor a complete stock of Ladies', Misses', and Children's Hats for immediate delivery.

See our Novelty Flowers, Ornaments, and Braids, in stock now.

Styles Correct,
Superior in Finish

Toronto Hat Co., Ltd.

76 Wellington St. West

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Branch:
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Branch:
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Your Dollar Buys More in Canada

Why Pay Exchange If You Can Get

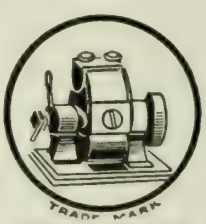
New York Advanced Spring Models

without discount at our Canadian showrooms, 489 St. Paul St. W., Montreal; 193 Sparks St., Ottawa. These rooms are now replete with a large showing of New York's trimmed latest models at prices ranging from

$7.50 to $20.00

Spring Opening March 1st.

Milady Hat Co., of Canada



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This Trade Mark is your guide to—

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The Original Guaranteed
Rainproof Maline
Ideal for Millinery and Scarves.
Resists rain, dampness, snow, sun, and perspiration.

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1920

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Model Hats
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Newest Fashions
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Buyers visiting the Markets before opening date will find our stock complete in all departments

Inspection by the Trade cordially invited

G. GOULDING & SONS

55 Wellington St. West, Toronto

Winnipeg	Ottawa	Hamilton
66 King St.	193 Sparks St.	28½ John St. N.

Underwear and Hosiery Higher for 1921

Yarns Scarce and High—Deliveries Poor—Production Below Normal Owing to Labor Situation—Advances Range From 20% to 100%.

"TO speak frankly, business is too good," said a knit goods manufacturer to DRY GOODS REVIEW. "We've been sold up for a couple of months now and are doing our best to cover our orders. But we're absolutely up a tree when it comes to getting deliveries on raw materials." This tersely sums up the situation amongst the majority of underwear and hosiery mills. Present prospects are good in that they are receiving more orders than they can fill; but the future is so uncertain that very few are optimistic enough even to look ahead and make speculations, no less to make definite plans.

They can get no guarantee on deliveries—which are just as bad, if not worse than they have ever been—"uncertain as life" is the way one man puts it. Owing to the extremely high American exchange, the tendency is to turn to England; but there, they can get no satisfaction from the English spinners. One manufacturer has not yet received any materials ordered since November and some that were ordered in August. Another states that, in January, he cabled eight English firms for deliveries between August and December, 1920, and received a promise from only one. While the exchange would appear at first sight to boost Made-in-Canada goods, there is the counter action of that factor in purchasing the raw materials upon which the exchange has to be paid.

It is necessary for the millmen to order two and three months earlier than in normal times and sometimes to accept open orders. It is the opinion of some, moreover, that if the situation continues, the time will come shortly when the retailer will have to place open orders as well.

Mercerized Yarns High Beyond Reason

The situation as regards help is no better than it was last year. Expert help is continually a scarcity and even inexperienced girls seem to pay no heed to the "Help Wanted" signs which are the earmarks of most knitting mills nowadays.

Under such conditions, it is little wonder that prices continue to leap upwards. Increases on goods for next Fall will range anywhere from 20 per cent. to 50 per cent. and promise to go even as high as 100 per cent. above this Spring's values in mercerized lines. Silk hose are undeniably scarce and hose that sold before the war at $1 retail, now sell for $2.35 a pair. "But," says one manufacturer, "we're continually being surprised at the prices people are willing to pay."

Another mill man pointed out that one line of hosiery which sold in 1918 at $6.25 was priced at $5.85 in 1919 owing to the slump which occurred in February a year ago, but so marked have been the advances since then in yarns, labor and machinery that this same line will have to be $7.50 for next deliveries and even at that profits will be cut down quite a little in order to keep the goods on the market at all. All lines of knitted goods are going up, he said. Unless there should be a break in raw cotton—which is unlikely—a general advance of 50 per cent. will be necessary. Mercerized cotton yarns have gone up 30 cents a pound—in fact, they have advanced during the last 6 to 8 months from $1.60 to $4 a pound. This latter is the price being paid for lines for consumption in 1921 which will be shown in May and June next. These yarns are a material factor in maintaining the high prices for silk hosiery also, since a considerable proportion of mercerized yarns are used in the tops and feet of the silk lines.

The feeling generally is that there cannot possibly be any drop in prices during 1920 or 1921, but that a decline is coming "some time." One wholesaler stated that he believed mill prices this year are at their peak but that the public will not be paying the extreme for nearly two years; after that, there should be an inclination downward, but only when production begins in some degree to cope with demand.

Still the Call is for Quality Goods

And yet the public continues to buy the better classes of goods. The number of sales from one firm of the highest grade goods was 10 per cent. to 20 per cent. more than of the lower grades. Another man finds that his sales this year are already 100 per cent. greater in quantity than they were this time last year and 120 per cent. greater in value.

As another illustration of this, one firm sent out samples of strong cotton hose for men and boys chiefly, at a comparatively reasonable price. The result was that orders just "dribbled" in while the demand for their higher priced lines was daily increasing.

It is thought by some that retailers are a little too cautious in placing their orders if they really need the goods. And yet, very few firms are looking for new accounts and even giving quotations to any but their oldest customers. It took just six weeks last Fall for one hosiery firm to accept orders that would occupy their mill for six months ahead; and they had not covered all their customers. Since then, they have been refusing orders almost daily.

No Concerted Action for Export Business This Year

At the close of 1918 there was a feeling—despite predictions to the contrary—that prices would take a drop very early, and so buyers held back placing their orders during the early part of last year. The mills began to be afraid they would not have sufficient business to keep their machines busy and so went after export orders. A big amount of business was done for Roumania and other European markets, but now that domestic calls have returned in quantity the mills are endeavoring to take care of the home markets first. They feel that export trade is largely temporary, and it is much more to their advantage to turn out the goods required in Canada. There are some private export orders being filled, but they are not considered the mainstay of the industry, by any means.

Some Canadian mills are sending shipments to England, so scarce are goods over there. One manufacturer stated that he could fill his mill three times over with orders. "Clothing 20,000,000 men is a big problem for the mills of the world," he remarked, "and in addition, we cannot place any more machinery orders for two years, so busy are the machine-makers in replenishing the worn-out plants. Prices are prohibitive, as well."

The gist of the underwear and hosiery situation for Canadian buyers is, then, that supplies during 1920-21 will probably be equal to last year but no better; prices will be 25 per cent. to 50 per cent. or more higher for next Fall, Winter and Spring, 1921; qualities will on the whole be somewhat better; mercerized lines will practically be off the market. Goods are still being allotted which means that orders are being placed farther in advance than in normal times.

FINE FINISH UNDERWEAR WANTED

Opera Vest Liked—A New Wool-finish Vest Featured—Directoire Bloomers Continue Big Line

In women's underwear, there is more business being booked than ever before in all silk, and silk top garments. There are none of the Swiss rib silk goods on the market, which was the "exclusive" feature some five years ago. That make of garment requires twice as much silk as the glove silk materials which are now so much the vogue. In all mercerized as well as mercerized with glove silk tops, and the all-silk garments, demand is increasing for finer grades with short or no sleeves, or just a shoulder strap. In fact, even in the most summery of cotton vests, the opera-top—that is with only a shoulder strap fastened to the straight top—has been given special attention and is selected by

New Silk Knitted Wear



These glove silk bloomers have double seat, which is their latest selling point, though by the growing popularity of glove silk underwear one would scarcely expect many new features to develop.



A glove silk opera vest which has all the newest touches for fine fit and finish is shown here. Photos by courtesy of Mr. H. G. Clark, Toronto.

buyers of stores, small and remote, as well as those in large city stores. In fact, more than one wholesaler points out that smaller merchants are more exacting even than the larger buyers because customers go to them for personal attention and are not backward about stating exactly what they want and what their friends are wearing. More care is being placed on the fit and finish of women's undergarments than ever before. One Canadian manufacturers is showing a range of 250 samples this Spring. This includes infants' lines. He find opera vests his biggest sellers. Swiss rib garments with fine mercerized or silk glove tops are popular. Ribbon edging, or else tubing finish is proving successful. All through, the neat, plainer styles seem preferable though some elaborate lace tops are shown.

One firm is showing, as a Winter vest, a soft cotton garment finished to resemble wool; it is creamy and pliable like a very fine wool and has an artificial silk stripe. This line is proving quite successful.

Directoire bloomers are big sellers, especially in pink. A number of firms are making these and all speak emphatically of their pronounced vogue.

Prices in fine cotton vests for Fall will not show an advance of more than about 10 to 15 per cent. over last year.

BRITISH HOUSES ATTEND TO FOREIGN TRADE

An importer of British underwear and hosiery stated to DRY GOODS REVIEW that he had sold more goods during January than he did in a whole year before the war—and all the orders were for fine botany wools, and silk and wool garments. One, only, of his travellers had sold goods to the extent of $39,000 during one week in January and another totalled $25,000 the same week. The problem this year, he finds, is to allot goods fairly—there is no difficulty in selling. Many merchants would speculate just now if the wholesalers would allow it but it is their business not to allow one buyer to get more than his share.

In explaining the present price situation, this importer pointed out that before the war $1 worth of raw material was made up by $1 worth of labor. That same amount of raw material now costs $3 and requires $4 worth of labor to make it up. This, the mills cannot afford to do because people will not pay $7 for a garment containing $3 worth of raw material. Therefore they have to put in $5 worth of raw material to $4 worth of labor and offer a $9 article. These are proportionate figures, of course, but they give a clear idea of conditions affecting production.

As an example of how some British houses are endeavoring to re-establish themselves, firms which confined their output during the war entirely to war



A Wool Novelty

This clever outdoor blouse is of brown and white brushed wool with plain-colored scarf, cuffs and pocket-band — a most comfortable-looking affair.

work, spent the whole of the past year building a foundation for the future. They sent one man to work in a Canadian mill for six months to study production conditions and another to a large department store for six months in order to learn consumers' requirements. They are taking orders now in lines which they feel are what the Canadian trade wants, in a well-made and well-finished article.

With such thoroughness, it is quite probable that the British will have full control of their foreign trade by another year.

Prices advanced 15 per cent. in January and a further advance is announced to take place after March 1. This will be for merchandise for next Fall delivery.

RECENT DEVELOPMENTS IN FANCY SWEATERS

Buyers need feel no hesitancy as to the prospects for pullover styles in fancy sweaters for the coming Summer. There is a bigger range than ever of them on the market, and they are the favorite style for the home-knitters as well. Another factor in the happy outlook for pullovers is the fact that the number of operations necessary in their production is considerably less than for sweater coats, and therefore the cost of them is less.

With the easier situation in supplies of artificial silk, quite a range of pullovers in that material is shown. These are mostly in a stitch which imitates filet crochet and therefore requires less silk than the more familiar jersey styles; this, too, is an aid in providing a dressy, Summery looking article at a moderate cost. The styles vary from straight line effects with a tie belt and straight sleeves to very fancy designs with double flaring cuffs and skirt. Bell sleeves and cord girdles are also featured.

This same style of pullover is to be had in soft wools, as well as the artificial silk, and in a wide variety of colors. The knitted filet machine work is quite novel.

Collars in Dutch cut are popular, and especially if accompanied by a cord and tassel tie. Neatly braided girdles, which pass around the waist twice and are finished with tassels, are considered good for both pullovers and sweater coats.

Knitted Suits Shown

In the regular knitted styles of sweater coats there are novelties also. The full length Tuxedo sweater with narrow sleeves, except just above the cuffs, where they extend into a soft puff, is a new note. Another good selling number is the Tuxedo, whose collar extends wider at the bottom and is stitched at the side to form pockets. Some Tuxedos are shown, too, with a waistcoat attachment. A few of the more extreme numbers in the flaring styles are unusually long this season and the shorter numbers are considered smarter.

The return of sports apparel and strictly outing costumes has provided a place for the knitted suit. This was brought out in the United States last year, and a couple of models illustrated in DRY GOODS REVIEW, and now the Canadian trade is showing a few models. One is designed for real service. It is a warm heather mixture wool with full coat fastening and straight plain skirt to match. The skirt is finished with a border pattern at the bottom, which is much neater than a hem. A more fanciful model is ribbed in Oriental blue and mist shades, the blue appearing between the ribs. The coat part of this model is a Tuxedo and may be had with waistcoat, so that the whole may be worn as an outdoor dress, or as a suit with blouse.

Varied Color Range

The color range is interesting for this year. Heather mixtures are shown a good deal, but apart from these strong colors have the lead. Turquoise, Oriental blue, jade green, strawberry, American Beauty, old rose, buff and mist grey, are all prominent. Maize is liked very well for trimmings. One quite smart number in turquoise blue in fine knitted pattern had a filet collar in maize.

The wide brush wool scarfs, which came into prominence early last Fall, are shown in a bigger variety than ever. There are scarfs which vary from 12 to 27 inches in width, but the widest ones are considered the smartest. They are to be had in plain colors, with fringe ends, or with fancy black and white or colored borders, which, when folded back, form a smart collar effect. Buff, or a natural camel hair color, is a favorite; grey mixtures and such bright colors as turquoise, purple, jade, etc., are also featured. The newest numbers have a belt, either braided or mohair, or of the wool itself, attached at the back and passing through slides at the sides, then tied in front. A small pocket at either side in front is another convenience. Rather large tams are made up to match these comfortable scarfs; they make a very desirable set for Spring outings or boating later on. The medium width scarfs of 15 inches are liked by the juniors.

Novelties for Men

Now that men and boys are getting into swing again for sport occasions, the mills are putting added attention upon garments for them. There is an interesting array of bright-hued sweaters and pullovers shown. The pullovers are rather a novelty this year since they have not had a really strong vogue for some years. The same applies here as in women's pullovers, however. The

pullover requires less time to make than the coat, and therefore the cost is kept down a little below that of coats.

Another garment which will make an appeal to certain branches of the trade is a coat for men. It is made of closely knitted heather mixture wool and lined with a coarser knitted material in the same color. "The wind can't get through it," say the makers, and so it is especially good for driving, skating, and general outdoor work.

Knitted vests for men are also to be had in heather mixtures and will no doubt be found comfortable during Spring winds.

Most of the lines described above were not offered to the trade until within the last month, and are, in addition to the regular Spring ranges, which were shown before Christmas. They are considered good lines for sorting up for Spring merchandising.

WHAT THE DISCOUNT DOES

With regard to the exchange and duty situation, it is stated that one Canadian woollen mill doing an annual business of over $1,000,000, placed orders in the United States last year for $258,000 worth of raw materials; this year they placed less than $5,000 there; $50,000 was placed in Canada, and the balance in England. A certain amount of resentment accompanies transactions made under those adverse conditions, and many feel that a big proportion of business will not go back across the border. "Moreover," said one recognized authority in the trade, "by the end of this year Canadian money will be at no discount."

Popular Knitted Numbers



A shawl, scarf and cap set — the scarf has braided belt attached, also pockets and fringe. The lacey pullover is in American Beauty artificial silk, in filet pattern and Dutch collar. One of the smart Tuxedo models in fine white wool, with touches of black on buttons and tassels is at the right. From the Monarch Knitting Co., Dunnville, Ont.

LATEST SWEATER NOVELTIES

That sweaters are worn at Palm Beach on account of their style, rather than their warmth, is evidenced by the variety of unusual models that are being worn. Fancy Shetland, chiffon, alpaca and silk sweaters are most popular. There are also filet sweaters with Georgette linings in bright colors. Filet, used as trimming on tricolette sweaters, is not new, but when lined with Georgette, a most distinctive effect is the result.

Just fancy a chemise coat of brown filet, lined with orange Georgette and featuring a vestee of silver tinsel! Another model of white tricolette had a square inset of black filet, with the same decoration on the long sleeve.

Fringe trimming is used considerably and "ostrichette," a decoration similar to marabou, appears on some tricolette models.

Many Short-Sleeved Models Appearing

Some manufacturers were prone to exercise caution in the matter of making sweaters with short sleeves until the success of the short-sleeved blouse was assured. But the result has been that many women at Southern resorts are seen wearing the short-sleeved sweaters over long-sleeved blouses.

A variation in the ripple sweater has appeared as a "double flare" number. The rippled skirt is double, the upper one being a little shorter than the lower. On the cuffs, the double ruffle is repeated. A collar, notched at the shoulder, is another original feature of this model.

LABOR AND FARMERS BUYING KNIT GOODS

At the convention of the Jobbers' Association of Knit Goods Buyers, held in New York on January 12, there appeared to be almost perfect agreement that the current high level of prices of knit goods would be maintained for at least the next year, with the probability that further advances would occur, reports the "Journal of Commerce."

The arguments supporting the generally-accepted viewpoint included the following principal items:

(1) The world-wide shortage of knit goods, creating a market in virtually all foreign countries.

(2) Prospects of an unusually large domestic business, based upon the increase in spending, notably on the part of labor and the farming population.

(3) Curtailment of productive capacity through shortening of hours and difficulties of labor supply.

(4) The high cost of raw materials, labor, etc.

Mills' Attitude

In support of the sentiment favoring higher price levels was noted the attitude of mills in refusing to sell for more than three months ahead, behind which lay a similar hesitancy upon the part of yarn manufacturers and the decreasing output and increasing price of yarns. The shortage of stocks in retailers' hands was also put forward as a contributing factor.

Inquiry directed to a number of those in attendance failed to reveal any material anxiety respecting the possible adverse effect upon the knit goods industry which might result from inability of bankers, producers and other interests to evolve a method for financing the country's export trade, especially to Europe. The representative of several mills asserted that, despite the unfavorable foreign exchange situation, his firm was daily turning down many inquiries because of inability to obtain the goods required. Generally the disposition was to regard export business as of secon-

Three of the Newest Opera Vests



At the left is a "Winter" number of fine wool-finish cotton with silk stripe; all three have ribbon shoulder-straps. The middle number is one of the popular cuts for evening wear when a low back is required; this is a Swiss rib number. At the right is a white spring-needle vest with pink ribbon band and straps. From the Spring lines of the Peerless Underwear Co., Hamilton, Ont.

dary importance in view of the difficulties of obtaining what was wanted for domestic needs and to feel that the problem of financing foreign trade would be worked out in one way or another. Practically the same conditions hold in Canada as were brought to notice in New York.

Bathing Suit Styles Remain Staple

Knitted bathing suits are selling in such quantities that mill men have little time to think about new styles for them or even touches of novelty. The fancy stripe trimming with belt or girdle to match is being featured again and practically all the models shown have the ribbed cuff at the knee. Sleeveless styles with square or V-neck, or in some cases round neckline, are in general demand. The range of styles offered by any one firm is, if anything, cut down from last year in order to increase the output. Prices, of course, continue high. This is partly due to labor and yarn prices, and to some degree as well in the advances in sateen which is used for facings. Before the war the sateen used for these purposes cost the manufacturers 8 cents a yard. Last year the price was 22 cents and since then it has jumped to 24 and then just recently to 35 cents. While sateen would appear to be a small item in the cost of a bathing suit, even at 35 cents a yard, the fact remains that it has an influence and is taken into consideration when the price for the output is being fixed. Other costs of material have all tended upward in the case of bathing suits as well as of other knitted lines.

Remarks By Different Millmen

"We are urging all our customers to place orders now."

"The retailer should just place orders as he needs the goods."

"Buyers should cover their needs now for this year."

"The knit goods situation is as uncertain as life."

"What is the use of asking for quotations? Look at the exchange."

"We're just at the mercy of the people who have the raw materials."

"We are continually surprised at the prices people are willing to pay."

"There is no influence in sight that would tend to lower prices."

"The market in mercerized yarns has gone wild."

"Four months ago fine wool, the trade thought, was as high as it could go. Since then it has advanced 30 per cent."

"We were afraid we could not do business this year because of prices, but we have plenty of it already."

"Artificial silk supplies are considerably easier than a year ago."

"Canadian knitting mills are well and permanently established."

"The only thing that could relieve the situation for this year would be longer working hours."

"At least half the population of Canada wears silk at some time."

"We have not a glove to sell before October and can take no more orders before then in one of our biggest lines of hosiery."

Messrs. Clatworthy & Son, Ltd., 161 King Street W., Toronto, are making alterations to their premises which will double their former space. They hope thereby to be able to catch up with their back orders.



The C. H. Smith Co., Windsor, Ont., used this page display in featuring Spring goods a year ago. Note the editorial on the all-important condition of the wool market, also the special announcements at the right. Red ink was used for the largest headings and the name.

HAVE YOU ANY LOAFERS?

If you found a clerk loafing on the job you certainly wouldn't offer to pay his room rent and then furnish him heat and light as well.

But do you know that a great many dealers are doing almost the same thing with certain lines of their merchandise that are no more profitable than the loafing employee?

A salesman is engaged for no other purpose than to earn new profits. You certainly don't keep him just for ornament.

It is the profit you are after—both on salesman and stock.

Just stop to think for a moment. How much difference is there between a shelf full of slowly moving stock or stock that does not move at all, and the clerk who is loafing on the job? Both were brought into your store to earn profits and both have refused to do it. Is there really any difference between the two—so far as their money value to you is concerned?

Certainly not.

You'd fire the clerk who loafed, wouldn't you? But how about the loafing merchandise — the shelf-warmers that are resting so comfortably about your store? You are paying rent for the space they occupy. So also are you paying for the insurance that protects them from loss by fire. Other items of expense you can trace to them. Why shouldn't these shelf-warmers be given the same treatment that you would mete out to the loafing clerk?

The keen and successful dealer would dismiss the loafing clerk. And he also would round up the loafing merchandise—mark it down—even below cost if necessary and send it kiting out of the door.

He soon would have in place of the loafing clerk one who was worthy of his hire—one who would earn profits. In place of the loafing merchandise he also would fill his shelves with that which was in real demand—the merchandise that made quick profits and really was worthy of the space it occupied.

Profit is eaten up by the stock that doesn't move. It is rather hard to avoid mistakes in purchases, but a wise rule to follow is to buy trade-marked, advertised, and honor-made goods. Then you are playing safe.



For the Sportsman

Warm and wooly enough for the breeziest green are these golf hose made in dark grey with cuff design in brown and white. Shown by the Royal Knitting Co., Guelph, Ont.

LEAMING STORE ASSUMES FINE NEW APPEARANCE

MR. J. H. Hynd, of Leamington, Ont., has just completed the remodelling of his dry goods and men's furnishings store. He now has a modern store front and attractive windows panelled in oak and finished with a marble base. The brick work above the windows is finished in rock face stucco which adds to the imposing front. The floor space has been considerably enlarged by the opening up of the second floor for a complete women's ready-to-wear department and also one of the most attractive house-furnishings departments in Western Ontario. In connection with these departments there is a complete rest room fitted up for women customers.

The men's clothing department, which is in charge of G. S. Parkinson, has increased so that it was necessary to build on an addition to the rear of the store. By taking out the front stairway new show windows were possible which afford a further important improvement. A modern system of lighting has been installed throughout so that the store is now a most creditable one. Mr. Hynd reports that his business has increased six times over from the original turnover of four years ago. His success he attributes largely to good newspaper advertising and his ability to back up that advertising with reliable merchandise. Especially when special sales are announced is he careful to have the goods up to all that is claimed in the advertising. Mr. Hynd has an extensive mailing list throughout the surrounding district and this has brought in considerable business.

Plenty of Woolens For The Baby

A manufacturers' agent, who handles imported as well as domestic lines of underwear, hosiery, gloves, etc., stated to DRY GOODS REVIEW recently that Canadian manufacturers have the most complete lines ever offered for infants and children. A visit to a number of the mills early in February seemed to bear this out, for there is a wide range of the very finest types of little soft white wool garments with flat lock seams, silk bindings, and the latest devices in fastenings in order to reduce the use of safety pins to a minimum.

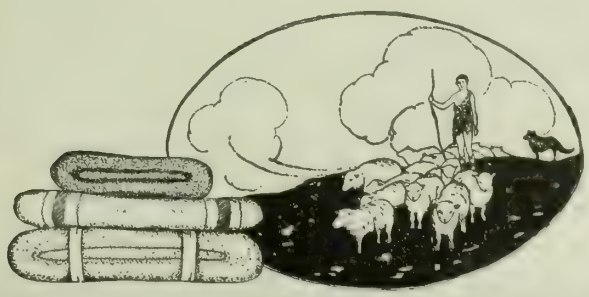
Socks for little tots are now being finished with a dainty crochet top, through which a crochet cord is threaded in order to tie the top in place.

Sweaters and caps are in great variety and are modelled after the types for grown-ups wherever they are practicable. We see quite a variety of clever little pullovers, with cord tie at the collar, some with angora trimmings—which seem to be the special prerogative of infants—long-waisted effects, ribbed waistlines and cuffs, and so on. The newest adaptation is a miniature Tuxedo model, in regular sweatercoat style. It is fashioned of very fine wool, with the collar in fancy stitch.

Over $12,000 in cash bonuses was distributed by F. R. MacMillan, a prominent Saskatchewan department store owner, the first week in February, marking the close of the most successful business season of the store.

Mr. MacMillan, in addressing the employees, stated that the turnover had increased with the reduction in store hours in spite of the fact that the reverse condition might have been expected.

Westlake Bros., Ltd., 24 Wellington Street W., Toronto, have increased their warehouse space to double its former size.



Denton, Mitchell & Duncan

Wholesale Dry Goods
Gents' Furnishings
House Furnishings
etc.

See our Samples before
placing Orders for Fall.
It will pay you.

Denton, Mitchell & Duncan
79-83 Wellington St. West
Toronto, Ont.

The Trade Mark of Honest Value



"Dods Knit"

Underwear for Men and Boys

Your customers will appreciate the exceptional sturdiness, splendid wearing qualities, and reasonable price of DODS KNIT garments.

Combinations **Two-piece Suits**
Elastic Knit **Merino** **Scotch Knit**
Flat Knit **Heavy Elastic**

To Wholesale Trade Only

Dods Knitting Company, Limited

Orangeville, Ontario

SELLING AGENTS:

Ontario and Western Canada:
R. R. DAVIS
33 Melinda St., Toronto

Quebec and Maritime Provinces:
WM. C. FORSTER
43 St. Sacrament St., Montreal

The Gloves and Hosiery House of Canada

Avon Knit 1920 Showing



DELIGHTFUL ORIGINALITY

As displayed in these models, added to the recognized AVON-KNIT quality, means sales and satisfaction. The full range includes many more clever effects in sweater coats, pullovers, mufflers and many new numbers added to our well-known line of toques, mittens, gloves, etc.



Obey That Impulse and Order Now

AVON HOSIERY LIMITED

Stratford, Ontario

SOLE SELLING AGENTS

RICHARD L. BAKER & CO.

84 Wellington St. West

Toronto

They really do lower Clothing Bills

You know how quickly a customer can be "sold" on an *economical* proposition now a days. The problem of clothing her boys is very real.

Here's one way you can help her. Sell her Buster Brown Stockings.

Buster Brown Stockings *do* wear longer. They stand the strain of boisterous play. They require less mending. *They cost less in the end.*

Buster Brown Stockings are closely-knit. Triple-reinforced at the toes and heels. Fitted with double-ply leg and foot. Smoothly knitted from extra-long yarn. Shaped to fit. Fast dyes keep them from fading.

By recommending and selling Buster Brown Stockings to your customer you'll perform a *real* service. A service they'll not forget.

Order from your wholesaler.

Buster Brown's Sister's Stockings are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade Tan, Pink, Blue and White. Well shaped and moderately priced. Order a supply of these as well.

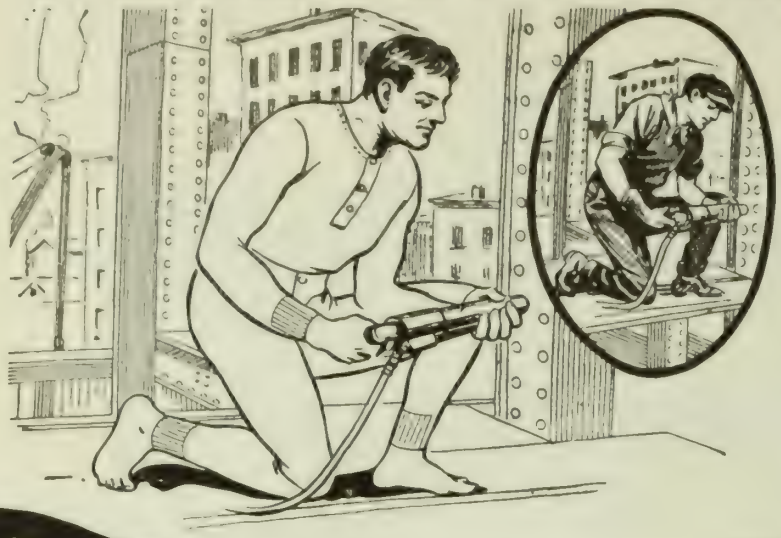
THE CHIPMAN-HOLTON KNITTING CO., LIMITED
Hamilton, Ont.

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED

Customers Who Stay Sold



You may depend upon ATLANTIC UNDERWEAR to satisfy the most exacting underwear requirements of your "hardest to please" customers.

The next best thing to making a new customer is keeping him. Sell him ATLANTICS and insure his satisfaction.

Ask your jobber

ATLANTIC

UNDERWEAR

Unshrinkable

Atlantic Underwear Company, Ltd.

MONCTON, N.B.

E. H. WALSH & COMPANY

Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces

Will Increase Trade In Hosiery Department

ONCE a customer finds a certain brand of Hosiery that fits perfectly, is smart, durable and good value, the dealer from whom it was purchased is assured continued patronage. That is what happens when merchants specialize in the sale of CIRCLE-BAR HOSIERY and familiarize customers with the name. The merchants can safely lay in a complete stock, knowing every pair will bring satisfaction.

The reasons:—

CIRCLE-BAR HOSIERY features the latest modes in silk, cashmere, mercerized, lisle and cotton; every pair has reinforced heels, toes and soles, no seams—no wrinkles.

The customer is pleased with the stockings and the price, and you will be satisfied with the profit.

CIRCLE BAR

REGISTERED

HOSIERY

The Circle-Bar Knitting Company

Limited

Kincardine ∴ Ontario



Bonworth Knitting Yarns

"Super"

A 2-ply Floss sold in balls. Spun from Australian Wool. Ideal for the creation of smart attractive effects.

"Electra"

4-ply fingering with a special twist imparted to prevent splitting. Sold in skeins: Without equal on the market. Wonderfully soft and pliable.

36 Colors



CANADIAN WOOLLENS, LIMITED

Worsted Yarn Spinners and Dyers

PETERBOROUGH ONTARIO

BONWORTH MADE IN CANADA BRAND TRADE MARK



BENTRO-KNIT

Sweater Coats
Mufflers
Muffler Sets
Toques
Caps
Mitts and Gloves
Boys' Jerseys
Bathing Suits

The Buyers Are Enthusiastic—

About the Bentro-Knit Range for 1920. They appreciate the real quality and good value that is still to be found in the Bentro-Knit line. If our representative has not yet called, you can look forward to seeing the excellent numbers in Sweater Coats, Mufflers, Muffler Sets, Toques, Caps, Mitts and Gloves for Fall delivery, and the Bentro-Knit Boys' Jerseys and Bathing Suits for men, women and children for Spring and Summer delivery.

The Williams-Trow Knitting Company

Limited

Stratford - Canada

J. M. ROBERTSON & CO. Toronto
J. B. TROW & CO. Montreal
O'BRIEN, ALLEN & CO. Winnipeg
A. M. MOUAT & CO. Calgary
A. J. SNELL, Vancouver

A Problem We're Facing

The tremendous difficulty of getting the pure woollen yards from which alone

Priscilla Brand

children's knitted garmets are made, has made it almost impossible to keep up with the wide-spread demand.

This difficulty will grow less. Meantime, we wish to thank our customers for their patience, and ask their continued co-operation. We shall do our best to meet their needs as quickly as possible.

HENRY DAVIS & CO., Limited **259 Spadina Ave., Toronto**

Peerless Underwear

PEERLESS Underwear has that dainty, beautifully-fashioned appearance which is so irresistibly appealing to the feminine mind.

And it possesses as well the superior wearing qualities which have made Peerless garments the standard in many homes.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. Moodie & Sons, Limited
Hamilton, Ont.



This Trade Mark sells

"CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark. If you are catering to the best trade in your district you must sell "CEETEE"—

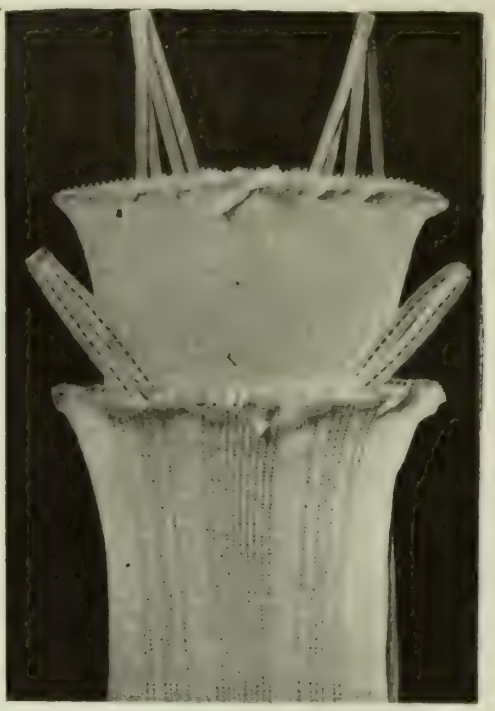
For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada.

MADE BY

THE C. TURNBULL CO. OF GALT, ONTARIO

Also Manufacturers of Turnbulls's Ribbed Underwear f Ladies and Children and Turnbull's "M" Bands for Infants.

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Ladies'  **Underwear**

OXFORD KNIT

Summer or light-weight

VESTS

DRAWERS

COMBINATIONS

— Complete range —

Oxford Knit garments are sold in the best stores everywhere, and are extremely popular with smartly dressed women. The superior, delightfully soft finish and the comfortable, neat cut of each and every Oxford garment have endeared them to wearers everywhere.

The two lines illustrated are especially good sellers at this time.

The upper one is a Spring needle knit with double shoulder straps. The lower one has a drop stitch pattern with machine-made straps.

Order your Spring stock NOW!

See samples in the hands of your jobbers, or write us direct.

The Oxford Knitting Company, Ltd.

Woodstock -:- Ontario

Western Representative: T. H. WARDELL, 102 Hammond Block, Winnipeg



Shawllets, Knitted Coats, Pullovers, Cap and Muffler Sets, Mufflers, Toques, Tams, Caps, Mitts, Gloves, Hosiery, Men's and Boys' Jerseys, Children's Suits, The Ballantyne Glove (Scotch Knit)

The
BALLANTYNE
Name

on these lines of Knitted Goods is your Best Selling Argument, Because—

it is found only on goods that attract by their bewitching style, in garments where style is paramount, and that you can always recommend for quality and sterling value.

The Ballantyne range for Fall, 1920, is now being shown. In spite of our increased production, we can promise prompt deliveries only on goods that are ordered early. When the Ballantyne man calls on you, place your order for the full extent of your requirements.

R. M. BALLANTYNE, LIMITED

Stratford, Canada


Vel♥Knit
"VELVOKNIT"
Velvoknit combinations are made for Warmth and Comfort
Special Features
Roomy and Elastic Fit.
Flatlocked Seams.
Inset Military Shoulder.
Superfine Soft Collarette.
Properly Made Closed Crotch.
Finer, Softer, More Elastic.
Every combination sold to measure.
Distributed through the wholesale trade only.
O.V. (Ottawa Valley) Velvoknit underwear is manufactured by
BATES & INNES, LIMITED
Carleton Place, Ontario.
Sales Agents
C.E. Winks
44 Aikin Block
Winnipeg, Man.
E.S. Bates & Co. LIMITED
35 St. Nicholas St.
Montreal Que.
8-10 Wellington St. E
Toronto Ont.

The Mark of Fine Merchandise

Hawthorn Fabrics

HAWTHORN KNITTED SUITINGS, in plain and Scotch heather mixtures. Nothing quite so smart, comfortable and appropriate for the average woman's outdoor activities. They are adaptable to the open country, and are serviceable to a degree far beyond the life of other fabrics.

We will be glad to send you on request a list of the names of jobbers who sell Hawthorn Knitted Suitings by the yard, or manufacturers who sell it in made-up garments.

HAWTHORN FABRICS

Wool Jersey

Knitted Suitings

Velour Cloakings

Hawthorn Mills Limited

Carleton Place, Ont.

The Newest in Accessories

New Goods for Spring Are Coming In, But Some Deliveries Are Slow — Interest Live in Easter Merchandise

A PERSIAN VEIL

The newest thing in veils is a large draped affair having a two-inch border of silk embroidery in several colors in imitation of the pattern on Paisley shawls.

The wide Shetland meshes are selling well in the stores in black, navy, brown, and purple. Elaborate French veils with scroll embroidery and heavy dots are featured by exclusive shops; but are rather out of the question for popular trade on account of the prices which range from $15 upwards.

A NEW SET

Amongst novelties from Paris is a matching turban and purse made of Dutch blue cloth brocaded in gold. The pattern is lavishly outlined by coral and gold beads. The purse is flat and lined with salmon faille, having a pocket mirror and change purse of the same material.

FLOWER TRIMMINGS

In response to the demand for silk flower trimmings on lingerie and evening wear, the French have created several new wreaths to be sold by the yard. One is of tiny flowers made of narrow brocaded ribbon in a number of different colors. Another has wild roses made of raspberry satin plentifully interspersed with jade satin leaves.

NECKLETS

In bead necklets, the newest are those made of galalith in shades of amber, paddy, tan, grey and blue. They have rather large ornaments of self at the bottom in fanciful shapes, some of them with an Egyptian head of horse in a silver motif. They will sell from about $7 to $12 a piece.

NECKWEAR

Neckwear seems to be experiencing a lull in business February, preparatory to the brisk trade that is expected next month. This has been forewarned by the fact that the newest dress models are featuring collars, and women will consequently be refurbishing their collarless frocks of last season. Suits are showing vests in a great many cases, also, but they are shorter than last year and more in the form of a blouse front.

Tabs and frillings are being extensively made of net and laces, filet in particular. Sets of embroidered organdie edged with lace are featured by the high class trade. A new frilling of net in shades of jade, maize and rose embroidered in gold is shown by the T. Eaton Co.

Marabou neckpieces are again showing much activity for Spring. The brown shades are in the lead, and those lined with soft silk are especially attractive.

CORSAGES

Corsages and camilles of artificial posies are considered correct this season, according to buyers just back from New York.

HANDBAGS AND PURSES

The kodak leather bags which have been featured in DRY GOODS REVIEW are growing daily in popularity. The shape is one which seems to be liked by all classes of trade, and consequently there is quite an extensive price range in that style of bag. In more dressy bags chenille tassels have given place either to fine chain tassels in gold or silver finish or to a fairly large covered button in the material of the bag. Metal frames are once more the feature of fashionable bags. Some have chain handles and some have fabric handles. The frame itself is narrow and "dignified" and usually quite fancy. Some of them appear to be solid carved work with cupids, Dutch heads, flowers, foliage or conventional effects often in deeply-embossed patterns. These frames are rather expensive and deliveries are slow but they are more durable than the celluloid type.

Beaded bags continue to arrive from Paris and England in response to the generous appreciation which prevails for them. Exquisite workmanship, designing and rich coloring in great variety are everywhere evident.

HIGH-GRADE LACES WANTED

According to recent reports from the Nottingham markets, practically all of the lace manufacturers there are engaged on the better class of goods, since that is the merchandise that is meeting with most demand. Pleatings, filets, flouncings, wide insertions, and binche goods are finding a ready market in the United States, South America and France. Inquiries have been received from German and Austrian houses, it is said, but as yet no orders have been placed. Nottingham manufacturers, according to the reports, are in a far better position commercially regarding prices, quantities and deliveries than many of the Continental lace markets. Prices are high, and show, moreover, an upward tendency.

SPRING FOOTWEAR

A very strong demand is already opening up in footwear departments for low cuts for Spring. The Cuban heel, walking Oxford in black and brown is a decidedly popular style. The "shimmy" pump is also proving a good seller. It is characterized by a high cut in front and a high Louis heel. In fact, the pumps with shield fronts and semi-Oxford ties are quite "the thing." Buckles are just a little less prominent for Spring—possibly owing to their high prices. A very big season later on for whites in both cloth and kid is undoubtedly on the way, though many dealers are not stocking the high white kids at all, owing to their price. They would have to sell at $20, said one of the large Toronto buyers to a DRY GOODS REVIEW representative.

Speaking of low cuts, one buyer who visited Boston recently, sat in the lobby of a hotel on purpose to observe the type of shoes favored by women. In



Smart Spring Bags

A rich brown velours of deep pile is shown at the left. It has champagne lining and carved brass frame. In the centre is a brown leather linen-grain kodak bag—a style which is particularly popular. The soft richness of grey suede never "goes out." This one with silver frame is well liked. Note how the round inset in these soft bags adds to their capacity and the button finish makes them a little more tailored than the more familiar tassels. Shown by courtesy of the Western Leather Goods Co., Toronto.



Legends in Ribbons

Some of the airy, fairy, pixie and thistle designs originated by Johnson, Cowdin & Co., New York, in their new range of brocaded ribbons for 1920. The pattern at the left is in black, blues and old gold colors. In the middle is black, peacock blue and silver, and at the right, rich nasturtium shades with a subduing taupe. There is a story depicted in each.

less than an hour he counted 35 who were low cuts and 18 who had either high shoes or spats—which may have meant in several cases, low shoes being worn with the spats. "It may be the case that a little difference in price favors low cuts rather than high, but whatever the reason, the fact remains that more and more women are wearing low cuts throughout the year," he remarked.

A DRIVE FOR VEILS

Why Not Talk Veilings for One Whole Week and See What Results That Will Bring in Your Town?

Various branches of the trade in United States have found from time to time that a concentrated drive during some particular week on one special line of merchandise brings excellent results. There has been featured in past seasons a gingham week, a notion and sewing goods week, a blouse week and so. The idea has been used by the Canadian trade in some of these lines. Last year gingham week was made quite a success throughout the Canadian trade. Baby week is also well established.

National veiling week is now being worked up across the line. The dates set are March 15th to 20th. The date itself is very opportune, not only for the purpose of giving a good start to the veiling business for Easter, but of giving it a foodhold in permanent popular demand, the results of which would be felt for seasons to come. If every veiling department in Canada took advantage of that veiling week to feature varieties and novelties as well as staple lines of veilings, there is no doubt that the impression made upon the public would be important. Why not take a long clear look ahead and make a special drive along with American merchants for the week beginning March 15th, to get some real results from the veiling counters. Canadian women as well as those elsewhere would no doubt appreciate educative efforts on the part of stores in the correct methods of wearing various types of veils and the patterns which are best adaptable to certain features. A little research work on the part of saleswomen and buyers could prepare them well from now until the veiling week with matter which would be of real interest to their customers.

A great many women have been educated to the value which a smart veil is to her costume but a great many still need suggestions as to the attraction of having a set of veils on hand. The progressive veiling department will endeavor to impress upon its customers the value of having different colored veils and different types of veils suitable for the different types of dress, just as the toilette is more perfect when a hat is part and parcel of the scheme and not just one hat worn with every costume.

Other departments in the store might very well co-operate with the veiling department in assisting in this education. For instance, when a woman selects a smart brown suit in the ready-to-wear section and a brown hat in the millinery section, both departments might suggest to her the selection of a suitable veil to complete the costume. Lace and neckwear departments could also assist materially.

The featuring of this veiling week is being conducted by the Veiling Association of New York, who are putting forth excellent suggestions for the featuring of veilings in window displays, showcards, newspaper advertising, etc.

GLOVES

One of the biggest items to be anticipated for the Easter trade is that of gloves. They are a most necessary adjunct to the Spring suit and for every suit and separate coat, the smartly-dressed woman has one or two pairs of gloves.

Silk is promised a bigger season than ever on account of the ever-increasing price of kids. Good silk gloves can still be had for prices ranging from $1.25 to $2.50 per pair retail. The thinner lines of chamoisette are also being shown extensively, but the lined and duplex variety will probably have a rest from now until next Fall. And speaking of next Fall, there is little doubt of a big season in heavy chamoisette; one firm is already sold up until January 1921.

The colors for Spring are the suit colors, navy, browns, modes, and greys. No new style has been created to displace the gauntlet wrist in popular favor, although slight variations are shown in stitched trimmings and colored insets. The strap wrist with a single dome is very good and also the elastic wrist.

In silk gloves a rather novel treatment is that of having the strap fastening under the wrist and a row of false fasteners down the side back of the cuff.



A good ad. for early Spring display. Used by Robinson & Co., Winnipeg, Man. 5 columns wide by 18½ inches deep.

ACME

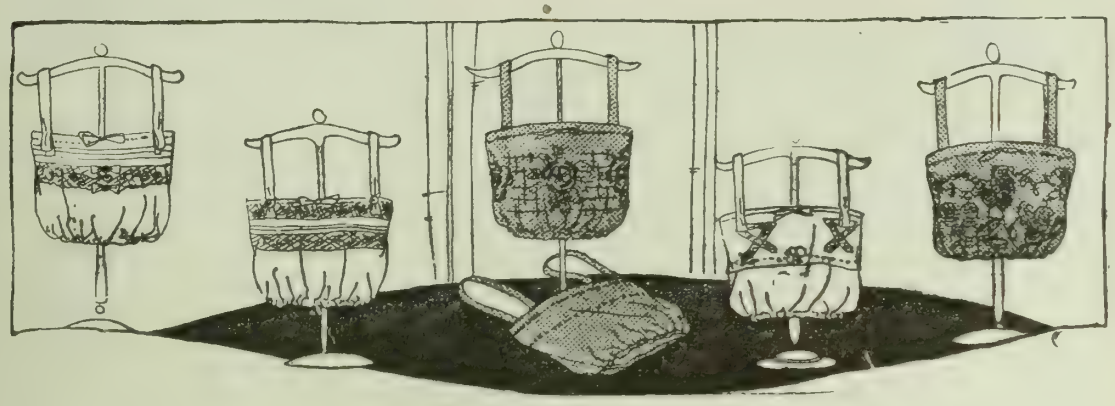
Knit Goods for Fall

The effectiveness of a line of samples is best indicated by the business booked by salesmen showing them.

At this period we have never before had such a volume of knit goods business on our books for Fall delivery.

Do not fail to see these samples, reflecting the very latest styles in a variety of beautiful plain and contrasting shades.

Acme Glove Works
Limited
Montreal



Ritchie Silk Lingerie

attracts women of all classes

Many chic new creations in Satins and Crepe de Chines, daintily embroidered, lace trimmed and many of the popular hemstitched styles. Make Ritchie Silk Camisoles, Combinations, Night Gowns and Underskirts popular sellers in your lingerie department.

Order now to insure delivery for Easter trade.

Also makers of handkerchiefs,
laces and embroideries.

"The Canadian-made Line"

H. P. RITCHIE & CO.

38 CLIFFORD ST., TORONTO









Birmingham Neckwear for Spring

Sheer, crisp organdy and net, dainty crepes and chiffons, allover laces and combinations of fabrics are all extensively used in creating our splendid Spring range now showing.

The designs are of the smartest and daintiest, the materials the finest — representing the most approved styles for Spring.

Now is the time for placing Easter orders.

T. H. BIRMINGHAM and CO., LIMITED

93 to 99 SPADINA AVENUE, TORONTO



TH&B LTD TRADE MARK

"The Exclusive Neckwear House"



"JULIAN SALE" LEATHER GOODS

New Lines for Spring

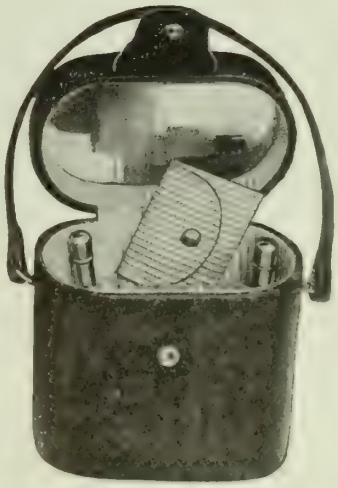
Our new lines for Spring present many attractive and exclusive things — just such goods as will enhance the stocks and assortments of those who trade in fine leather goods and novelties — lines that are bound to attract custom to the retailers who feature high-class merchandise in these lines — good sellers — and unusual values.



SILK BAGS

HAND BAGS AND STRAP HANDLE PURSES

Out of our big range of samples we are selecting to feature here four lines that will be popular for Spring—and we urge that you place your orders without delay to insure complete and prompt delivery.



CANTEEN BAGS

SILK BAGS—These goods are in the high-grade class and very suitable for a select trade—beautifully fashioned and finished—in blacks and colors —very specially finished and fitted—SELL AT SIGHT.

KODAK BAGS—In a very novel range—in this line we are featuring the new Ostrich grain leather, besides other leathers—and they are shown in black, green and other colors—ONE OF THE BEST SELLERS.

CANTEEN BAGS—If anything, to be in greater demand than ever—they're so serviceable—our lines are special quality and are exceptionally well fitted and finished. VERY POPULAR.

STRAP HANDLE PURSES—No lines that we have made in years have had greater sale than the "JULIAN SALE" strap handle purses—made in Ostrich grain, Vachette and other grain leathers—This will be a big season for them. FIFTY STYLES.



STRAP HANDLE PURSES

Our travellers have a complete range of samples of these and many other lines you'll need and want—BE ON THE LOOKOUT FOR THE "JULIAN SALE" MAN — ORDER NOW, AND ORDER ENOUGH.



KODAK BAGS

The JULIAN SALE LEATHER GOODS CO. Ltd.

Wholesale—Factories—Sample Rooms and Offices:

600 KING STREET WEST - - TORONTO



CHAMO SUEDE DUPLEX
CHAMO SUEDE AND SILK

Make in Griffin Gloves Canada

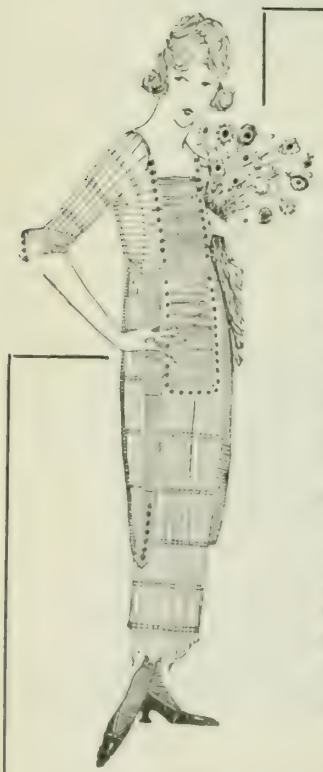
ChamoSuede REGISTERED

As always—in the smartest and newest styles and shades, faultlessly cut and finished, to give that neat and lasting fit for which they are noted.

Griffin Gloves Limited
TORONTO

Sole Selling Agents:

Richard Baker & Company
84 Wellington Street West, Toronto



"The little things that count"

Those little touches that mean so much to the smart costume are an important item on the shopping list of the well dressed woman. She knows that in securing just the **right** match, or contrast, the desired effect is assured.

And of course **BUTTONS** naturally lead in importance, in lending the finishing touches.

Let us assist you in making your

BUTTON DEPARTMENT

the reputed place to buy always just the **right** lines.

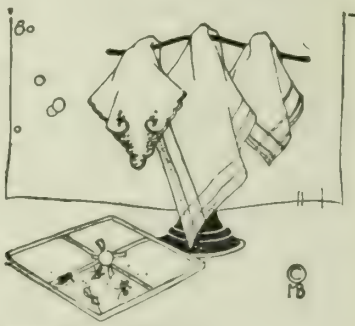
All sorts of
BUTTONS
of irreproachable quality at right prices.

See also our
FANCY TRIMMINGS
and
TAILORS' SMALL WARES

Send for Samples.

THE ONTARIO BUTTON CO.
LIMITED

KITCHENER - - ONTARIO



EASTER will be here early in April and will bring the usual demand for Handkerchiefs of various kinds, so popular as small remembrances. See our range of Fancy and plain numbers for that Season.

HANDKERCHIEFS

Our salesmen are now showing a large and well-assorted range, in both open stock numbers and fancy boxed effects, for the Fall and Xmas seasons.

Staple numbers always in demand. We have good stocks of plain cottons and linens, for immediate, Easter or Xmas trade, as required.

THE HOUSE OF WB STYLE & SERVICE

Westlake Brothers, Limited
24 Wellington Street West -:- Toronto



HOPE HAMPTON,
noted screen star,
wearing a dancing frock created by Jesse Woolf & Co., Inc., and trimmed with "J.C." Satin de Luxe Ribbon.

"J. C." Ribbons contribute much to the art of dress creations. They make possible many appealing variations of the newest style themes, and multiply many fold the beauty of every new version.

"J. C." RIBBONS

add a captivating note of distinction to garments. There's one for every need—buy them by name.

LADY FAIR
A new double-faced Satin ribbon. There is only one genuine Lady Fair Ribbon—"J.C." LADY FAIR. Be sure the name appears on every bolt you buy.

SATIN DE LUXE
Best Satin and Taffeta ribbon.

VIOLET
Ideal lingerie ribbon in pink, blue and white.

TROUSSEAU
Rosebud and Polka Dot lingerie Ribbon.

SANKANAC
Popularly priced Satin and Taffeta ribbon

DEMOCRACY
A grosgrain ribbon "For the people."

(All registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.
"America's Best Ribbons"
40 East 30th Street, New York



Popularity!

THE reason why these gloves are so widely known and well liked, is not hard to find. Anyone can tell you that the names stand for the highest quality in Glovedom. Modishly fashioned from selected material, they never fail to appeal.

People have become more exacting in their choice of gloves, therefore, they will ask for these brands—and what is more they will *insist* upon getting them. The dealer who cannot supply them will lose the business of a customer worth while; a customer who recognizes, and DEMANDS the BEST. Any dealer knows that a customer who gets his money's worth, is one of the greatest assets he has.

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

It pays to carry a full line of these brands always.

P. K. Company

Successors to

Perrin Freres & Cie

Sommer Bldg. **Montreal**

VAN RAALTE *Veils*



1920—Veils! Veils! Veils!

FASHION says veils—and Veils mean Van Raalte. Van Raalte shows a collection of beauties that will set the clever veil buyer's eyes sparkling and heart a-bounding. Not only irresistibly pretty veils, but show cards, counter signs, selling aids and aggressive national advertising — all typically Van Raalte—all aimed to make your veil business bigger, better, more profitable.

VAN RAALTE COMPANY

New York Address: 16th Street and 5th Avenue Chicago Address: 105 South Dearborn Street

Silk Gloves—Silk Underwear—Silk Hosiery

Bonnie-B

SLIP-ON VEILS

Wide range of popular meshes, with many extremely smart and becoming designs in Chenille, Silk, etc.

HAIR NETS

Silk and Human Hair. With or without elastic. Fringe and cap styles. Sturdy and neat.

Large stock always on hand

THE BONNIE-B COMPANY

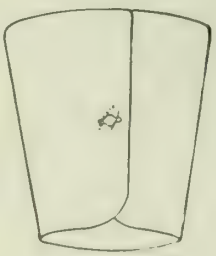
TORONTO—156 Yonge Street
NEW YORK—222 Fourth Avenue



MARABOU CAPES

Are still very popular and are likely to continue so on account of the high price of Summer Furs. A cheap Fur in no way compares either in appearance or price with a Marabou Cape. They are warm, comfortable and stylish. We show a big line of all the newest snappy styles in Natural, Black, White, Grey and Taupe.

DOMINION OSTRICH FEATHER CO.
Limited
78 Wellington St. West - Toronto



Sizes 8, 8½, 9
1 doz. pr. to the box.

A Business Producer

The Nurses' Cuff is used by a large percentage of nurses in hospitals and homes, also by office employees and those wishing to protect their wearing apparel.

Made by the Manufacturers of the famous KANTKRACK Collars

THE PARSONS & PARSONS CANADIAN CO.
Hamilton, Canada

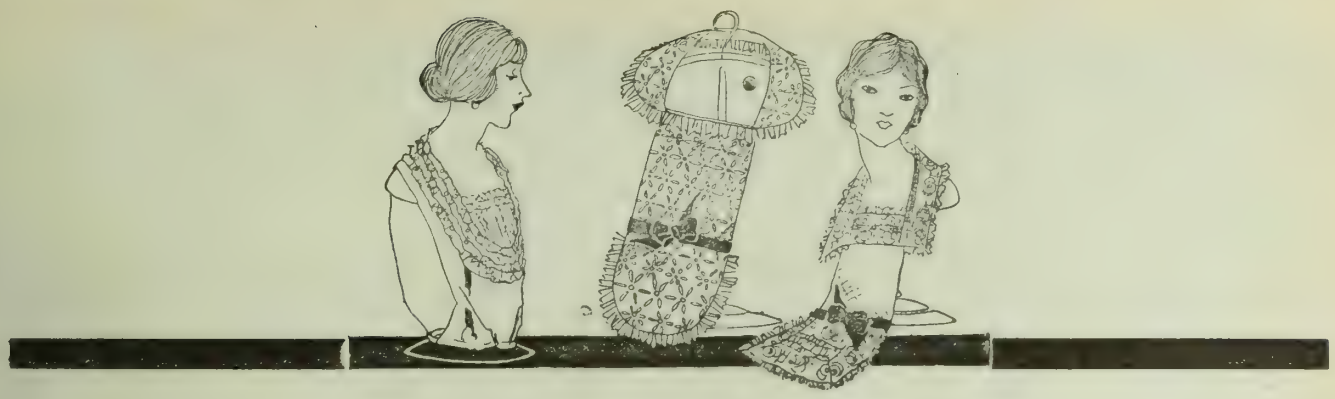


Canadian Braid and Trimming Co., Ltd.

Manufacturers of
Girdles, Braids
Cords
Fringes
Tassels
Ornaments
Buttons
Fur and
Dress Trimmings

39 Dowd St., MONTREAL
Toronto Branch 96 King St. W.
L. B. Ellis, Representative

Say You Saw It
in
Dry Goods Review



Neckwear

Specially designed to please the discriminating shopper

Up-to-the-minute styles, unusual effects, highest quality of materials, and faultless finish—all are invariably found in PHOENIX NECKWEAR.

LACE TUXEDOS

SCALLOPED EDGES
(For Rounding Necks)

JABOTS

GILETS

SETTS

and

all popular Neckwear Lines

Phoenix Novelty Company

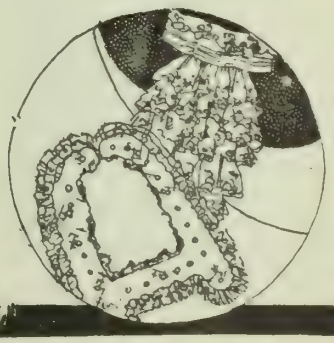
TORONTO

154 Pearl Street



PROMPT

DELIVERIES



Novelties for Spring Needlework

Some Aeroplane Linen Will be Available Shortly—Otherwise Stamped Goods Mostly Cotton—Beads and Beadwork Supplies Increasing in Demand—A Novel Bag Idea—Instruction Books Create Sales.

THERE is the usual Spring enthusiasm being shown in art needle work, stamped goods, crochet work and knitting for Spring. Departments handling these goods are as busy beehives these days. The Toronto stores and some of the larger centres which have been affected are feeling the touch of the flu, but the natural trend of business is exceedingly live. Among the novelties being shown is a "baby's playground." This is a large square of white cotton of heavy, close weave, bound in Dutch blue and embroidered in black and blue. The letters "Baby's Playground" are in large scroll design.

The utility of such an article would be quite evident to any mother who has one of the adjustable and portable fences that are used in the nursery or on the lawn for the baby to play in.

Stamped blouses and smocks for wool embroidery which were mentioned in the last issue of DRY GOODS REVIEW are proving quite a success. Plain voiles in white or colors, cotton crepes, silk and cotton mixture goods and, in fact, any of the light weight, plain colored, washable materials suitable for Summer are being stamped and embroidered in colored wool or mercerized silk floss. Wool, however, is more effective and makes the embroidery stand out more prominently with perhaps a minimum of work. Kiddies' dresses, bloomers, hats and garments of all sorts are quite as strong as ever in the needlework department.

The price of linen, both unbleached and bleached, is still so high that very little of it is offered in the ready stamped goods. Some of the aeroplane linen has been purchased for the purpose and is expected to be finished and shipped in time for Summer requirements, but even it will come fairly high.

Crochet and Embroidery for Lingerie

Stamped lingerie, which includes both crochet and embroidery, is a leading line this season, and there must always be a place left for plenty of ribbon. Especially with silk undergarments are ribbons very popular. As for crocheting itself the addition of a little color to a white pattern is gaining in favor. There will be tiny Irish crochet roses in rose color, blue, yellow, or any other shade preferred attached to the white filet ground work and perhaps a tiny edge of color to match the roses. The embroidery which is used along with these crochet tops is usually white. The tendency throughout in embroidery for lingerie is more strongly towards white than the high colors this season.

Towels are still a very prominent feature and any amount of work and color combination is not too elaborate to appeal to the purchaser. Even tiny guest towels as well as bath towels will have both ends embroidered elaborately in a design the full width of the towel and perhaps a dainty initial also added.

Bead Work Supplies in Demand

Whether it is the unusually extensive ranges of beaded bags which have been coming over from Paris this last year, or whether it is the interest which has arisen out of the training of invalided soldiers, something is responsible for a very keen demand for doing bead work at home. The woven bead necklaces are very popular but their price made up is partly responsible for many attempting the weaving of them individually. Looms are being sold, both for these necklaces and for making beaded bags. The complete outfit required for this beading is the loom, linen thread, wax, needles, beads and the pattern. Many clever people work out their own pattern, but it has to be done on such a minute scale and geometrical as well, that those who can procure the ready-made patterns often save time by purchasing them.

The matter of procuring sufficient quantities of beads and in a good range of the desired colors is quite a problem for the average fancy goods department. Now that so many people are doing this bead work, the call for fine distinctions in colors is quite noticeable. Black and white beads are very much in demand and it is quite difficult to procure these in sufficient quantities. Practically all the colored beads used for this work are now coming from Italy and deliveries are necessarily irregular. The metallic beads, such as gold, silver and steel effects, are made in France, so that the matter of getting deliveries is the only drawback to the splendid business being done in these goods.

An interesting successor to the popular beaded bag is a new one made on canvas of soft texture. Coarse mercerized purl cotton is used and wrought through the canvas by means of a fine hook like a mat hook, and the thread is knotted, then clipped, so that the pattern, when finished, is like a deep pile velvet. Tapestry colors for the most part are used in floral and conventional designs. This idea is said to have originated at Gimbel's, New York, and to be proving quite popular down there. It is not a new style of needle work at all, but resembles closely the wool work done in the same manner on velvet which used to make up some of the "parlor cushions" of our grandmothers' days.

Instruction Books Good Salesmen for Supplies

Shipments of sewing and embroidery needles are on the way and the supply promises to be fair for this year.

If the quantity of fancy knitting being done can be judged from the number of needles and knitting pins being sold, there never was such a vogue before for that line of handiwork. One of the wholesalers mentioned to DRY GOODS REVIEW that they sold more knitting pins in January than they had sold during any previous six months. Sales of instruction books for fancy knitting and crocheting are also exceedingly active. These books are sold at quite low prices considering their cost, but the idea of them is to stimulate sales of yarns, threads and other supplies. In this respect they are considered a decidedly paying proposition. A new edition of a Canadian booklet containing interesting wool novelties in color will go to the trade in March. The designs in it have all been tested by a woman who gives daily instruction in one of the big department stores and who has developed a number of the designs herself, so that they are quite original.



A DICTIONARY OF DRY GOODS TERMS

[Continued from last month.]

(Buttons Continued)

(Ivory)

Pressed finish—with more of a pattern than sand blast, but not highly polished.

Ivory rims are for buttons with a cloth centre and ivory on the outside.

Rims are of two kinds; narrow and bevelled. The bevelled is the wider kind of rim and takes a smaller cloth button for the inside.

Prongs—small—are used to hold the cloth button to the ivory rim.

Buttons are often made with a polished rim and a sand blast centre.

Celluloid is fed to the die in big sheets. The die cuts it the right size and the heat applied moulds it to the same shape as the die.

Buttons are spoken of as oval or oblong, square, round, pyramid, ball-shaped.

COTTON

Cotton, Carded—Cotton which has been prepared for spinning by carding. Not so clean as combed cotton. It is an important process. A badly carded cotton will produce an inferior spun thread.

Cotton, Combed—Cotton carded and also combed. Makes a better and cleaner yarn than if only carded.

Cotton, Egyptian—White, grown in Upper Egypt from Sea Island seed.

Cotton, Egyptian—Yellow, grown in Lower Egypt, long, fine, and of a light brownish color.

Cotton, Gulf (or New Orleans)—Including bender, or bottom-land, cotton. Comes next in importance and value after Sea Island. Staple measures up to 1⅝ inches, or nearly as long as Florida Sea Island.

Cotton, Middling—The standard grade on which cotton contracts are based.

Cotton, Sea Island—Grown on the islands of the sea bordering on South Carolina, Georgia and Florida. It is of a high grade, with very long, strong and silky staple.

Cotton, Upland—Cotton grown on the uplands of the Southern States.

Cotton Yarn, Mercerized—Cotton yarn treated to a caustic alkali bath while held under strong tension, thus acquiring a silky lustre. It changes the character of the fibre from a flat, ribbon-like shape to a rounded form. Named after Mercer, the inventor of the process.

Count—The number of a yarn, indicating its yardage per pound.

Cotton-Yarn Count—In this system No. 1 is 840 yards per lb.; No. 2, 1,680 yards, etc.

[To be continued.]



New Ivory Picture Frames

They stand securely on their own foundations without the necessity of any support from "behind the scenes." By courtesy of Pugh Specialty Co., Toronto.

PARISIAN CORSET CO.'S EXTENSION

A fire completely destroyed the offices and stockrooms of the Parisian Corset Manufacturing Company, Limited, at 329 Craig Street West, Montreal, towards the end of January. The entire third floor of the building had been conveted into stockrooms, while the main floor was used for offices and selling through the sales agents of the company, Campbell, Smibert & Company. The stock, although large, was adequately insured. Arrangements were made at once by the company to secure new quarters, and business is being done from 227 Notre Dame Street West, until such time as the old stand at 329 Craig Street is repaired. The factory superintendent is visiting New York and some of the largest American corset manufacturers with a view to purchasing modern machinery which will be required when the new extension is completed in the late Summer.

SUDDEN DEATH OF WILLIAM CORISTINE

One of the sudden deaths of the month in the trade was that of Wm. Coristine, son of the late James Coristine, who, although under forty years of age, had been president for twelve years of the Jas. Coristine Co., Limited, fur manufacturers and wholesale hatters, of Montreal, ever since he was 26 years of age. The death of Mr. Coristine took place on February 12, following an operation and resulting directly from pneumonia. Mr. Coristine was well known to the fur trade and had been appointed a short time ago a director of the newly organized Montreal Fur Sales Auction, Limited. He was a member of the Montreal Board of Trade and belonged to the James Club, the Canada Club, and the Montreal Hunt Club.

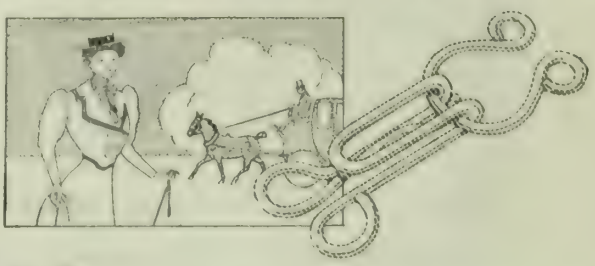
Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

AS TO EXPRESS CHARGES

A matter which merits discussion by the trade was suggested to DRY GOODS REVIEW by a Guelph merchant recently. It was in reference to the payment of express charges on shipments of goods which had been deferred through the fault of the wholesaler or manufacturer. When the wholesaler is unable to ship the goods in one or a definite number of shipments stipulated on the order form, it is the practice of this retailer to refer back the charges on these extra shipments which are due to the sender's inability to fill the order contract on time.

Now this practice is not common; but if you think it is fair, should it not be made the rule? DRY GOODS REVIEW would welcome an expression of opinion on this subject. If you wish to express your views without your name being published with them, please mention the fact, but send along your ideas on the matter.

In 1900, the Hook & Eye



In 1910, the Round Snap



In 1920, the New Shape "Forget me not"



Introducing to Canada Harmony Forget-me-not Snaps

Here is the latest, greatest improvement in Snap Fasteners. The Exclusive Forget-me-not shape makes this snap easier to handle; the needle can't miss the easy-sewing eyelets; smaller, and neater on the garment. Lustrous rust-proof finish, dependable spring, carefully rolled edges.

Ask Your Jobber for Samples and Prices

FEDERAL SNAP FASTENER CORPORATION
23-29 West 31st Street New York City

Canadian Representative: WILL P. WHITE, LIMITED
489 St. Paul St. West, Montreal 65 Simcoe St., Toronto

"A boon to the busy sewer," writes one enthusiastic woman.

Harmony Forget-me-not Snaps

Harmony Forget-me-not Snaps retail for 10 cents a card.

BOOT LACE CABINETS

Goodasilk
Globe
Universal
Nufashond
(Fabric tipped)
Vogue

BUTTONS

Pearl, Glass, Celluloid, Horn, Composition, Agate, etc.

—Special Pearl Button Cabinets—
1920 (Freshwater) Velvet Lady (Ocean Pearl)

VEILS

With Elastic
Celia Glad
(Plain mesh)

Gismonda
(Fancy figured)

HEART
Brand
Dress Beltings
Tapes
Braids
etc.

Harmony
SNAP FASTENER
FORGET - ME - NOT SHAPE

4-0 to 2. All sizes in stock
White and Black

MENDING WOOL

Cards and Skeins
Black and Colors

Special HAIR PIN BOXES

Rhonda
Rhoda
Floral
Celia Glad

Hair Nets

Real Human Hair
Tidy Wear (Fringe)
R-22, R-24, R-400
Easifix Cap
Queen Charlotte
Veilanet
Yoda Lane

BULL DOG

Coat
Chains
Bachelor
Buttons
Plush
Buttons

SOLE AGENTS

Luke Turner & Co.,	Leicester, Eng.,	Elastic Webs and Braids.
J. Bonas & Son,	Derby, Eng.	Tapes, etc.
Morris & Yeomans,	Redditch, Eng.,	Needles and Crochet Hooks
Rosenwald Bros.,	London, Eng.,	Hairnets.
Howard Wall, Ltd.,	London, Eng.,	Dean's Tape Measures.
Buttons, Ltd.,	Birmingham, Eng.,	Metal and Covered Buttons, Buckles, etc.
F. Bapterosses & Cie,	Paris, France,	Agate Buttons.
Star Pin Co.,	Derby, Conn.,	Pins and Hair Pins.
Narrow Fabric Co.,	Reading, Pa.,	Braids.
Henry Myer Thread Mfg. Co.,	Chicago,	Threads.
Federal Snap Fastener Corp'n.,	New York,	Harmony Snap Fasteners.
LoBars Detachable Button, Inc.,	New York,	Bull Dog Bachelor Buttons and Coat Chains.
W. Wendtland, Inc.,	New York,	Fancy Glass Buttons.
New American Button Works,	New York,	Celluloid Buttons.
Winwal Button Co.,	Rockford, Ill.,	Winwal Button Moulds.

WHOLESALE and MANUFACTURERS ONLY SUPPLIED

Will P. White, Limited

TORONTO—65 Simcoe Street
MONTREAL—489 St. Paul St. West



D. A. MARTIN
EASTERN CANADA



A.H. BYRNELL
MANITOBA



E.W. DAVIES
SASKATCHEWAN



H.H. MCINTOSH
ALBERTA

ANY DAY NOW

One of these Salesmen will call upon you with our 1920 showing of

ORIENTAL GOODS

Silks and Kimonas
Rugs and Sea Grass Furniture
Silk Slippers
PANAMA HATS
Toys and Fancy Goods
Novelties
Curios
Baskets and Porcelain

R.J. Ford Co. Limited

Importers

Water and Cambie Sts.
VANCOUVER, B.C.

Export and Buying Office
96 Yokohama
Japan

Eastern Sample Room
Mappin-Webb Building
Montreal



G.A. FORD
NORTH & INTERIOR B.C.



G.H. MARTIN
LOWER MAINLAND B.C.



REG B. FORD
VANCOUVER ISLAND



TRADE MARK

Three Bee and Gloria Qualities Wools

ART NEEDLE LINES

Dresses, Gowns, Centres, Towels, Baby Pillows, Pram Covers, Combinations, Pillow Cases, Cushion Tops, Instruction Books on Knitting and Crochet Work.

CROCHET and EMBROIDERY THREADS

FLOSSELL ARTIFICIAL SILK

Hambly and Wilson, Limited

Toronto



Make More than 500% Profit

By making **buttons** of the same materials you sell to your customers for dresses and suits, and in that way assure them of **buttons** that match perfectly.

"Your store is not complete without a Menkin complete **button making outfit,** and **interchangeable button dies."**

It helps the sale of dress materials and makes it possible for you to reduce the size of your finished **button stock.** No left-overs—or sale of **buttons** at the end of each season.

IMPORTANT

If you now use a **button machine** tell us its name and a list of what **buttons** you are now able to make. We will send you sample **button moulds** and show you how to make PERFECT BUTTONS the MENKIN way.

"Service" That's Our Motto

S. MENKIN, Inc.

Creators, Promoters and Producers of Covered Button Supplies for over Sixty Years

143 West 28th St. New York

WRIGHT'S E-Z-TRIM



Look for the trade mark and portrait of Wm. E. Wright on every package

A NEW YEAR— A NEW WAY

The Greatest Labor-Saver

All ready to sew on middy blouses and sailor suits. A two-yard piece is enough for collar, cuffs and yoke.

Made of Wright's Tape, stitched in parallel rows on fast colored percale.

Live merchants push these popular labor-savers.

WRIGHT'S BIAS FOLD TAPE

Made in U.S.A. Since 1888

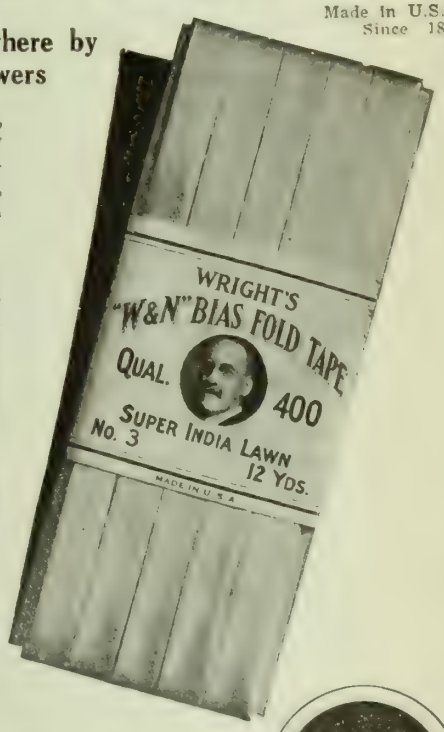
Used everywhere by home sewers

for binding, piping, fancy work and trimming, in white, black and colors.

Reliable fabrics from first quality stock, cut on true bias, selvages trimmed, seams opened and pressed.

Easily sold because easily used.

"W & N," Monarch Meteor Brands, known by their trade marks.



Wm. E. Wright & Sons Co.

Manufacturers

315-317 Church Street New York

Stocks carried at all Agencies

CHICAGO
E. S. RANSOM
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street



In U.S. Pat. Off.



New and Fascinating Way to do Beautiful Art Embroidery

"Marvel" Hand Embroiderer

At last the tedious, tiresome work of embroidering, stitch after stitch, slowly and carefully and evenly by hand has been eliminated with the greatest and most practical invention since the sewing machine — the **Marvel Hand Embroiderer.** The finest pieces of embroidery work in the most elaborate designs can be finished with remarkable ease and rapidity.

THE COMPLETE "MARVEL" OUTFIT

consists of the Marvel Embroiderer, a specially made Marvel hoop and a full assortment of Marvel needles. **The Marvel Embroiderer** is a small, compact contrivance, is but 8 inches high and weighs less than 5 ounces. It can be carried most conveniently in an embroidery bag and particularly practical for use while travelling.

Fully guaranteed; approved and endorsed by Good Housekeeping Institute. Note the approval star.

$7.50
Complete



Marvel Needlekraft Works

309-311 FIFTH AVENUE
NEW YORK CITY

Write at once for an Agency for your town to

J. H. WINTERS CO., LIMITED, 431 KING ST. WEST
TORONTO

Quebec Agent: *Sole Right for Canada*
L. G. AUGER, SOMMER BLDG., MONTREAL



Samstag & Hilder Brothers

Broadway and 29th St. **New York City**

Colonial Quality
Samstag's New York

The following should always be in your

NOTION DEPARTMENT

Make Colonial Quality the Standard of your Notion Department

"BEST AT THE PRICE"

FASHIONETTE INVISIBLE HAIR NETS
Cap - All Colors - Fringe

BABY DIMPLES SAFETY PINS
Baby Dimples Neverlost Pins
Baby Dimples Cradle Pins

LADY DAINTY CELLULOID HAIR PINS
Shell - Amber - Grey

MYMANS COLLAR BANDS

GOLD MEDAL BIAS TAPE
White - Black

DAISY SNAP FASTENERS

VASSAR ELASTIC

WE SPECIALIZE IN GREY AND WHITE HAIR NETS
AND GREY HAIR PINS

Sole Canadian Distributors
for above mentioned specialties

Canada Needle & Fishing Tackle Co., Limited

76 Wellington St. West, TORONTO

Toys for Spring and the Holidays

Many New Lines Appearing—Educational Toys Appeal to Canadian Youth—Novelty and Souvenir Dolls Numerous—Prosperity Keeps Stocks From Accumulating.

NOW that the toy makers of the Western world have gotten away from the idea of imitating ideas originating in Europe; some idea of what the Canadian child wants as a plaything is evident. And also some idea of what the parents will pay for the right kind of toys is also evident. The fact that some of our Canadian manufacturers have made toys which have been very much in demand in Great Britain is evidence of the fact that this country can produce toys which are of world-wide concern.

Perhaps no line of toys made on this continent has taken such strides ahead as have those of an educational nature. Constructional and educative toys of different kinds are commanding almost universal sale at unlimited price range. The mind of the modern boy, even up to him of high school age, is intensely practical and naturally, toys which make an appeal to such a bent will be most successful.

One of the outstanding new productions of an educational nature has been offered in Maryland. It is called a chemical toy, but strictly speaking, it is not a toy at all, but an elementary course in science. There are four chemical outfits under the general name of "Chemcraft" and the outfits sell in the United States at from $1.50 to $10 retail. In effect, they are miniature laboratories fitted with necessary materials and apparatus for performing harmless experiments and doing simple research. $10.00 is not now considered an unusual price for an article with such a purpose. A small house organ on chemistry accompanies the outfit and services as a medium through which numerous questions asked by young amateur chemists may be answered. Interest is thereby kept alive and the full possibilities of the outfit realized.

Splendid ranges of wooden toys and dolls are on the Canadian market. Deliveries of baseball goods are very slow and should an early spring occur retailers may find some difficulty in supplying the boys with these goods. The makers of the "Sandy Andy" toys are offering a line which are specially designed to be year round sellers. Some items are especially adapted for the sea-shore and garden. In addition there is a complete wash-day outfit for the little girl: the tub with wringer attached and washboard, clothes basket, clothes reel, clothes pins and clothes horse.

Indian Novelties

Strictly non-European are the new Indian dolls. One called Karo Princess is an attractive little papoose round and chubby with a body suggesting an ear of corn. She is supposed to typify the spirit of the Indian corn which is distinctly a new-world product. There is also on the market a tribe of Indians in characteristic costumes and coloring. The garments are said to be made of real Indian blankets and, of course, a feather and bandeau is not wanting. The 1920 Kiddie Kars and the toys of that order are mostly all to be had with an aeroplane equipment. One new line is worked like a tricycle with the aeroplane wings across the front. Another has bicycle pedals with wooden wings in front. These wings are designed to make the speeding more easy.

A recent line of whistling and grizzly, growling bears is proving very successful. These bears are made in different colors and with radium eyes which glisten in the dark, when their ears are pressed the whistling and roaring delights the youngsters.

Quite a new thing is the line of entirely wooden mechanical toys; a number of rather intricate mechanical devices are utilized in these. There is a cat catching a mouse, a team galloping horses with driver, etc.

The lines of character dolls, such as those with real hair and veils, bathing girls, coquettes, and other souvenir types are larger than at any previous time and promise to be bigger sellers during the coming year than ever before. And, of course, there is no decrease in the variety of animals, both for Easter and other holiday seasons. Rabbits, bears and elephants are particularly in demand.

A new skipping rope is to be had of wire spring around a cord core. This rope will retail at 25 cents but so far it is not promised ready acceptance.

Savings banks in the form of a street car conductor's box are to be had again.

Games, dolls, dishes and playthings of all sorts are finding their way to the wholesale shelves so that it really looks now as if fair supplies are likely to be on hand for the rush seasons, though everyone is aware that the prosperity of consumers generally, last year, is likely to continue this year, and in that case the busy season next Winter will probably witness as clean a sweep of wholesale toy shelves as was the case last year for some weeks before Christmas.

Japanese tops are on the way in large quantities. Celluloid novelties of all sorts are especially big and an extensive range of rubber balls is also among the shipments which have already arrived. It is said by some of the wholesalers that the amount of Japanese goods on the Canadian market this year will be greater than ever before.

A big line of bathing caps is coming through. Fewer cheap lines are being shown and the advance of prices of better goods is seldom more than about 10 cents a dozen.

BELDING PAUL CORTICELLI HOLD CONVENTION

The week following the convention of the Western sales staff of Belding Paul Corticelli, Limited, at the Fort Garry Hotel, Winnipeg, the Eastern salesmen met in Toronto, at the King Edward Hotel. Mr. C. A. Reynolds, general manager, spoke on general market conditions, and the outlook for the coming year. The meeting was also addressed by Mr. W. P. MacDougall, sales manager, who commended the salesmen on their splendid work during the past year, and predicted brighter prospects for the future. The financial standing of the company was taken up by Mr. D. R. Kennedy, secretary-treasurer. Each day of the convention, items of vital interest to the salesmen were introduced and discussed.

All were guests of the firm at a combined dinner and theatre party, the first evening of the convention. The second evening a dance was given by the Toronto office and warehouse staff, which resulted in a most enjoyable time and emphasized the spirit of co-operation between the officials of the company and



the employees. Presentations were made by the Toronto office salesmen of a travelling bag to Mr. R. H. Kayser, the manager of Toronto office, as a mark of appreciation for his splendid work during the past year. The salesmen connected with Toronto office were also presented with a large silver cup which is awarded each year to the office showing the largest percentage of increase in sales. Among presentations made in Winnipeg, was a handsome gold watch chain to Mr. G. Z. Reynolds, by the Winnipeg office salesmen.

Two Sales in Place of One

Little Hints On How to Double Your Sales

ONE Summer day I stepped into a dry goods store to change a collar for a more expensive one, and one that I liked better. On expressing my satisfaction at the style, the sales girl said: "There are just three more in the box, Mrs. Fishburne; I suggest you let me send these to your home." Result—three sales instead of one, and she reduced the selling cost in that minute 75 per cent., besides showing a higher average sale. That is selling by suggestion.

Now where is there another illustration of suggestive selling, which question or form of expression will sell the most goods?

Saleswoman: 'Will four yards be enough?" or "Will five yards be too much?"

Eight or nine times out of ten the customer buys the larger quantity, and you become a more profitable customer. Or again, in this instance, customer asks for a bottle of perfumery. Clerk: "Do you wish the large or small size?" The chances are that she will sell the smaller size. Now here comes a sales person in the same department, and instead of asking questions, she simply brings out the larger size, mentions the price, and proceeds to make out the check.

50 Per Cent. Will Buy Larger Size

In the event the customer expresses a preference for the smaller size, all right. Sell it. Probably not more than 25 per cent. will ask for the smaller size; but "Madame, this larger size contains so much more in comparison with the difference in price." I venture to say over 50 per cent. will buy the larger size, and you have reduced your selling cost and increased your selling value to the store.

Now I want to tell you this—every time you fail to sell as much as you could and should of an article, you leave that much opening for some other store to sell it. Suggest to the customer that it is well to have a supply in the house. Try it next time, try it every time; sell full size instead of half sizes; full package instead of half; half dozen pair instead of one or two, good quality of anything instead of cheap and inferior.

"You" Instead of "I"

Selling by suggestion also means "Putting the desired thought in the mind of the customer," frequently attained by appealing to their sense of pride and vanity, their sense of economy or fashion, taste or smell. You can sell more goods quicker when you say, for instance: "This is going to be admired very much," than to say: "I like this very much."

Just stop and consider the effect of the first form on the mind of the buyer, as compared with the second expression. We are wisely growing away from the selfish pronouns "I," "we," or "our," in selling goods. Is it not much better to capitalize on the customer's side by the use of "your," or "you"— such as "You will enjoy," or "You save," "Your comfort," "Your pleasure,"—you catch the idea?

And just as surely "Now, what else, please?" will sell more additional articles than to say, "Anything else," or "Is this all?" both of which are negatives in thought and result.

I know of a saleswoman whose sales and earnings, it is said, were three to one of her co-workers, simply because she never tried to sell goods singly or without suggestions that more than doubled her sales. It was always: "Two for a quarter, Madame?" or "Three for fifty cents?" or "Will you take three or six?" Note how she thinks in bigger units. This woman is interpreting herself in a larger way, with resulting increased sales

Think in Dollars

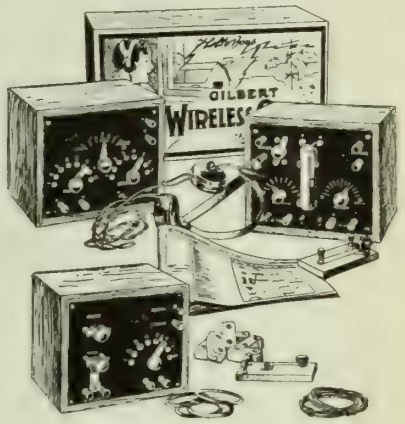
If you want to soar to greater heights, look at the landscape, not down at the swamp. Don't talk or thing or act in pennies, but dollars. Self-inventory may show you a cause for your flows and pause in progress.

One of our own co-workers recently made two sales instead of one by bringing out of the case some shaving lotion and talcum powder, at the same time showing the shaving brush originally asked for, taking it for granted that the man needed these requisites for shaving. The customer had but to see them to suggest his want, as he was already in a receptive buying mood. This can be followed with goods in other sections as well. It has been successfully practised in every line of duty, whether is selling, in service, or otherwise.

The sales we could have made are not figured in an average because results never recognize undeveloped intentions. Yesterday is dead and to-morrow has not arrived—don't worry about them. To-day is here—use it! Think it over—but think.

THE QUESTIONING BOY MAY NOW HAVE HIS WIRELESS OUTFIT

It was in 1901 when Marconi first succeeded in transmitting signals across the Atlantic from Cornwall to St. John's, Nfld. Wireless was no longer a dream but an actual practical method of telegraphing without wires. From that time to this the amateur operators have grown in number and knowledge and



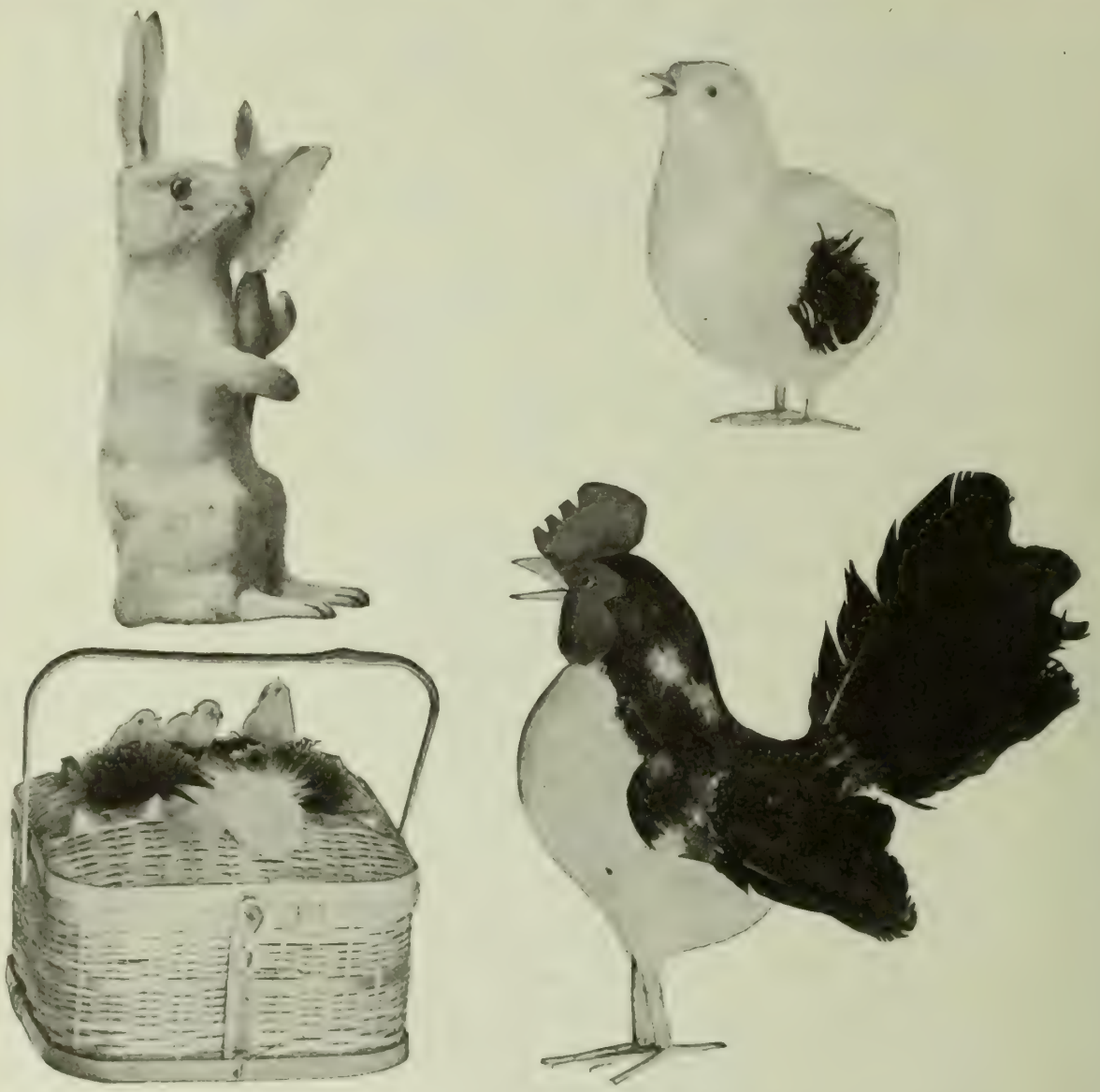
to-day demand the most up-to-date apparatus obtainable. Now the leaders in educational toy production are giving the up-to-date boy all the service he demands on this science and are putting out in Canada sets ranging from $9 to $97.50; also parts for the amateur who wants to build and assemble his own plant.

Illustrated is one of the receiving and sending sets which sells at $97.50. Illustration by courtesy of the A. C. Gilbert-Menzies Co.

CASH-AND-CARRY PARCELS

Cash-and-carry parcels are a unique feature at the George W. Robinson store, at Hamilton, Ontario. Small tables appear throughout the smallwares, notions and toilet articles departments of this store on the main floor, and parcels all wrapped up and tied, ready for being carried home, are placed on them in groups according to their different prices. Loose samples of what is contained in the parcels appear on each of the tables, so that the customer knows exactly what she is buying. The articles are sold at about one-third reduction from the regular selling prices. Manager Smith, of the Robinson store, stated to DRY GOODS REVIEW that the "Cash-and-carry" idea is at present quite popular, and so long as it lasts these parcels will be prepared a few days out of each month and featured specially. So far the idea has been very successful, and the sales of goods in these departments have increased materially.

EASTER NOVELTIES



ATTRACTIVE, FAST-SELLING SPECIALTIES FOR EASTER TRADE.

COTTON CHICKENS, ROOSTERS AND RABBITS.

FANCY CANDY BASKETS, ARTIFICIAL FLOWERS.

WRITE FOR ILLUSTRATED PRICE LIST.

NERLICH & COMPANY

146-148 Front Street West - - TORONTO

GILBERT TOYS

Made-in-Canada

Get rich before Christmas—These are Summer lines



Wheel Toy 9004 retails at $ 9.00
" " 9006 " " 15.00
" " 9007 " " 22.50

Gilbert's New Wheel Toy

A boy can make his own Scooter, Wheelbarrow, Geared Racer, Dog Cart, etc.



These boys are making a geared Racer with the $15.00 set, No. 9006

It is wonderful fun and a Real Education

Have You Noticed Our Wireless Set---Advertising

We carry a full line of Wireless Sets from $9.00 retail to $97.50 retail. *It is a line worth while!*



This is our 4009 Wireless (retail at $27.00)

The Gilbert list is as follows:

ERECTOR REG U.S PAT. OFF. —Electrical Sets—Engineering — Surveying—Weather Bureau—Civil Engineering—Phono Sets—Wheel Toys—Chemistry—Tele-Sets—Wireless—Soldering—Airkraft—Tanks—Toy Motors—Tool Chests—Magic—Puzzles—Mechanical Toys—Machine Guns—Bell Toys, etc.

Write for our Canadian proposition NOW

The A. C. Gilbert-Menzies Co., Ltd., 439 King St. W. TORONTO

Mfrs. of Gilbert's Toys--Agents Gilbert's Polar Cub Fans--Vibrators and Motors



Spring Notions

A striking window arrangement of notions and one which attracted many a passerby. The idea of home sewing—with the open machine in the window, the complete supplies required and the finished house dress—brought forth the frequent remark, "That is a neat house dress, and easily made, too." The mending wools at the top of the display and the baby in the foreground were also clever touches. The window was trimmed by E. J. Hamilton, a war veteran, who is now in charge of the window trimming for Stanley Mills & Co., Hamilton, Ont.

NEWS PRINT SITUATION AFFECTS COUNTER CHECK BOOKS

Merchants using counter check books have probably found out that the difficulty in the newspaper market and the shortage of paper has affected the sales pad situation.

Many paper mills are experiencing great delays in filling orders—and some are refusing to accept orders at all for current delivery of paper.

The prices of books are likely to advance considerably over present prices because many of the mills have advanced their prices of paper from $10 to $25 per ton since January 1.

The situation may develop to the point that it will be almost impossible to get counter check books at all—or at least within a short delivery period.

The makers are advising merchants to look well to this item, and anticipate their requirements for at least 60 to 90 days ahead.

The Day Before "The Big Day"



This is how E. B. Crompton & Co., Brantford, Ont., had one of their windows decorated for Dollar-Day. Needless to say, it was considerably ravaged by noon of Jan. 29.

The Hoover Suction Sweeper Co. of Canada, Ltd., held a banquet at the Royal Connaught Hotel, Hamilton, Ont., on Feruary 12, to celebrate the production of made-in-Canada sweepers. The guests were first conducted through the new factory and then taken by cars to the hotel, where the first made-in-Canada sweeper was exhibited in the rotunda. A professional entertainer sang throughout the dinner and also led the guests in various popular melodies. Among the speakers at the close of the dinner were: The Hon. Walter Rollo, Minister of Labor; Maj.-General, The Hon. S. C. Mewburn, K.C., C.M.G.; Mr. A. C. Garden, president, Board of Trade, Hamilton; Mr. Charles G. Booker, mayor of Hamilton; Mr. Geo. H. Douglas, chairman, Ontario division, Canadian Manufacturers' Association; Mr. W. H. Hoover, president, and Mr. H. W. Hoover, general manager of the firm.

L. S. Plaut & Co., Newark, N.J., began December 26 closing their store at five o'clock every day in the week, including Saturday.



Considerable variety is exhibited in this tasteful display of rugs.



A Showing of Draperies and Housefurnishings by the T. Eaton Co.

Pancakes Inspire Cap Sale

A Few Live Ideas Pulled This Business Out of a Rut

THE town was booming. Our population was increasing every year, but my business of retail dry goods did not seem to increase in proportion to the population.

For a long time I thought it was due to hard times and the war. People were not buying as much as usual, I told myself—but they were just as well dressed. They had to buy the goods somewhere.

While I sat, one day, wrapped in a dark brown grouch, and threatened darkly to sell out (a desperate threat which everyone makes when business slumps), I happened to pick up a magazine, and turned the pages aimlessly.

There was a short story with an illustration of a girl in a show window turning pancakes. It was a good story—but I wondered, if put into actual practice, would it make a good sale.

I yawned.

That sale business was old stuff. I had been having sales for ten years—sales on coats, sales on suits, sales on ribbons, underwear—everything.

But the man of the story had made it pay. What was it he had had a sale on? Oh, pancakes! But I didn't deal in pancakes. What did I have that would take their place?

Just then a small girl came in to buy a pair of overshoes. On her head she wore, jauntily, one of those soft, fuzzy tam-o'-shanters.

That was it. I had a lot of them in the night before. They were just becoming popular and were nearer the grocer's pancakes than anything else I could think of.

Only Three Weeks Till School

But upon second thought the idea didn't seem especially brilliant. I might add something else—sweaters, they would be appropriate just now, for it was August and only three weeks till school began.

But a motley assortment of sweaters and tam-o'-shanters piled in the window would not appeal to the girl or the mother as this fresh, bright rose-colored one, surmounting the black, silken curls of this child would.

Then I got my inspiration, for it was nothing less.

I had slips printed advertising a "Schoolday Sale—Goods to be Displayed by Living Models."

On the first day of the sale, Monday morning, my windows were dressed with

(Continued on page 134)

New Arrangement in Montreal Store

Details of New Grouping of Departments at Jas. A. Ogilvy's—Bargain Section Relieves Departments — Personal Service for Customers Who Cannot Visit the Store.

AN outline in brief appeared in last issue covering certain changes that were being made in the location of departments in James A. Ogilvy's, Limited, of Montreal, for the purpose of meeting the convenience of women shoppers in the matter of grouping of certain lines of merchandise. Further details with illustrations, from photographs taken for DRY GOODS REVIEW, and plans made of the layout of several departments, are given in this issue, and further details will show the object in view of the management and the changes that are gradually being brought about.

Dress Goods Replaced Shoes

The first illustration shows a view taken from the balcony or mezzanine floor of the store looking down upon the rear, showing on the left hand side the dress goods department, and, adjoining it, the silks, and far off, towards the right, at the very rear, the linen department and in front of it the wash goods. Back of the dress goods department are cases and counters where the store does a large business in wools. In the majority of large stores it is customary for the dress goods and silks to be located on the first floor rather than on the ground floor. It was decided here, however, that there was not only room in the rear of the ground floor for this department, but that it was better here than on the second floor. Moreover, as will be seen, it worked in with the wash goods and linens, which spread out to the far side of the store, making a complete grouping of these allied departments. Originally the boot and shoe department occupied the left hand corner where the dress goods are now, but it was thought better to remove this to the next floor, where it now occupies a similar corner but with greatly extended space. The experiment has resulted very satisfactorily to both departments, increased sales following the improved conditions under which they both operated

Linen Department Spread Out

For a time the book and stationery department ran down to the back of the store, separating the linen department from the other departments to the left of it. Now the linen department—one of the best in Canada, by the way—has grown so greatly that it required new space, and so was allowed to spread out crossing over to meet the wools, and the books and stationery were shifted a little more towards the front.

Methods of Display

To those that are interested, especially in the display of goods, this photograph will repay close study. The various lines are shown here are gracefully draped, on counters and on tables and on the ledges as well. Some ideas in the display of these yard goods might be secured from this view of the Ogilvy dress goods and silk departments.

Attractions in the Centre Group

So much for the rear division of the ground floor of the store. There are two other divisions into which it naturally falls; the front portion giving special prominence to those departments where sales are made to a great extent through the display of goods to transient customers, and, second, a narrow line running along the centre between the front and the rear towards the side entrance, connecting this with the elevators in the store, a sort of easy-going, attractive group of departments, consisting of a soda-fountain (adjoining the elevators), candy and cakes, fancy goods, writing paper, and a comparatively new department, the bargain section. The idea of this last mentioned is as a group of bargains of various kinds, thus drawing them off from the departments themselves. This idea is developed in the Robt. Simpson Company's store in Toronto to a very considerable extent. The selection of departments, small in size necessarily, for this central division, will explain in itself the idea of the management.

Just behind this section is a group of tables for display purposes in front of the dress goods, silks, and wash goods departments.

Men's and Boys'

Coming to the front section of the store, which is roughly illustrated in a diagram in connection with this article, a number of changes have been made. Generally speaking, it is divided off into women's goods and the men's department, the only one, by the way, in the store. This is on the right hand side of the entrance but does not occupy nearly one-half the front division space. Men's and boys' furnishings occupy the front portion of this with clothing for both at the rear of this. The department itself is doing an excellent business, depending chiefly on the women customers of the store going in to buy for men and boys. At the extreme left of the entrance is the art and needle work department and back of that leathered goods on one side and umbrellas on the other. The next aisle towards the centre contains, on either side, lines of sweater coats as the rear, and the front on either side, the hosiery. One of the centre aisles has gloves in the front on the left side and ribbon on the other, with cut glass and jewelry and toilet goods farther back. The other centre aisle contains neckwear on both sides with laces, embroidery, etc., towards the rear.

Smallwares on Front

Along the front of the store on the left is the smallwares department in which the goods are excellently displayed, as they must be to create sales in this department. Various changes have been made in the arrangements of this front group of ground floor departments with the idea of those being located side by side which seemed to work in best. The choice that has been made may prove agreeable to merchants or the reverse, but at all events will contain suggestions for their consideration.

Coming to the second floor of which mention was made in last month's issue, the front is divided into the ready-to-



The dress goods and fancy wool section at Ogilvy's, Montreal. Linens and wash goods are shown at the extreme right.



Ogilvy's New Arrangement

The infants' wear department shown at the left adjoins the toy section shown below, as described in accompanying article.

wear and millinery department, with show cases and stands that are admirably adapted for the purpose. Down the centre is the whitewear department running from side to side with the finer lines of lingerie along the front. Then at the back of this are waists on the left hand side and kimonas and other similar lines on the right and the corset department extends along the sides of the wall. At the rear towards the left is the shoe department, with children's near the centre, and the infants' department and boys' on the right, the latter arrangement being a very recent one. Included in the latter grouping is a barber shop for children.

On the second floor are the curtains, and rugs, furniture, lunch and rest room, manicure and hair-dressing parlors.

The basement is utilized and is being used more and more by the company where a good business has been developed. Here is contained the hardware department, including stoves and ranges, leather goods, beds and mattresses, and so on. A complete list of the various groupings is contained in connection with this article.

Mention was made in the last article also of the personal service that the store is developing. A clipping from the February issue of the "Shopper" will explain this. It reads as follows:

Extension of Our Personal Service

"We have much pleasure in announcing that it has been decided to extend the activities of our PERSONAL SERVICE, so as to bring Ogilvy's Store right into the homes of invalids, hometied mothers, or others unable to leave the house on account of sickness or inclement weather.

"Briefly, it is this: Suppose you wanted a dress for a girl of 8 or 10 years of age. You phone our PERSONAL SERVICE DEPARTMENT (Uptown 6400), stating age of child, color and material desired, length of dress, and an approximate price you wished to pay. One of our expert shoppers would then select say three dresses, and bring them to your house. You could then make your selection and pay for it.



"In other words, we desire to send our store into every home in the city where the shopper cannot come to the store.

"We feel sure that this new departure in store service will be of a great boon to many people, and confidently look forward to being of greater service to the public than we have in the past. We hope you will avail yourself of it, should you at any time require to go shopping, and cannot, for one reason or the other, come to the store itself."

List of new groupings at Ogilvy's, Montreal:

Basement

Hardware
Refrigerators
Garden Tools
Kitchen Ware
Stoves and Ranges
Leather Goods
Beds and Mattresses

Street Floor

Dress Goods
Wash Goods
Silks
Ribbons
Lamp Shades
Handkerchiefs
Embroideries
Stationery

Street Floor (Continued)

Wools
Toilet Goods
Candy, Cake and Soda Fountain
Cut Glass
Hosiery
Sweaters
Gloves
Men's and Boys' Clothing and Furnishings
Linens
Smallwares
Patterns
Neckwear
Art Needlework
Umbrellas
Laces, Veilings and Trimmings

First Floor

Shoes
Millinery
Women's and Children's and Infants' Underwear
Blouses, Whitewear
Children's Wear
Toys
Women's and Misses' Suits, Dresses and Coats

Second Floor

Curtains, Rugs
Furniture
Lunch and Rest Rooms
Manicure and Hair Dressing Parlors



A Study in Store A

Two Western Stores Use S... ments Last March—Di... What a Cr...

By H. A. NICHOLS

Both the advertisements illustrated are department store ads. Department Store Advertising is roughly placed in three classes. For convenience these classes may be designated A, B and C.

Class A is known as a high-class store advertising, which caters to the well-to-do set and relies for business on the high character of the merchandise offered for sale rather than attractive values. This class of advertisement is usually displayed in refined style and few, if any, prices are given.

Class B is the middle-class store advertisement, which combines two policies. That is to present high-grade goods, and by using the low-price argument make an appeal to all classes of trade.

Class C is termed the bargain store advertisement, which makes its appeal to the consumer on the basis of low prices rather on the character of goods offered for sale.

The advertisements in question belong to Class A and Class B, respectively. Both bear the same illustration but vary in text and in typographical arrangement. The Davi... Spencer advertisement (Fig. 1) belongs to Class A. The A. E. Snell ...vertising which makes an appeal to Class B.

Fig. 1—The absence of prices and the dignity of the typographical arrangement show that the purpose of this store, in this case at least, is to appeal to people of refinement who are supposed to consider quality before price.

Fig. 2—Prices are featured in this advertisement and the type display as a whole is more vigorously treated than in Fig. 1, being typical of advertising which make an appeal to all who may wish to buy.

PANCAKES INSPIRE CAP SALE

(Continued from page 131)

everything that a child of school age needs—one-piece dresses, coats, shoes, stockings, middy blouses, gloves, underwear, hair ribbons, and tam-o'-shanters and sweaters, of course. I did not even show a belt or a shirtwaist for anybody past the school age.

Living Models Used

But what really attracted was the novel mananer in which the sale itself was conducted—the living models were what gave it life.

I had selected two of the prettiest little girls in town, of eight and twelve years, and a bright boy of ten.

The smallest girl was little and red-haired. We dressed her in a charming dress of turquoise blue and tan plaid gingham which I had had made from my own stock in a late and interesting style.

This displayed my yard goods for the benefit of the large majority of small town mothers who prefer to do their own sewing, and I carried the pattern. The goods in the bolt, with other attractive materials, were given a conspicuous place.

My ready-made school dresses were advertised by the older girl, who flaunted a mass of auburn curls and flashed big, dark eyes.

She showed off one of the dark-blue serges, ready-made, with the big white collar and cuffs, splendidly.

The boy swaggered about in a nifty and durable suit of dark serge. All of the children wore stockings and shoes from stock, and all accessories to match —the little girls sporting such hair ribbons as would make other little girls lie awake nights. At first I had hesitated to involve so much of my best lines, but in every case I found that I was able to sell the goods to the wearers at a very small discount, so my loss was small.

Each child bore a placard. The smaller girl's read: "I am Gwin & Sinclair's Model. My Outfit Cost, Approximately, $5."

The children thought this great sport —all they had to do was to stroll about the store all day, for which each received two dollars.

And when customers saw the children so substantially clad, as well as daintily, and noted the approximate cost, they could, in their mind's eyes, see their own child decked out the same.

The last three days of the sale were devoted to clothes for the high school girls and conducted in the same manner, having three attractive girls of sixteen to eighteen, displaying school dresses, blouses and suits. Many of these were

)epartment ertising

stration in Spring Announce- Effects Obtainable— to Say.

r *Printer and Publisher*

Both advertisements in question are of a high order in their respective classes. The text matter is written in appealing style and the display is remarkably attractive.

It would be difficult to conceive the illustrations (exactly alike in each case) presented to better advantage. From a typographical viewpoint the advertisements present a distinct contrast.

Fig. 1 represents a typical Class A advertisement display. The various parts have been skilfully divided by "white space" instead of the customary rules or boxes and the effect is decidedly artistic.

The typography of Fig. 2 is in keeping with Class B Advertisement display, being more prominent in tone, by virtue of the four panel effects, than Fig. 1. The reading matter within the panels is not up to the standard of typography apparent in the rest of the advertisement. The parts appear unnecessarily crowded together; this is particularly noticeable in the panel in the lower right-hand corner.

A considerable difference is seen in the manner in which the heading and introductory matter are respectively presented in the two advertisements. Both represent effective styles. Fig. 2 is especially well treated.

While there are Class A, B and C stores it does not necessarily follow that when a certain store uses a Class A, B or C advertisement that the store places itself in any of these divisions. Large department stores which cater to every class are now seen placing Class A advertisements in superior media and Class B and C in popular media. Irrespective of the class of media many stores, too, find that it suits their purpose to use A, B and C advertisements, as the occasion dictates.



---

suitable for the young woman past the school age.

When we noted a preference shown for any one suit or dress, we picked the girl most suited to the garment and had her try it on and walk through the store for inspection. Approval always followed, and sales almost always did.

Of course we had used discrimination in engaging the girls, choosing those with just the "pep" and temperament to carry the thing out successfully, for temperament of the wearer has a great deal to do with the carriage and appearance of the gown.

Was the sale a success?

I swelled not only the profit side of my account far above expectations, but also my brain with ideas for other sales—sales of originality that became a regular feature, sales that were waited for.

DEATH OF QUEBEC MERCHANT

Mr. C. O. Paradis, proprietor of the large department store at Sorel, Que., died at his residence on Feb. 16, at the age of 66, after a lengthy illness. Deceased was born at St. Denis, on the Richelieu, October 22, 1854. He went to Sorel in 1878 and founded the business which has become so prosperous and which he directed up to his death. He founded and operated the Popular Shirt Company, was the president of the Sorel Light and Power Co., and shareholder in other enterprises. He had been connected with the R. and O. Navigation Co., and Mayor of Sorel during 11 years.

He was president of the Chambre de Commerce of Sorel, and well known in business circles in Montreal and had many acquaintances among the Liberal chiefs, especially the late Sir Wilfrid Laurier and Sir Lomer Gouin.

A few days before his death the employees of his store and some of the officials of the Popular Shirt Co., went to his bedside at his request and he bade them each adieu and shook hands with them.



PUTS THE CASH DIRECTLY IN YOUR HANDS

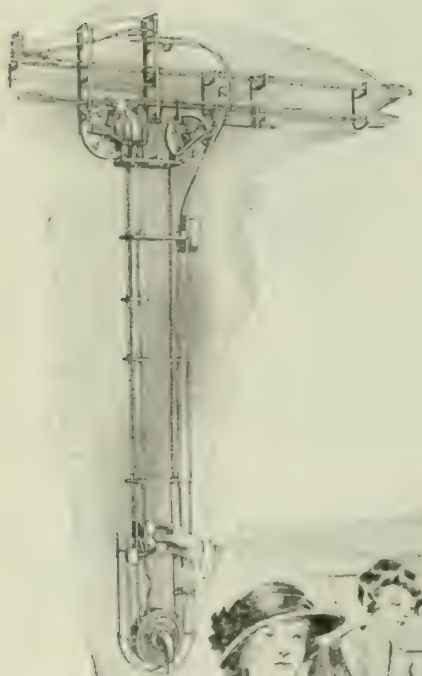
THE centralized system of handling sales puts the cash directly into your own hands upon payment by the customer.

For the Lamson Carrier, *whether wire line, electric cable or pneumatic tube*—takes the cash with lightning swiftness to the central desk, where it is handled by your expert cashier. The receipts are under personal control.

As with the cash, so with the charge. Centralized service is equivalent to putting the sale directly upon the books against the proper customer's account.

That merchants realize more than ever the safety in this method is evidenced by an unprecedented demand for carrier systems.

A typical case is that of the *Mount Royal Department Store* (J. O. Gareau, Ltd.) in Montreal. They say: *"We have found the centralized carrier system to be a safe plan of operation, besides giving us numerous other advantages.*



Safety is one of the many exclusive points of merit. Ask for information regarding the others.

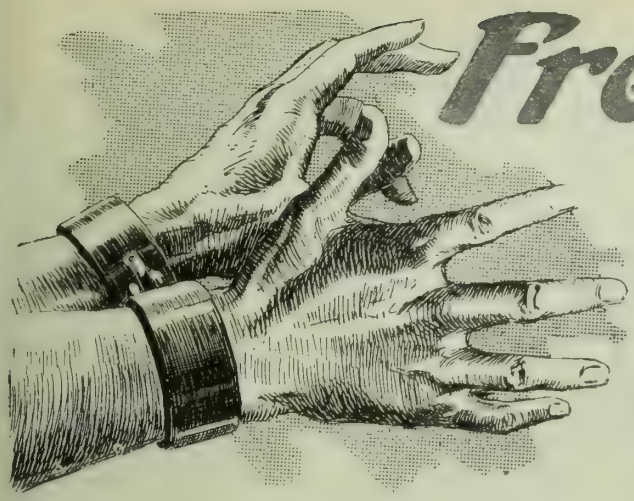


THE LAMSON COMPANY

LAMSON SERVICE

136 SIMCOE ST.

General Offices at Boston, Mass.



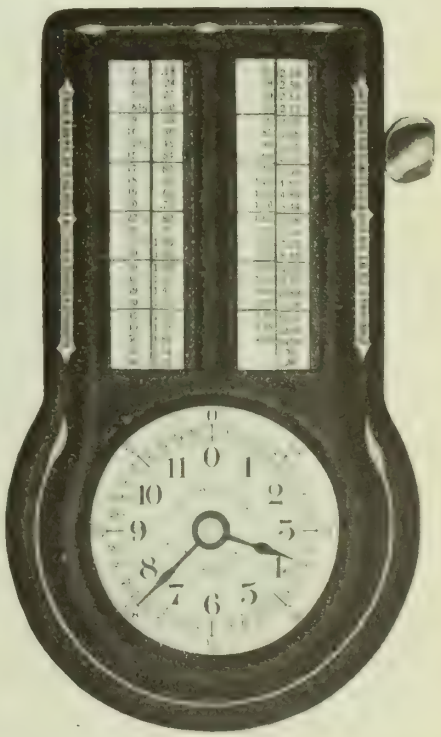
Free the Hands of Selling Personality

YOUR salespeople, Mr. Merchant, should be given every opportunity to exercise whatever and all talent they possess! For, are not your profits determined by the volume of sales? And cannot sales be increased by salespeople if they be relieved of practically all else, *save selling?*



Typewriters, adding machines, and other mechanical devices are to-day recognized as necessary store equipment. You don't know how you could do without them. But, what of your salespeople? They don't use the typewriter! They have no use for an adding machine! *But there is something they can use advantageously,* something that will release their *selling personality,* and *that something is the MEASUREGRAPH.*

The MEASUREGRAPH measures 36-inch yards unerringly. The MEASUREGRAPH records the number of yards measured. The MEASUREGRAPH *computes* the amount of the sale. Free your salespeople from the mechanical work the MEASUREGRAPH does and you have a *real sales staff,* a force of efficient salespeople who can bend every energy towards the accomplishment of the task that is theirs—*selling.* Then are you on the high road to reap the utmost as a result of their efforts.



A post card will bring our representative

The Measuregraph Company of Canada

Makers of Fabric-Measuring, Cost-Computing Machines

88 Bay St., Toronto

The MEASUREGRAPH has been approved by weights and measures officials wherever submitted and carries the endorsement of thousands of enthusiastic users



This merchant finds it easy to make out his income tax report

HE has a checking account at the bank and he uses an up-to-date National Cash Register.

From his bank check book and his bills he gets the cost of running his store, cost of merchandise bought, and a record of payments made.

From his National Cash Register he gets a record of (1) cash sales, (2) charge sales, (3) received on account, (4) petty cash paid out, and (5) clerks' sales.

These records give him the figures he needs for his income tax. They also give him control over his business every day of the year.

This merchant knows that his register records are complete and accurate, whether they are made when business in his store is quiet or when there is a rush of selling.

Without an up-to-date National Cash Register, these necessary figures would be hard to get, hard to keep, impossible to verify, and expensive to record.

An up-to-date National Cash Register will give you the records you need to control your business

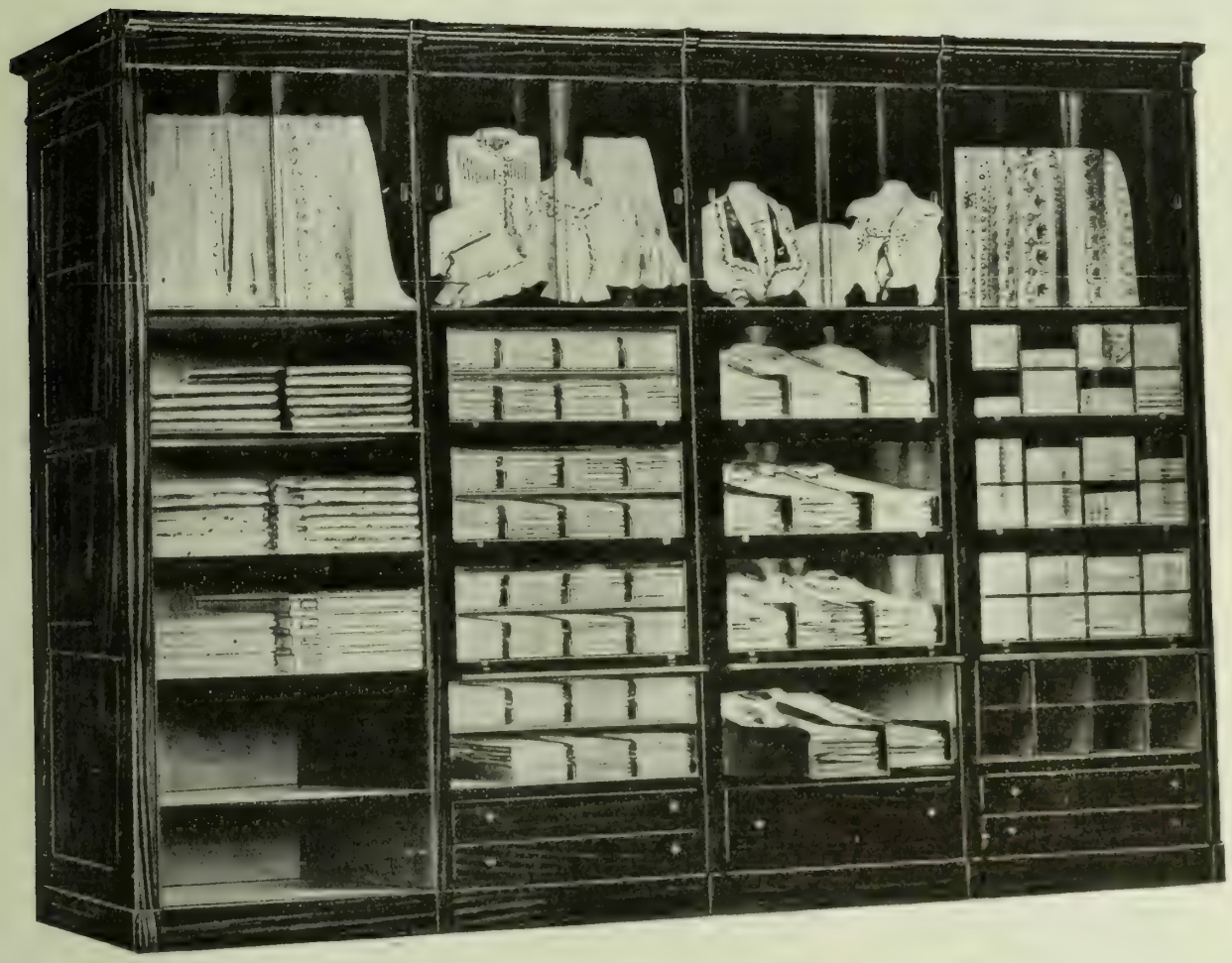
The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

Branch Offices:

CALGARY	714 Second Street, W.
EDMONTON	5 McLeod Bldg.
HALIFAX	63 Granville Street
HAMILTON	14 Main Street, E.
LONDON	350 Dundas Street
MONTREAL	122 St. Catherine Street, W.
OTTAWA	306 Bank Street
QUEBEC	133 St. Paul Street
REGINA	1820 Cornwall Street
SASKATOON	265 Third Avenue, S.
ST. JOHN	50 St. Germain Street
TORONTO	40 Adelaide Street
VANCOUVER	524 Pender Street, W.
WINNIPEG	213 McDermot Avenue

Sectional Fixtures



This is Effective Display

All your goods working for you all the time and without getting shop-worn.

Kent-McClain

(TORONTO SHOW CASE CO.) **Limited**

181 to 199 Carlaw Avenue, TORONTO

Write for particulars.

CANADA'S LEADING DISPLAY FIXTURE HOUSE



always ready to meet your needs in

High Grade Wax Figures

and

Display Forms of All Kinds

We make everything for the better display of merchandise

See Our New Line of Art Display Fixtures.
Write for Copy of Our New Catalogue.

DALE quality means PERFECTION

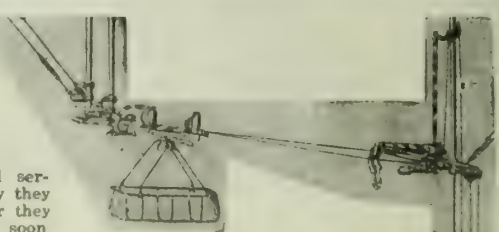


Agent:
P. R. MUNRO
150 Bleury St.
Montreal

DALE WAX FIGURE CO., LIMITED
86 York St. Toronto

Agent:
E. R. BOLLART & SON
501 Mercantile Bldg.
Vancouver

Better Than Any Other Service



Our carrier system and service are as good as we say they are. We say that together they beat any other service, and soon save the investment.

By them the merchant can perform more functions, and with a greater degree of dispatch and certainty than can be accomplished by any other system, all of which means that more customers can be better served without increasing your staff of salesmen. Our circular, for the asking, explains a great deal.



Gipe-Hazard Store Service Co., Ltd.

113 Sumach St.
Toronto : : Canada



IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons* — "Crystal" *Artificial Silk*

Embroidery Materials

Fancy Linens *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The EUROPEAN NOVELTY Co.
46 St. Alexander St. Montreal

Ford

Announcement

Prices effective January 12, 1920

Runabout	$ 710
Touring	740
Coupe—fully equipped	1050
Sedan—fully equipped	1250
Chassis	675
One-Ton Truck Chassis	750

Prices are f.o.b. Ford, Ont., and do not include War Tax

Electric Starting and Lighting Equipment is supplied on Sedan and Coupe at prices quoted. On Runabout and Touring this equipment is optional at an additional cost of $100.00, exclusive of War Tax.

Ford Motor Company of Canada, Limited
Ford, Ontario

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED
Toronto Ontario

Easter Is Early This Year

Get ready early with a supply of

DELFOSSE FIXTURES, BUST FORMS AND WAX FIGURES



Quality the Highest

Prices the Lowest



If you have not yet received our new catalogue, send for it. It is very interesting.

DELFOSSE & CO.
247-249 Craig St. W. Factory, 1 to 19 Hermine St.
MONTREAL



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system.

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto



Your copy is ready!

Right now is the time to send for your **free** copy of our "Guide to Better Window Displays!"

It's full of the latest creations in artificial flowers, decoratives and wicker-ware—and contains a multitude of new window display suggestions that will prove real business getters. There are so many original conceptions you will find it difficult to choose.

Simply request your copy on your business stationery—we'll mail it immediately—it will end your display troubles!

The Adler-Jones Co.
206 S. Wabash Ave., Chicago



FOUNTAIN BRAND

To Wholesalers and Manufacturers of clothing and leather goods

Here is the thoroughly reliable "Fountain Brand"

Pure Irish Linen Thread

which costs no more than ordinary brands but which is greatly superior to them in durability and strength.

If you are looking for an absolutely dependable thread of proven worth, send for a sample order of "Fountain Brand."

½-lb. and 1-lb. Patent Wind Cops; 1, 2 and 4-oz. Spools. Colors—Black, White, Whitey Brown

Sole agents for Canada:

Walter Williams & Co., Ltd.

MONTREAL: 508 Read Building **TORONTO: 20 Wellington St. W.**

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, B.C.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.

Hamilton, Ont., and St. John's, Nfld.

Reputation gained by long years of vigorous, conscientious and successful work.

C. A. B. BROWN, General Manager Western Canada

TORONTO, CANADA.

BUTTONS

Owing to the uncertainty of costs of Material, we are asking our customers to place their orders early, which we shall execute at old prices as long as stock lasts.

Look over our Range of Samples

Our Travellers will be calling on you

"CANADA'S EXCLUSIVE BUTTON HOUSE"

A. WEYERSTALL & CO.

66 Wellington St. W. **TORONTO, Ont.**

The Right Place to buy—

ELASTIC RIB UNDERWEAR
FINE CASHMERE
JERSEYS AND SWEATERS
HEAVY WOOL SOCKS
TWEEDS AND ETOFFES
ETC.

Our goods recommend to your customers in their attractive, well-fitting, long-wearing qualities.

You will quickly recognize these satisfaction-ensuring features when you inspect our lines.

Send for prices.

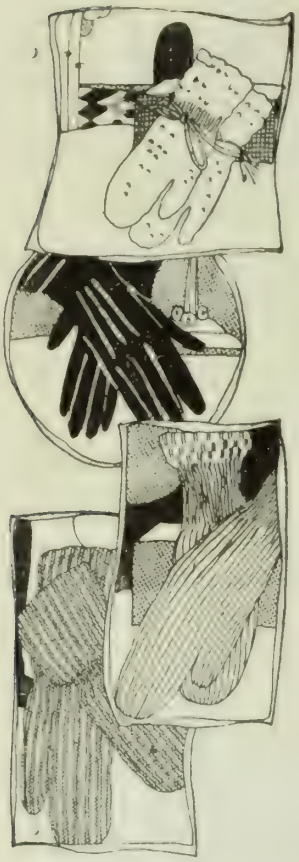
MITCHELL WOOLLEN CO.

LIMITED

MITCHELL, ONTARIO

DENT'S D GLOVES

This Dome assures you





That you are getting the finest quality obtainable in gloves.



There is no uncertainty as to the acceptance of Dent's as the quality gloves to feature for Spring and Summer selling.

It is time NOW to anticipate the heavy demand for kid and silk gloves for Easter and the Summer.

Our travellers will submit for your inspection a full range of samples. It will be to your advantage to see them.

DENT, ALLCROFT & COMPANY

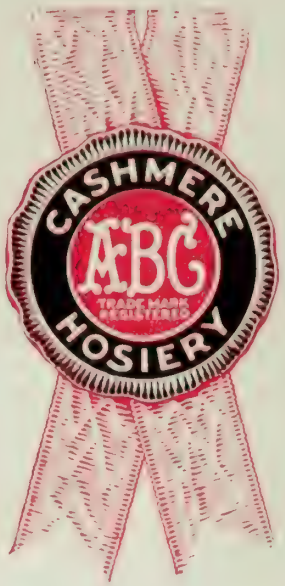
128 BLEURY STREET, MONTREAL



New Designs in
Ladies' Whitewear
for Spring 1921

The Canadian Converters Co. Limited.
Montreal

A. B. C. HOSIERY



FOR CHILDREN

Made in all sizes
4 to 10 inches
1 and 1 Rib

FOR ADULTS

Special Features of A. B. C. Hosiery

that will greatly increase YOUR Hosiery Sales

Elastic Rib for Form-Fitting	Finest Cashmere Yarns for Warmth	Spliced Heel and Toe for Wear

ALLEN BROS. CO., LIMITED

883 Dundas St. East - Toronto

"CANADIAN GOODS ARE BETTER"



IT'S A CASE OF CHANGE OF NAME AND ADDRESS ONLY.....

"THE WILSON MFG.CO."

Under the same management
will now be known to the Trade

as—

ALLEN SILK MILLS
43 DAVIES AVE. TORONTO

"The Proof is in the Wearing"

The ever-increasing demands for

"WINSOME MAID"

Pure Thread Silk Hosiery

are sufficient proof to us that our efforts to produce a line of Hosiery that will give dependable service, have been highly successful.

The splendid wearing qualities of **WINSOME MAID** Hosiery, combined with its delightfully soft texture and finish, uniformity of weave, and perfection of fit, have won its present reputation.

"CANADIAN GOODS ARE BETTER"

Allen Silk Mills

43 Davies Ave. Toronto

STANLEY McLEOD
449 Granville St., Vancouver
Western Representative

E. R. CLARRY
14 Algonquin Ave., Toronto
Representative for Northern Ontario

H. SWITZER, 193 Sparks St., Ottawa
Representative for Eastern Ontario and Montreal

R. H. SWITZER, 35 Wellington St. West, Toronto
Salesman for Toronto

NORMAN SWITZER, 35 Wellington St. West, Toronto
Representative for Western Ontario

JONES-CAIRNS LIMITED
St. John, N.B.
Eastern Representative

J. E. COTE
66 Church Street
Quebec, Que.

Veils and Veiling for Spring

Nobby designs -- attractive prices

MOURNING VEILING AND VEILS
ELASTIC VEILS
"MONA LISA"

The big seller in Veils arriving soon in
Black, Navy, Taupe, Prunella, Nigger

Laces

VALS., BEADINGS, TORCHONS, NET TOPS.
CHANTILLY

Special Val. in Box lots.

FLOUNCING WIDTHS

White, Cream, Ecru, Black.

Cotton and Silk Nets

Silk Bridal Veils

Metal Laces

French Georgette, Crepe de Chine,

Ninons

We have a big stock of scarce
goods it will pay you to see.

84-86 WELLINGTON ST. W.

CANADA VEILING CO. LIMITED

TORONTO

UP TO THE MINUTE

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

Manufacturers of
the most complete line
of

Display Fixtures

and
artistic

Wax Figures

Made in Canada



No. 1568-P



No. 1150

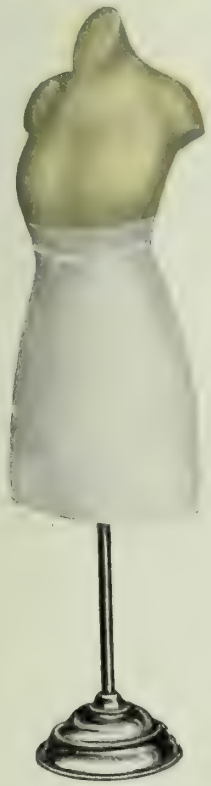
Dur-Enam

REGISTERED TRADE MARK

This Trade Mark is your protection in buying Display Forms. DUR-ENAM Forms are the highest standard obtainable.

ORDER NOW FOR EASTER!

Recent extensions to our factory allow for treble our former capacity and warrant our confidence in our ability to give PROMPT deliveries on your Spring Orders.



No. 1590-N



No. 1574

AGENTS:

Vancouver, B. C., M. E. Hatt & Co., Mercantile Bldg.
Montreal, Que., E. O. Barette & Co., 301 St. James St.
Winnipeg, Man., O'Brien Allan Co., Phoenix Block
Halifax, N.S., D. A. Gorrie, Box 273

The Talk of the Town

Unique Store at Midland, Ont., Is Commended by Townspeople—Features Housefurnishings and Fancy Goods

THOSE merchants who operate on the principle that a small store can only be carried on by having "a place for everything and everything in that place," will perhaps be interested in the store of Mr. V. G. Edwards at Midland, Ont. Although small and compact is this store, it has an idea which is carried throughout, and that is that a small store is just as much a field for originality and definite arrangement as any of the larger business institutions.

Although Mr. Edward's store, which specializes in house furnishings and fancy goods, is still in its infancy, it is already the talk of the town, and strangers are advised to visit the store before leaving. This attraction is accomplished by the working out of new ideas and the exercise of a good deal of hard work, but the whole at comparatively small expense. During the Spring and Fall seasons Mr. Edwards makes a special drive with his house furnishing and merchandise, and during the Summer and at the Christmas season fancy goods, infants' wear, and dress accessories are emphasized.

Booths of Evergreens Attract Attention

When DRY GOODS REVIEW representative visited the store during the Christmas season there were just inside the entrance door at either side, booths made of birch poles covered with evergreens. There was a table in each booth and a tall floor lamp in each corner of the booth. On one side of the store are sections of shelves about nine feet long, the first of which contains fancy wool, the second crochet cotton, the third staples, the fourth draperies, curtains, etc. Between the sections are small tables which form suitable little alcoves for displaying a few special articles such as a centrepiece and vase, a runner and lamp, and so on. In front of these shelves are ten-foot weathered oak counters or tables. These are built in heavy old English oak style. Above the shelf section is an excellent space for displaying a few suggestions in draperies, wall papers, an occasional vase and piece of statuary.

Adjustable Platform Useful

On the opposite side of the store is one shelf about six feet high. This shelf is not crowded but displays Japanese wicker-work baskets, flower vases, etc., and every five feet or so is placed a small Japanese lamp with a silk and wicker shade. The variety of colors these lamps afford is very attractive. All these lamps were lit during the Christmas season.

Under this shelf for a distance of thirty feet are tables with detachable legs. These tables will lower to a height of one foot from the floor, and when so adjusted form a platform which is nicely adapted for displaying curtains, draperies, etc. These draperies are hung from arms attached to the wall. During the Christmas season when the platform is raised to table height, the arms are used for displaying blouses and women's wear. Small lights with six-inch Japanese shades placed on the ends of these arms made very effective decorations during the holiday season. In the children's department the shades were white, pink, and pale blue, which are most suitable for the merchandise carried there.

Towards the rear of the store, back of these tables, there is a graduated counter which is used for displaying kiddies' bootees, stockings, caps, coats, comforters, shawls, and in fact everything for a child up to two years of age A unique idea in this department is the placing of Teddy bears in among the other things. There are also Eskimo dolls, kittens, little poodle dogs, etc. Mr. Edwards says this lisplay does much to attract small children's attention which is usually followed by the mother's, and she does not fail to note the great variety of pale blue, pink and white garments purchasable for the little ones.

The back of the store facing the entrance is used for the wall-paper department. The wall-paper is contained in portable racks, which may be easily removed as the stock is sold. Behind the wall-paper section is the workshop wherein cushions, centrepieces, handbags, workbaskets, etc., are made, and also a certain amount of alteration is done for customers.

Wicker Chairs at Counters

Towards the front of the store are tables which, with the wall racks, are used for displaying ladies' silk waists, camisoles, silk combinations, boudoir caps, etc. The woodwork throughout is in dark green weathered oak, which harmonizes nicely with the booths. Another striking feature of this cheery and tasteful store is the replacement of the usual stool or wooden chair by attractive wicker chairs for the use of customers at counters. The improved appearance which these give to the store is readily seen in the accompanying views. The windows of Mr. Edwards' store are a continual source of interest to passers-by. They are well lighted by shaded lights around the top. In each window on a little wicker stand stood a large light, when the representative of DRY GOODS REVIEW visited the store. On one side the light had a blue Japanese shade, and on the oposite side a yellow one. Stands of various heights displayed the articles, small and large, which were arranged with an eye for artistic balance. In the corners of the windows were large flower stands. The setting itself was quite an attraction had there not been a nice display in addition. One window featured table runners, rugs and house furnishings; the other featured doilies, table linen, and provided suitable space for a few smart blouses.

Ever since Mr. Edward's store has been opened he has found business increasing steadily. This has been to an extent surpassing his optimistic expectations for a town the size of Midland, with a population of about 7,000. Mr. Edwards has one price on each article, and that



Views in Midland Store

Showing the methodical arrangement of fancywork supplies. The mission counters are suitable for displaying table runners, vases, etc. Note, too, the wicker chairs.

for cash, with satisfaction guaranteed or money refunded. His policy is that the customer must not be kept waiting. She must always have what she wants unless she asks for inferior goods. His success he attributes chiefly to his ability to procure dependable goods always for his customers and to render them every attention possible in the store. The progress of this ambitious institution will be watched with interest by the trade

PROFESSOR PARSONS LECTURES AGAIN

The name of Prof. Frank Alvah Parsons, president of the New York School of Applied Art, is by no means a new one to Canadians. He has given a number of lectures and series of lectures under various auspices in Canada, many of which have been reported in DRY GOODS REVIEW.

Prof. Parsons has a very clear conception of the principles of hoursefurnishing and decorating and his original way of expressing them has made him a favorite in the trade.

The latest occasion of his visit to Canada was rather unique in that it is the first time in which carpet, upholstery, decorating, furniture, wall paper, and housefurnishing men of all branches met, along with art students, architects and managers of public buildings and institutions, under the auspices of a manufacturing concern, to listen to his series of lectures. The Toronto Carpet Company did not conceive of Prof. Parsons' addresses as a scheme to advertise carpets, but felt that if facilities for education were placed within reach of salesmen in the housefurnishing department they would respond readily and derive from such knowledge a quickened interest in their work that would result in the elevation of taste which could not but eventually redound to the benefit of business as a whole. Response to the invitation of the Toronto Carpet Mfg. Company was generous, and the series of lectures a decided success. The lectures were delivered during the week of January 12. The following subjects were discussed by Prof. Parsons:

"How to Choose and Harmonize Color."



The platform at the left is adjustable to various heights. It is admirable for displaying curtains, draperies, floor lamps, etc. At the left and rear of the store is the infants' wear section and facing the entrance is a compact department for wallpapers.

"French and Italian Periods, and How to Use Them." (With lantern slides.)

"The Fundamental Relations of the Floor Coverings to the Decoration of a House."

"The Meaning of Art, and How It is Applied to Carpets and Rugs."

"How to Relate Patterns in Floor Coverings to the Rest of the Room."

"English and Colonial Periods, and How to Use Them." (With lantern slides.)

"The Principles Involved in Furnishing and Decorating a House."

At the conclusion of the meetings, a hearty vote of thanks was tendered to the Toronto Carpet Manufacturing Company for their enterprise in placing these facilities at the disposal of those interested, and hope was expressed that conventions along this, or similar lines, would be held in the future, if possible, annually.

The suggestion was also made that a Carpet Club be formed in Toronto, and a committee was appointed to work out the preliminary organization.

NEW PERMANENT SALES ROOMS FOR THREE RIVERS

The Hodgson Sumner Co., Ltd., of Montreal, have opened new permanent sales rooms in the town of Three Rivers, Que., in the Canadian Bank of Commerce Building. These rooms will be in charge of Mr. Stanley Helleur, who has for the last few years had charge of this territory for the Hodgson Sumner Co., Ltd.

TRADE NEWS

The G. W. Robinson Company, of Hamilton, have decided, in order to give the best and quickest service to their clientele, to equip the whole store with cash registers. Their order is the largest that has ever been placed in Hamilton.

All the retail stores at Leamington, Ont., are now closing at 6 p.m. and 10.30 Saturday nights. During May, June, July, August, September and October, they will be closed on Friday afternoons.

Lay-It-Away Sale of Wallpapers

Here is a piece of really good news for all who intend to repaper their homes this Spring. Most people know that wallpaper prices are rising, and anyone waiting until later will certainly pay a good deal more than at present. And we want all customers who are willing to take advantage of this special offer to read about this sale. There are two big advantages in buying now, first, we give a discount of twenty per cent. on all wallpapers except those already reduced. As an additional advantage, we will accept a cash deposit of twenty per cent., and will store the goods for you until required, providing the time limit is within the space of two months, the balance of the purchase price to be paid on delivery.

Just figure out that twenty per cent. discount will pay the cash advantage and you will realize the full advantage of buying during this sale.

The above advertisement was run by the Paquet Co. of Quebec and is reprinted for its suggestive value to the many dry goods merchants.

GEO. H. HEES, SON & CO. LIMITED

52 BAY STREET
TORONTO



BATTENBERG LACE

No. **161**, 10 inches Color—Ecru

While we have the most attractive lot of

LACES and INVENTIONS

to trim all kinds of **Window Shades**, and while we manufacture the finest

WINDOW SHADE CLOTHS

—Our Alberta, Empire, Acme, Colonial, Royal Standard and Monarch Tint qualities—do not forget that we are in the same position when

YOU WANT

Tapestries, Curtain Hangings, Scrim Curtains, Comforters, Pillows, Brass, Upholstery, Hardware

Most of these are Canadian made

GEO. H. HEES, SON & CO. LIMITED



An All-Year Staple

far-sighted merchants now display CREX continuously

There is a constantly growing demand for CREX during every month in the year.

Dealers who keep a stock on display from January to December report an unusual consumer interest—due to its recognized adaptability and practicability in every room in the home.

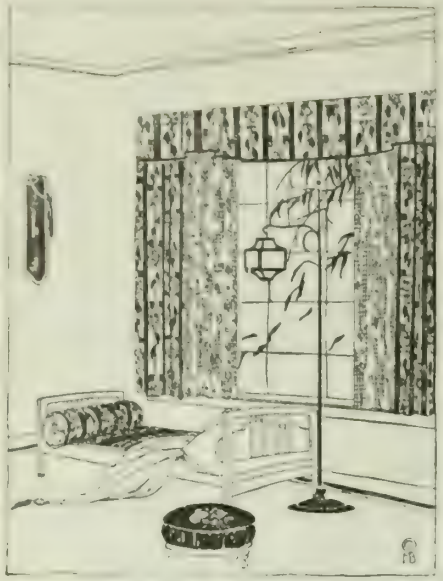
It will pay you to have a good assortment of the three CREX weaves—DE LUXE, HERRINGBONE and REGULAR—in a prominent place on your floor.

They are bound to attract your customers and result in increased sales during what you may have considered off-months.

1920 color catalogs and price list mailed on request

CREX CARPET COMPANY

212 FIFTH AVENUE NEW YORK



NOVELTY CURTAINS

Marquisette and Scrim Curtains

The pleasing variety shown in our lines for Spring will greatly assist you in selecting an attractive, artistic stock for your Curtain Department.

Be sure to see our new samples when our travellers call on you.

Our Trade-Mark is assurance of utmost value—and longest satisfaction.

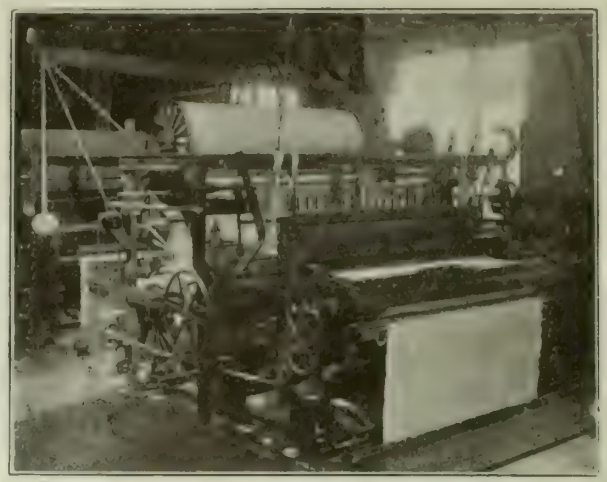
Our designs and the quality shown cannot be surpassed.

It will pay you to see our lines

NOVELTY CURTAINS CD LIMITED CANADIAN DRAPERIES Ltd.

CANADIAN DRAPERIES LIMITED
145 Wellington St. West
TORONTO





The Oriental Textiles Co., Limited

Oshawa - Ontario

We
weave
dye
and
finish
Silk and Cotton
Velours
Mohairs
and
Plushes

Salesrooms

33 Melinda Street
Toronto

THE LACE GOODS CO., Limited

"The Handkerchief House of Canada"

TORONTO

MOVING



The Lace Goods Company, Limited, with Offices and Warehouse at 64 Wellington Street West for some time past, are moving across the street to—

THE WELLINGTON BUILDING
79 Wellington St. West

With the rapidly increasing volume of business we have found it necessary to move to larger quarters.

We attribute our splendid success to the attractive quality of our merchandise, the solid value shown in same, and unusual service—for which our house is noted; and equally to the loyalty and co-operation of our clientele from Coast to Coast.

Travellers are now out with new range of Handkerchiefs for Xmas, 1920, and sorting in Laces, Embroideries and Draperies.

We cordially invite you to visit us at our new address.

"Just Moving Across the Street"

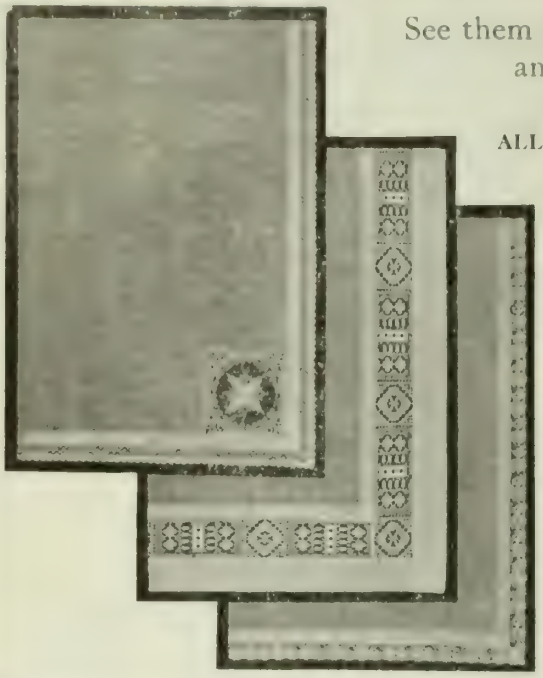


NOW READY!

The new Spring line *"Dalmor"* Art Novelty Curtains and Piece Goods! Well placed contracts and personally selected trimmings on the Continent and in Britain enable us to announce the handsomest designs and best values yet offered.

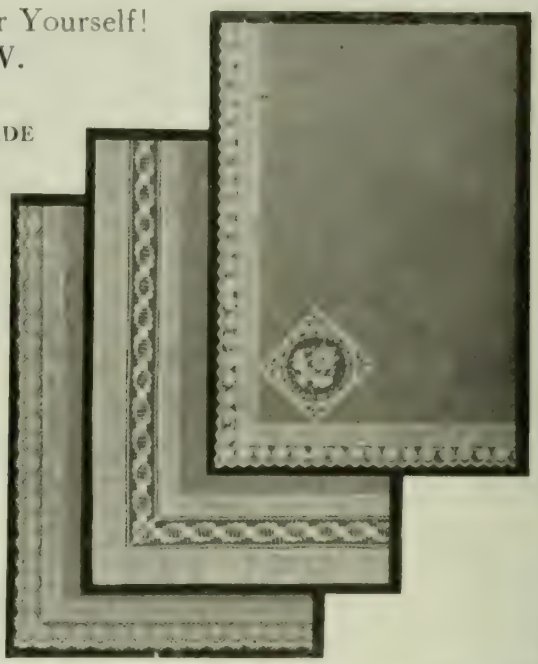
See them and Judge for Yourself!
and **BUY NOW.**

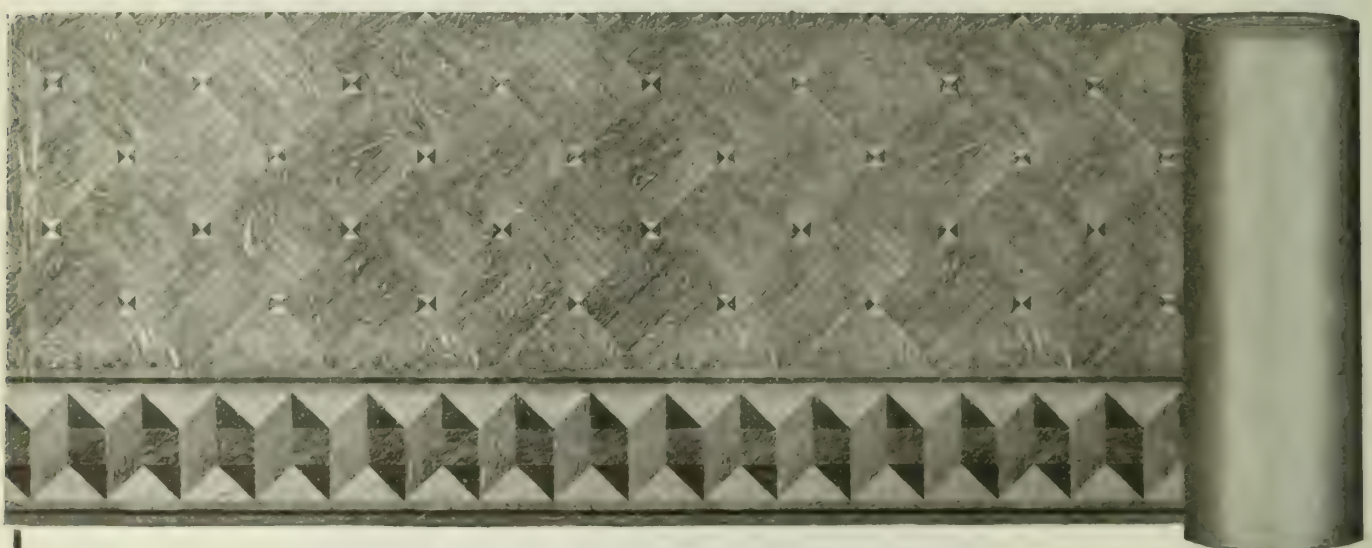
ALL CANADIAN MADE



"Dalmor"
Products

DALY & MORIN
LIMITED
MONTREAL





Sole selling agents in Canada for the **COTT-A-LAP COMPANY.** We had the pleasure of advising you, through the above firm, last month, that we are their sole selling agents in Canada, and we are carrying these goods in stock. We have all the latest patterns and designs and would be glad to submit samples and quote prices upon request.

GREENSHIELDS, LIMITED

Montreal

PRIME & RANKIN, LIMITED

Now Showing Lines for Fall Trade

The new Fall line which we are now showing is such that we feel warranted in preparing for the biggest Fall season in our history, and we have made our plans accordingly.

Requirements should be anticipated early to assure satisfactory selection and delivery and our range of the various lines mentioned below will fully meet your needs and your expectations.

CURTAIN NETS

A splendid assortment of new patterns, including many filet effects and exclusive designs, in Ivory and Beige.

MADRAS MUSLINS

A complete new range of patterns in these goods (made by John Brown & Sons, Limited) shown in White, Ecru, and colors.

SCRIMS and MARQUISETTES

Many new effects in Scrims, Voiles, and Marquisettes, shown in bordered or hemstitched, lace edges, also printed Marquisettes.

ART SATEEN and CRETONNES

A very desirable showing of new English Art Sateens and Cretonnes, 31″ and 50″ widths.

DOWN QUILTS

New Fall range of McLintock's Ventilated Down Quilts, showing all new patterns and colors. (Same satisfactory deliveries assured).

WHITE QUILTS

A complete line of English made White Quilts, in honeycomb, satin and dimity weights.

CURTAINS

Fall range of Curtains offers a very wide range of choice—

Windsor Scrim Curtains
Point Arab Curtains
Irish Point Curtains
Braided Lace Curtains
Lace and Filet Net Curtains

White and Colored Bath Towels, Handkerchiefs, Pearl Buttons, etc.

PRIME & RANKIN, LIMITED

S. ROETHER, President

DIRECTORS:

W. J. SQUIRES — W. N. H. HOOD — N. R. COOPER

74 YORK STREET TORONTO

Paris Decrees Low Waistline

French Designers Adopt Basque Effects and Favor Shorter Jackets — Taffeta Afternoon Frocks Exploit Short Sleeves — Redingotes and Directoire Modes Emphasized — Low-Backed Evening Gowns Still Prevail — Hats Simple and Youthful

PARIS seems to have gone to everybody's garden for her Easter bouquet. The couturiers have not only introduced period frocks with great success at the Spring openings, but seemingly all the countries of Europe and the East as well have offered their prettiest suggestions for the 1920 Spring modes. And there seem to have been a very few rejected. Although the French designers displayed a tendency to show greater individuality than ever at the February openings. This season they have almost universally agreed on one feature—that of the low waistline for Spring at least.

Jaunty Spring Tailleurs

The street tailleurs promise to be very smart, for they are to exploit jaunty little coatees and jackets considerably shorter, and these will be worn over skirts that may be fairly straight in line or enhanced with side pleatings which accentuate the flat back and front effect which almost all the big houses agree to. Some of the designers, including Germaine, Necole Groult and Weeks, have gone off on a tangent decidedly original, and have featured long three-quarter length jackets with gored waists, giving the nipped in effect at the normal waist line and a decided flare below. The street costumes encourage the use of contrasting materials, for frequently the jacket and skirt are fashioned of entirely different materials, and when this treatment is not featured, startling vestee novelties are found or collars and cuffs daringly faced with contrasting colors. Wide stripes of wool on silk, or silk on wool are also favored in entire costumes, and novel effects are introduced by means of blocking out designs with squares of oilcloth.

Novelty in Street Costumes

Redingotes and Directoire modes are promised a vogue and picturesque versions have been successfully shown at the openings this month at which many new features in pockets, revers and high-backed collars were shown. Short waistcoats were also featured and much bright embroidery on the tailleurs exploiting very short tight casaques. There also seems to be an inclination to permit of greater freedom at the hem of the skirt and numbers of the best suit-costumes are just eight inches off the ground.

Martial Armand models for street wear show a great variety, for jackets designed by this famous house are not only both short and long, but they exploit the irregular outline as well. Duvetyn, serge and striped woolens are favored at this house while checks and plaids are popular with Germaine.

Taffeta for Afternoons

Afternoon gowns have been presented in kaleidoscopic array. Taffeta is to be unusually fashionable and many of the best-known designers have made the most of this very adaptable material and created bouffant models of great charm. Tight fitted bodices of the basque variety are widely shown and voluminous skirts, some with the fullness in the front as well as at the sides.

Molyneux collection includes pretty examples of both the wide and the narrow silhouette, and Egypt gives the inspiration for many of the most striking models. This house introduces straw trimming in brilliant shades with excellent effect as well as an extensive assortment of bead trimmings, and the simple one piece gabardine frock typical of the smartly dressed Parisienne is also featured. The chemise style is a feature of the Rolande collection, and is successfully introduced for both evening and afternoon wear. This house also gives prominence to the wide side panel which is gathered and turned under at the hem. The Maison Deddy also pays great attention to skirts—introducing very full models of wool or plain silks. Deddy also sponsors the short puff sleeve of 1830, and uses lace extravagantly. An attempt is being made by this house to introduce the high embroidered collar with the tailleurs of black silk.



This style of coat is a splendid late season type just now and is promised good favor for next Fall. It is made of "ungava seal" and has luxurious collar of nutria. Photo by courtesy of S. Blumenthal & Co., New York.

Oriental and Period Influences

Early in February at his Spring showings, Paul Poiret showed almost exclusively creations of Oriental origin—Chinese, Japanese, and Roman tendencies being given delightful expression. Poiret exhibits straight simple skirts and wide false hips with equal candor and introduces sleeves of contrasting materials in some of his most fetching models. Premet sponsors the bustle and also revels in many effective draperies and gives prominence to models of Grecian simplicity. Premet blouses are short, draping the hips and are developed in white and colored organdie. Woolen gowns are favored, embroidered in raffia, while dressy gowns are fashioned of black satin and tissue de paille with trimmings of venetian and metalized copper.

Redfern and Drecoll feature side draperies, the latter designer showed a marked partiality for dire effects and exaggerated hoop skirts. Crinoline models are noted and also many dainty apron effects.

Sports costumes are decorative but practical, and show increased fullness in skirts, and a great vogue for white with bright embroidered motifs on pockets, belts and collars. Silk and wool jersey in two-color combinations are popular for beach and sports costumes for the very youthful devotees.

Evening Gowns Low-Backed

The extreme decolletage is still noticed for evening wear, although many of the backless models shown at the Spring openings show a high line in front extending from shoulder to shoulder and revealing a metallic corsage. This veiled decolletage is expected to gain in favor, while transparent sleeves, however brief, will also be introduced. Brandt is showing a dainty petal frock in colored taffetas while the garden party and evening frocks shown at this house favor a higher decolletage.

Patou favors the extremely cut eve-



Attractive New Styles

Paris insists upon suitable touches of kid or leather this Spring. This tweed outing suit is extremely smart with its glace kid collar and pocket-tops—and the frequency of the pockets is also noteworthy.

Note the tailored effect of this sheer voile frock, its short loose sleeves, and front peplum ending in points at each side. The color is delicate raspberry covered with sprays of yellowish poppies. Cuffs, girdle (which ends at the back in a tiny bow and streamers), trimming bands, and buttons are of navy satin. At the throat is an inset of dainty cream lace. By courtesy of McElroy Manufacturing Co., Toronto.



ning bodice held with jewelled shoulder straps, and the use of much black and gold lace. The materials for evening wear include taffetas, satins and brocades and a variety of metallic laces.

Lavender and coral evening gowns and net skirts flounced, without a foundation, or Culotte skirts of crepe de chine are favored by Bernard, who fashions her models with long bodices—sans sleeves. Bernard also revels in beaded effects, and in her Oriental models features the zouave skirt of gauze striped in color or silver. Trailing scarfs or sashes with big butterfly bows ending in long knotted ties are more popular than the formally arranged trains for evening wear. Allover embroideries and Chantilly lace are very modish.

Hats More Conservative

Many of the new chapeaux show the Directoire influence in keeping with the tailleur modes. Soft lines and less startling effects are noticed and taffeta and considerable oilcloth are sharing the honors with shiny straws. Paris is not partial to the jet effects for street wear and when paillettes, resembling a spangle effect, are used, they are in very bright colors. The new hats are simple of line and almost all turn youthfully off the face and keep to fairly dark colors when cloth materials are used. Dainty bits of embroidery on the upturned brims or jaunty little cockades (when the models are of straw) are considered very smart, while little nosegays of flowers are effectively used on many exquisite hand-made hats. Feathers garnish smart turbans.

Highly polished straws are universally popular, and lacquered finished ribbons and straws trim the models designed for the Spring tailleur.

LITTLE RELIEF DURING 1920

Hosiery Situation Critical for This Year. Prices 20 to 30 Per Cent. Above Last Fall

The hosiery industry continues to struggle along with little relief yet in sight in the labor or raw material situations. Manufacturers must be given credit for trying to do their best, but what can they do when they cannot get tops? And what can the mill owner do when his spinners refuse to work more than three days a week, and at increased rates in some parts of England? Belgian wool is being imported in small quantities, but the industry there, as everyone knows, is in its second infancy, and although they are sending over samples of good quality tops and at a moderate price, considerable supplies from this source cannot be counted upon for the 1920 trade.

Mills are still forced to ration their orders to the hosiery manufacturers, and the latter in turn can supply the dealers with only a percentage of their demand, then the retailers must wait and worry until their orders can be filled in full.

Prices are up from 20 to 30 per cent. higher than last Fall, but when one begins to compare present values with those of pre-war days, the increase is astounding. For instance, the wholesaler is now asking $22.50 a dozen for worsted hose of fine Saxony which were sold, not so very many years ago, at $4.50!

Barber Bill's Shop at Lord and Taylor's

A new and novel barber-shop for kiddies was opened this month at Lord & Taylor's, New York. It is called "Barber Bill's Happy Land Barber Shop." The chairs in which the children sit to have their hair cut are hobby horses. To raise them the horse is rocked back and forth giving the kiddies a ride. When it is to be lowered a handle is pulled and it glides slowly back to its normal height.

The shop which is floored with a pink tiling contains eight horses, in place of the usual chairs. Each horse has a saddle which acts as the back of the seat.

For grown up girls ranging from 12 to 16 years of age a special room is set aside outfitted with larger chairs.

Barber Bill to the store is a real person, the barber, but is expected to take the same position as does Santa Claus in the mind of the children. He is to be extensively advertised. When cutting hair the barbers wear a red coat trimmed with black braid, white trousers and white shoes. A new style of hair cut called "The Barber Bill Hair Cut" will be introduced in the shop. A hair tonic for children also named after Barber Bill will be sold.

Adjoining the barber shop is a playroom in which kiddies can enjoy themselves while waiting. They are also supplied with postal cards about the Barber Bill shop; these they may mail to their friends.

NEW WINDOW FIXTURES FOR THE TRADE

The Dale Wax Figure Co., of Toronto, is in the market with a new set of fixtures for clothing houses. They are of wooden construction and are ornamental as well as useful. Finished in rich gold, they are relieved with narrow black stripes. Other than the collar and glove stands there are stands for ties, shirts, hats and shoes; and there are bases on which forms for showing coats can be had. For purely decorative purposes, there is also a pedestal shown.

Mr. Chas. Greenberg, ladies' wear, Ottawa, has assigned to W. A. Cole.



Two Good Suit Styles

The tuxedo front and smart white stitching on the navy blue suit illustrated render it particularly smart for 1920. The suit at the right is one of those staple designs which pleases everyone. It is of white jersey with pearl buttons. Many smart suits this year have the mannish tailored collars.



Smart For Summer

Nothing is liked better by the young school girl than a Summer frock of pink, neatly designed. This one is of pink linen with white pique, small white buttons, a touch of embroidery and hemstitching.



A 1920 Sports Coat

Many of the new coats are showing the mannish tailored collars, which are suitable with the narrow straight belts. This coat is a cream worumbo model with very narrow leather trimming.

A NEW CANADIAN CORSET

A new corset is being offered to the Canadian trade this month. It has been produced in Toronto for some years past, and the makers feel that the time has come when it should be sold through merchants. Canadian patents have been taken out, and the company incorporated as the Uplift Corset Co., Ltd., capitalized at $1,000,000. They have spent some $125,000 in the past fifteen years in perfecting the corset for universal fitting, which is based upon the hip development of the individual. There are 13 basic models. The feature of the corset is its belt, which fastens easily across the abdomen before the corset is fastened up on the figure, and is designed not to slip up after it is once adjusted. These new lines will retail at somewhere about $9.50 to $15.00 a pair, according to the materials selected.

ALBERTA'S WOOL EXPORTS

For the three months ending September, exports of wool from Alberta to the United States amounted to $243,756 lbs., valued at $142,594, according to reports of the total exports certified as having passed through Calgary. From the Lethbridge consulate wool valued at $500,000 was stated to have been shipped to United States.

A Winning Blouse Shop

Variety of Color, Design, Material, Size and Price All Close at Hand Make Blouse Buying Easy for the Customer.

AT the Avedon Blouse Shop, 448 Fifth Avenue, New York, there is a continual source of interest to those passers-by, as well as customers, who are fond of blouses that are new and smart. The Avedon is one of those little shops, long and narrow, which features one line of garment particularly and displays it well.

Just inside the entrance of this little shop and at the right, the customer notes a small table upon which are special sale blouses. These lines usually consist of good quality odd sizes or broken lots placed there at reduced prices in order to clear them out. It is an absolute necessity of the smart shops on Fifth Avenue that they keep goods passing in and out rapidly. It does not do to show the same models for very long at a time and so every few days these broken lots are placed on sale.

Just beyond this little sale table is a section devoted to wash blouses and in this section one can obtain almot anything in a wash blouse, from dainty colored voiles in simple styles at $2.00 up to the more exclusive French voiles with a good deal of hand-work at almost any price one wants to pay.

Opposite this section at the left hand side of the store are the pastel Georgette blouses, chiefly in pinks and white, in great variety of style and price. Farther on one notes the tailored section where silk, Georgette, satin and other fabrics are made up in the strictly tailored styles. Then there is a section for the fancy blouses, where hand work, bead work, novelty silks and dressy overblouses, which form the major part of a dress, are on display.

Beyond the wash blouses on the right hand side of the store is the office and cash desk. At the back of the store is a slightly wider space, at least it appears wider as there are no counters. In this little room are gowns and more exclusive blouses with a few figures standing about for display purposes.

The beauty of these little specialty shops is that they have in convenient space a wide variety of styles, colors, designs and materials in one particular garment and the merchandise is thoroughly classified so that the customer has only to make a suggestion and the merchandise is quickly produced and in almost infinite variety.

An interesting detail of Avedon publicity is a little catalogue which is issued at frequent intervals. Customers are asked when they make purchases if they care to have a catalogue sent to them when a new issue appears. The customer's name and address is taken and before very long, along comes this little booklet. It is a little 3½ in. x 4¼ in. catalogue containing illustrations of certain new numbers which have arrived in the store and each is accompanied by



the special name by which it is known, description and the price. The title-page of the little booklet reads "Ten Little Blouses by Avedon," while the outside cover shows simply a two-color suggestion of blouse on a figure; there is no design or special characteristic to it. Merely the fact of its being a blouse suggests the subject matter within.

The accompanying illustration shows a few of the ten little blouses which appear in the catalogue mailed by Avedon after Christmas just passed. Stores wishing to strengthen their blouse department can make material gains by studying the methods of the specialty shops and applying specialized force to the department in need of it.

MONTREAL AUCTIONS

Plans have been perfected since last issue for the auction sales of raw furs in Montreal, and it is announced that the first series will open on March 22nd. It is expected that several hundred buyers from the United States and Europe will be present with some from London and Paris. Cables received by the Canadian Fur Auction Sales, Limited, state that a number of London buyers have booked passage on the Mauretania which leaves Liverpool, March 7th. It is stated that a number of European houses, while not sending buyers, will place their orders by cable in the hands of brokers in Montreal who will buy for them on commission.

Consignments of furs have been coming in from every part of Canada. These have been so large that those in charge have announced that they will receive no consignments after March 1st, as they will require all the time that is left for sorting the furs in time for the opening of the Auction. By about March 15th the warehouse that has been secured will be open for the inspection of the fur buyers

How Much Should a Store Spend on Corset Advertising?

This Important Point, and Many Others, Were Discussed at the Annual Gossard School of Corsetry.

"ONE-SIXTH of the mark-up should be added to the original cost of the merchandise as a definite advertising appropriation." This was a concise summary of an explanation given by Mr. R. A. Baker, of the Baker Advertising Agency, to a question asked by a delegate to the Canadian H. W. Gossard Company's School of Corsetry, at the King Edward Hotel, this month. The question was regarding just what proportion of advertising the corset department should demand in relation to the other departments in the average store. After explaining discussions on this very topic which have taken place at different advertising conventions and among recognized advertising leaders, Mr. Baker put the matter in the definite form quoted. That is, supposing the mark-up on the merchandise is 30 per cent., then 5 per cent. of the original total laid down cost of the goods should be added to it as an advertising appropriation for selling the goods. The turnover of the department itself then will regulate the amount of advertising it should receive.

At first sight this would appear to make the selling price of advertised goods higher than that of goods not advertised, but Mr. Baker went to explain that advertising is based on the matter of production and where production is increased, production costs decrease correspondingly, as every one knows. Since advertising is a means of increasing production, therefore, it is at the same time a means of decreasing the cost to the consumer, and similarly advertising acts as an expense reducer in the increased selling of merchandise. Mr. Baker urged every member of the convention to see to it that she gets her just amount of advertising, whether through circulars, newspaper advertising, window displays or whatever medium used.

Big Results in One Day

He also pointed out how necessary it is that the various departments INSIST upon their just representation. An instance was cited of a large department store where a buyer of exclusive gowns had some 160 French imported gowns on hand the first of January. She sent different requests to the advertising department to give space for featuring these gowns on some special day since they could not be placed on racks or handled promiscuously on account of their texture and design.

Meantime, the advertising department was being reconstructed and requests were sent to the store managers for complaints. One came from this buyer that she had asked repeatedly for space which had not been given her. It was decided at once to give her the space for which she had been asking and the day following the appearance of the advertisement, the 160 gowns were offered and 89 OF THEM SOLD THAT ONE DAY. "You can get returns from advertising if you INSIST on putting your message across," said Mr. Baker.

The Gossard School this year was characterized by a very keen interest on the part of the attendants, in the various departments taken up. Questions were numerous upon all phases of the work.

Special Fittings Becoming Important

In addition to the regular courses of inspection which have been conducted each year at these conventions, including the different styles and points of technique, there was a full medical fitting course incorporated. This department has become a very important one and the corset fitters were very glad of this opportunity of getting detailed information on the proper medical fitting of corsets for special cases. Altogether the convention was a decided success and largely attended.

The company was generous in the social entertainment provided. It included luncheon at the King Edward on the first day of the convention, a theatre party on Tuesday night and a dance on Thursday. Many of those present expressed deep regret at the necessary absence of Mrs. McMichael, who, as reported in last month's DRY GOODS REVIEW, is recuperating at present in California. A reflection of her enthusiasm was felt, however, throughout the whole convention. Mr. W. G. Rook, manager of the Canadian business of the Gossard Co., gave a valued talk upon the policy, supplies, methods, etc., of the company.

Following is list of those who attended:

Miss Lawrence, Richard Hall Co., and Mrs. Davy, Turnbull's Ltd., Peterborough, Ont.; Miss Denby and Miss MacMillan, Ladies' Exclusive Store, Paris, Ont.; Miss Horton, The Ritchie Co., Belleville, Ont.; Miss McLean, Miss Young, Mrs. White, Murray-Kay's, Toronto; Miss Hammond and Miss McPherson, Fairweather's, Toronto; Mrs. Campbell, George Vickers Co., Barrie, Ont.; Miss Atkinson, Miss George, McLaren's Ltd., St. Catharines, Ont.; Miss Halford, G. W. Robinson's, Hamilton, Ont.; Miss Coatsworth, Detroit, Mich.; Miss O'Brien, Taylor's, Gananoque; Miss Zimmerman, Miss Slote, Mrs. Bareford, C. H. Smith Co., Windsor, Ont.; Miss Shelley and Miss J. Hufford, Goudies, Limited, Kitchener, Ont.; Miss Lytle, Newman & Shaw's, Kingston, Ont.; Miss Moore and Miss Porteous, Ogilvy's, Ottawa; Miss O'Leary, Miller's, Oshawa; Miss Lawrie, Sperry's, Winnipeg, Man.; Miss Hill, G. B. Ryan Co., Guelph, Ont.; Miss Cote, J. H. Gould, Ltd., St. Thomas, Ont.; Miss Holtzman, Gainsboro Shoppe, Ottawa; Miss Cleary, Griffiths, Dunnville, Ont.; Miss Morris, Nation & Shewan, Brandon, Man.; Miss Primeau, Iroquois Merchandise Co., Iroquois Falls; Miss Armstrong, of the Canada Cloak Co., Toronto; Mrs. McAdams, from her derson, of Sutcliffe's, Trenton, Ont.; Miss McMartyn, of Minn's, Ripley, Ont.; Miss Dent and Mrs. McClaggan, Carolyn Hayes Shop, Toronto; Mrs. McComble, Toronto; Mrs. Woof, Toronto; Miss G. A. C. Hayes, Miss A. M. Burke, Mrs. Carmichael and Miss Devane, Gossard Co., travellers, and Mrs. MacDonald, of the Chicago office.

Among the visitors to the convention were: Mrs. Belford, personel superintendent of Murray-Kay's; Miss C. M Storey, fashion editor of "Women's Wear." Miss A. R. Whalley, editor of DRY GOODS REVIEW; Mr. R. A. Baker,. of the Baker Advertising Agency, and Mr. W. G. Rooke, manager of the Canadian H. W. Gossard Co.



Navy Blue and Braid

This tells the story of many a smart Spring frock. The material is tricotine or serge and the girdle and lining of the looped drapery are soft black satin. Note the short sleeves and round neck also. By courtesy of the Consolidated Cloak Co., Toronto.

At the close of the convention, Miss Zimmerman, on behalf of the delegates, presented Mrs. MacDonald and Miss Devane each with a beautiful bouquet of flowers and thanked them heartily for the entertainment as well as the educational instruction which had been received.

Corsets and Brassieres

Big Difficulty Is to Produce Enough Goods — Some New Style Tendencies Noted, Though Nothing Radical

WHILE there is not yet evident any real change in the fashionable corset silhouette—despite some reports to the effect that designers are preparing the nipped-in-waist—there are other interesting things to be said concerning corsets. For instance a more attractive range of materials is being offered this season. There is a nice selection of fine brocades in both cotton and silk goods. Manufacturers have, of course, been "up against it" in getting deliveries, but the goods they are turning out are for the most part of very nice quality and better value generally than was possible last year, although prices are still high and, as stated last month, practically certain to remain so throughout this year.

More attention is being given to the medium-priced lines in preference to the cheaper grades for the simple reason that the medium and better grades are most in demand. The educative efforts of some of the leading corset manufacturers are being effective throughout the trade with the result that consumer are asking for a corset suited their individual figure and are willing to pay for an article with better value in it, both as to wear and fit.

The increased satisfaction resulting from three or four pair of corsets suited to the different activities of the wearer, is a point which many alert saleswomen are finding effective with their best customers.

In brassieres demand is stronger than ever for the bandeau type. These are being made up in more fancy materials than ever before. The new member is entirely of lace, others combine satin and lace ribbon and lace, ribbon and satin, etc.

Shoulder Strap Styles Preferred

The whole trend is towards the straight line across the front with a strap rather than a yoke or pointed effect over the shoulders, whether in brassiere or bandeau. The fashion for low-backed evening costumes and transparent blouses has fostered the call for low-backed bandeaux and brassieres. One new type of bandeau is offered among the Spring ranges. It has the back opening, of course, but instead of hooks and clasps there are eyelets through which laces passes and are caught from each side into a short tape to the tapes are fastened ties which are brought to the front—the laces crossing in the back—and tied. This style is considered especially good for the full-busted, small waisted figure since it is adjustable to all the curves of the figure.

The chief problem of manufacturers all over is to make deliveries. Some of them are sending their travellers only to the places so situated as to railway connection that the trip can be made in the shortest time. It is hoped that by next Fall the production will be in better shape so that orders can be filled for every town on all the lines.



A Practical Fashion

A suit for the water without frills or furbelows. The material is plain grey jersey with vest of butter-color silk tricolette.

A New System of Chain Stores For Canada

The L. R. Steel Company, Incorporated, of Buffalo, N. Y., which has been operating chain stores throughout the United States during the last few years, has formed as a subsidiary company the L. R. Steel Company, Limited, with head office in Toronto. The chief executive offices of the company are in Buffalo, but headquarters for Canada in Toronto. Each office has three buyers. The Toronto one is in charge of Mr. Julius Berger with Messrs. Wesley Hanes and Clayton Pickard as buyers. All of these men are experienced in the chain store business.

The idea is to sell merchandise priced at 5 cents to $1.00. The originator of this idea is L. R. Steel, president of the company, who has had considerable experience with successful chain stores in the United States. He was general manager of the Metropolitan 5 cents to 50 cents stores in Buffalo and New York, whose business to-day annually is stated to be $8,000,000. This position he recently resigned to found the present company.

Already one store has been opened in Montreal; two in Quebec City; one in Goderich, Ont.; one in Owen Sound, Ont.; one in Sherbrooke, Que., and one in Three Rivers, Que. The firm has options on nine other locations and anticipate having twenty stores in operation by the end of this year and doing an annual business of $2,000,000. The company plans to operate the stores under quite new arrangements from any to which this country has been accustomed; the fittings, layout and whole idea are said to be original and promise to be the most advantageous for this kind of display. Some of the larger stores are to have modern cafeterias fitted up in their basements.

The company promises to engage Canadian help practically entirely throughout its Canadian stores and to buy Canadian merchandise so far as possible.

The progress of these stores will be watched with keen interest by the Canadian trade and more particularly by the communities where the stores are opened.

SUDDEN DEATH OF WILLIAM CORISTINE

William Coristine, president of the James Coristine Company, Ltd., prominent Montreal fur merchants, died recently from pneumonia following an operation. Mr. Coristine was only 38 years of age and is survived by his widow, formerly Miss Norma Alan Bate, of Ottawa, and three brothers and two sisters. They are: Major Stanley B. Coristine, pensions commissioner, Ottawa; Alwyn Coristine and Charles Coristine, Montreal; Mrs. A. Mackenzie Forbes and Mrs. T. S. Morrisey, of Montreal.

The Morale of Your Store Army

A Plain Talk to the Man Who Plays Favorites He Dissociates His Sales Force.

By James Burt Malette, Promotion Manager for F. R. MacMillan, Ltd., Saskatoon. Author of "Around the Year With the Retail Store," "Post War Advertising Problems," etc.

A HAPPY, energetic, and therefore well-organized sales and executive force is a mighty power and one for which the instigator is to be congratulated. I have in mind a certain store whose owner acts as manager. Each morning he arrives just shortly after the doors open and from that moment on it is "Good morning, Mr. Blank," or "Lovely morning, Miss Green," right and left. He immediately repairs to his office where he is "at home" with a cheery smile and open mind to all executives who wish to converse with him on any business matter. This man is spoken of as "a prince" and is generally liked all over his home city. He plays no favorites in the building or without—a meritorious act is rewarded, a good stroke of business is commended and appreciation verbally expressed forthwith. He has learned the age-old law, "One good turn deserves another," and ability, not merely long service, to this man, stamps the worker who rises under his roof. There is no such thing as "getting away with it." The employees of this man are there because they have proved by actual performance to be the best fitted for the situations they hold. No personal element enters the matter whatsoever. If a man is advanced by salary, bonus or position it is accounted for in black and white—on the actual record he is making.

The Advertising Manager Steps Up

Some months ago misfortune overtook the store's personnel, the merchandise manager was called to the last resting place. Did this store go afar to fill the empty shoes? No, indeed. It required but a moment's thought, and a bell tinkled in the advertising manager's office. A voice on the wire asked if Mr. Brown would come to Mr. White's office. Up to the sunny office went Mr. Brown, where he was acquainted with the decision in his favor.

Said Mr. White: "Mr. Brown, you've only been with us two years. I have employees here who have seen six and seven years' service with me, but they do not hold the qualifications you possess. You have been intimately in touch with all the merchandise in the store for this time, not merely one or two or three departments, and I know of no reason why you should not fill this position with credit to yourself and the company."

This man was appointed to the chief under executive capacity in the store on the record he held with that store—not how well he "pulled with the boss," or how many years he had been in the store's harness.

Meteoric rises are common in these days of greater efficiency among mercantile executives. A large store in Boston boosted its window trimmer to under buyer in silks and to chief silk buyer in less than eight months.

A large Dallas, Texas, house brought the shoe buyer to staff superintendent after eighteen months' service. These men were promoted because they deserved it. Because in cold dollars and "sense" they had earned it and were the best men in those organizations to fill the vacant chairs.



White Silk and Angora

A handsome costume of one of the new dukist silks with real angora knitted bands for trimming. The deep armholes and long girdle are striking notes—so, too, is the hat to match.

Ill Feeling Over Boost to Outsider

But there are other firms whose great delight is to snatch a man from two thousand miles away, loudly proclaiming the fact, heralding his advent with a gallery plan of half a column in length.

What is the result? A great amount of dissension within their own walls. Their store army divided against itself. Jones says, "Might at least have taken Granger. He should have been moved up," and so the talk goes on. It is estimated that a man commanding a $5,000 salary, in such a case, would cost his firm his first year's stipend to break him into the good graces and gain him the co-operation of his co-workers.

Playing Favorites Also Taboo

There is still another type of employer, but let us be thankful this type is going to decay. He is the man who singles out favorites, lavishing attentions, considerations and privileges upon them. This species is still at large in some quarters and is working no end of harm.

The practice consists in singling out an executive, chinning with him and fighting his department battles. The petted one receives an extra gift at Christmas, probably 15 per cent. more bonus than the other executives, and has his pay envelope fattened at intervals.

Consider the alarming result. The other executives are dissatisfied. There is talk not only within but without the establishment. This man says: "If I don't get this or that I'm going to quit." "Another says: "It's high time we got together and did something. I did 12 per cent. more business in my department than he did, and when I asked for an increase I didn't get it."

The thought that someone "put something over" sticks, and like the flea in the ointment—you can't get rid of it. I know of a case about six or seven years ago where a group of buyers deliberately set out to "get" a favorite, and succeeded. This matter I hold as a damning denunciation of the methods persisted in by that particular employer, and this holds true whether the favorite be a man or a woman.

But in the maelstrom of such activities it is noteworthy that several of our best stores have an intelligent system of promotion. The firm I am associated with boasts of a splendid plan, because all increases, promotions, etc., are made by Mr. MacMillan himself. True, he relies to some extent upon the advice of

Continued on page 167

Cataloguette Solves the Difficulty

Saskatchewan Merchant Uses Methods of Mail Order Houses—Gets Astonishing Results—The Step Meant Some Hard Thinking and Serious Work—Four Months Proved Its Worth.

"WHY is it that the mail order houses can attract the trade of my customers—customers that I know intimately, people who have to walk past my very store to buy money orders to send away for goods?"

This was the problem that C. Bruser, one of Humboldt's prominent merchants set himself to solve.

Hundreds of other merchants have tried to solve the same problem and failed, admitting defeat before they had even started to fight.

There was only one way to answer a problem, and it was to take a pencil and paper and figure the whole thing out.

And it wanted some figuring too, for not only had he to meet mail order competition but the attraction of the big Saskatoon stores, less than a hundred miles away, had to be reckoned with strongly in a district where the majority of the farmers owned automobiles and thought nothing of the drive to Saskatoon for a shopping trip.

"What do the big stores offer that I cannot offer?" was the first step towards arriving at a solution.

Service, Price, Quality, Advertising were the headings Mr. Bruser wrote down on his paper and then started to compare what he had to offer against the same thing in the big store policy. Here's how the paper looked when he had those points written down:

MY SERVICE

I can show the people the actual goods. They can try them on in the case of clothing. I don't take the money for the goods until the customer is satisfied. I grant my customers credit until after harvest. I accommodate them in case of need. I know them nearly all personally, well enough to offer advice at times. They trust my judgment, they have every confidence in me as a business man. I am here always to make good anything I claim for my merchandise.

M. O. H. SERVICE

They offer much but give little. They want cash in advance always. "No cash no goods," is their policy. They don't know my customers. A mail order buyer has to go to all kinds of trouble to buy goods, he has to get a money order, fill out a sheet, send a letter, wait a week or so for his goods and probably return them as unsuitable eventually.

Comparing the two Mr. Bruser checks off his own service as being superior to that of the mail order house.

Price was the next to be considered. Here is his comparison:

MY PRICES

According to the catalog on a great many of my lines I am high compared with the mail order houses on what appears to be about the same class of goods. But suppose I could sell all my goods on the same system as they do, that is, spot cash before the goods are delivered, I could buy better and sell to greater advantage. Even now, taking one thing with another, my prices are not so vastly different, especially when I am sure that I have a better class of merchandise.

M. O. H. PRICES

Price is their big feature, but if the trouble and the strong chance of not getting just what was ordered is considered there does not seem to be so great a difference that most of my customers would not pay a little extra to see just what they were buying. If a person wants an article he would usually pay a little more rather than wait a week or so on the bare possibility of getting what he ordered.

Comparing both arguments on the price part of the problem, Mr. Bruser felt that he had something like an even break on the average mail order, he was permitted to quote on the whole order. What he was high on he could make up on some other line and by taking the order all round was sure he could equal the catalogue prices.

Considering his personality and knowledge of what the people of his district needed, he felt he could check off the price feature as no serious detriment.

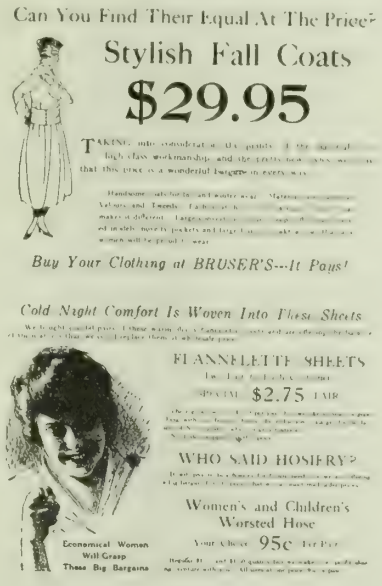
Quality was next to be considered, although he has always been more or less certain that in that respect he could compete with the catalogue at any time. However for comparison he set down quality.

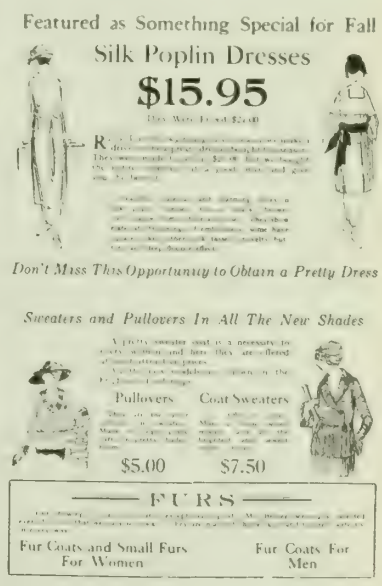
MY QUALITY

My goods are all bought from reputable houses. Everything I buy is new, nothing in my stock has been out goodness knows where and returned for some reason or other. I can vouch for everything I sell with a clear conscience. I personally select my goods at Eastern houses twice a year, and subject both samples and actual goods to a rigid inspection. My customers personally see what they are buying before they pay their money; if there are any defects they have the chance to notice them.

M. O. H. QUALITY

Much of the merchandise advertised comes from where? Only the M. O. H. knows. People buy from a picture that shows only the best side of the goods. If there are defects they are not seen until the goods have been paid for. Take a coat—that coat may have been sent out to half a dozen places before it reached my customer. I admit the M. O. H. advertise truthfully, but even then a picture cannot show the same detail that a close examination of the goods would show.





So far as quality was concerned Mr. Bruser felt that he could again check in his own favor, and he began to think that maybe the competition of the catalogue houses was not quite so unbeatable as it once seemed. He went on to his last point, advertising.

MY ADVERTISING

My advertising is poor, not because I don't appreciate the power of advertising, but it needs someone who can devote the time to attending to it, and who has had the special training that is so necessary. I can only spend cents where the M. O. H. can spend hundreds of dollars. I can only use one newspaper where they can use scores. They advertise for the most part direct to the customer. I very seldom do, although I have tried it and it did not pay. I have no time to spend on advertising and I admit I have not the training to make me into a good advertising man, which would be necessary for me to offer any serious competition to the catalogue.

M. O. H. ADVERTISING

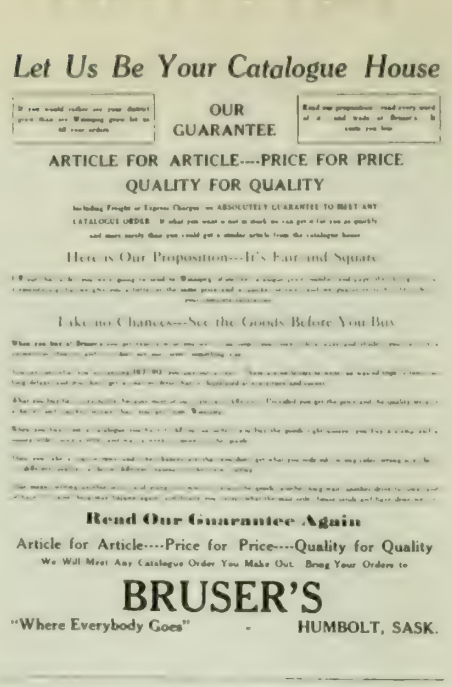
Mail order advertising is wonderful, compared with that the general run of merchants use. No wonder they get the business. They employ highly trained artists to make the illustrations. They have specialized, skilled advertising men who receive big salaries to make every little bit of publicity draw results. They spend millions every year on advertising and it evidently pays, judging from the continually increasing business they do. Their illustrations picture the exact goods, their copy cannot be equalled, their advertising men know how to attract and hold the attention of the prospect and they get the business.

After setting down these points for and against the advertising, Mr. Bruser saw that he was overwhelmingly beaten on this point, and as each of the other points was more or less in his favor it was evident that the catalogue houses owed their success to the advertising. Thus, all else being equal, if he could put out the same kind of advertising he should be able to attract much of the business that left his town for Eastern points.

How to put out advertising as good as the mail order houses used was the problem to solve. The answer suggested itself—follow the example of the mail order houses and have an advertising expert take care of the publicity and suggest selling plans and so assure that the money spent on publicity was used to the best advantage.

How Much to Spend on Advertising

It must be remembered that Mr. Bruser had, like most merchants, no set sum for this purpose. He advertised in his local paper when he considered he had something out of the ordinary, so that he had neither a check on what


Let Us Be Your Catalogue House

OUR GUARANTEE

ARTICLE FOR ARTICLE—PRICE FOR PRICE
QUALITY FOR QUALITY

Here is Our Proposition—It's Fair and Square

Take no Chances—See the Goods Before You Buy

Read Our Guarantee Again

Article for Article—Price for Price—Quality for Quality
We Will Meet Any Catalogue Order You Make Out. Bring Your Orders to

BRUSER'S

"Where Everybody Goes" - HUMBOLT, SASK.

that money had done for him, nor had he any idea of how much he could safely spend on trying out his new idea.

However, he was no piker, and if he was going into a new plan he was willing to spend enough to give it a thorough try-out, so he told himself he would spend $1,000, spread over a year, and keep fairly close check on his business during that time—if the $1,000 showed any inclination to increase his business, he would spend some real money another year.

This being settled, no time must be lost in getting his new idea under way. The next big problem was to find someone who could lay out that thousand dollars in a detailed plan that would use the money as an investment, not as an expense.

His business did not warrant employing an advertising man of his own, so he placed his problem with the advertising department of his association and asked for suggestions.

A plan was drawn up and submitted for approval. This included advertising in the local newspaper to a certain extent, but the main feature was to be the direct-to-the-customer publicity, that, if handled as it should be, produced greater results at a less expense than any other kind.

Customers or Prospects

In drawing up a campaign for direct advertising, it was assumed that five hundred actual customers were preferable to double that number of more or less interested prospects, hence the object was to select a mailing list of people who were already steady and transient customers.

The campaign, as mapped out, covered one advertisement in the newspaper each week and one mailing direct each month.

The newspaper advertising was largely general, in that it featured the store service and sought to give "name" publicity; the actual selling was to be done by the direct mail pieces.

A mailing list of 750 names was compiled, covering fairly closely the immediate vicinity of Humboldt. To start the campaign, a sale of unseasonable and broken lines was staged. Mr. Bruser handled the sale himself, with the exception of getting out the advertising and the sale pennants. The object of this sale was not so much to realize a large amount of cash as to attract attention to the store and its goods, and while attractive prices were offered, no price "slaughtering" was indulged in.

To advertise this sale, two full pages of the newspaper were used, and one special sales bill mailed direct to the customer about the middle of the sale.

The results amply justified the expense, although records were not broken by any means.

News of Purchases Announced

Shortly after the close of the sale, Mr. Bruser left on a buying trip, and a circular letter was mailed out, advising his whole mailing list that he was going to feature men's, women's and children's clothing in his purchases. The object of this was to arouse curiosity and head off any purchases that people may make out of town.

Mr. Bruser had made arrangements with his advertising manager to wire the date he left Eastern Canada in order that a strong circular might be mailed out notifying his trade that he was returning.

This letter also featured clothing, of which Mr. Bruser had made some advantageous purchases for cash and which were to be offered for spot cash. The letter was designed purposely to arouse curiosity in the new goods.

As soon as the new goods arrived they were unpacked and displayed, and a store news drafted and mailed out. This was an attractive piece of direct advertising and featured men's underwear and suits on one full-page. Three other pages were devoted solely to women's coats, dresses, sweaters, in accordance with Mr. Bruser's plan to make a drive for the clothing business of the whole district.

The response was good enough to warrant increasing the advertising appropriation, and a new mailing list was compiled, which covered a district for nearly twenty miles around Humboldt. In addition, two other newspapers were used in neighboring towns.

2,500 Names on the List

The new mailing list numbered 2,500 names, and at least one mail piece was sent out each month to every name on the list. Every mail piece made some reference to the fact that the farmers had a city store right at their own door that could and would give equal service and quality to any mail order house.

Business was increasing right along, new customers were being added daily, people came from long distances to

trade at Bruser's, although the campaign had been running only about two months, and though actual results could not be tabulated in percentages, yet comparison of each month's business showed a satisfactory increase.

A Direct Drive for Mail Order Business

The catalogue is the big gun of the mail order houses, and though the Humboldt store could not get out an actual catalogue, they could get out one in miniature, so the next step in the campaign was a direct challenge to the mail order houses in price, service, quality and advertising.

A cataloguette was compiled; it contained 8 pages, each illustrated, each printed in catalogue style, each featuring some leading line the mail order houses offered; it was mailed to the 2,500 people on the mailing list. Enclosed with the cataloguette was a printed circular letter with a bold heading, stating that

ARTICLE FOR ARTICLE, PRICE FOR PRICE, QUALITY FOR QUALITY

Bruser's store absolutely guaranteed to meet any catalogue order and asking that mail order be filled in with catalogue page, number and price, and Bruser would fill the order at the same price or less.

The circular also drew a comparison between buying goods that were offered from a picture and buying other goods that were personally selected, but its strong point was the unconditional offer to meet every catalogue order made out.

Quick Results

Almost before the last of the cataloguettes was in the mails, a farmer came in with a double-page order he had made out addressed to a prominent catalogue house. Offering it to Mr. Bruser, he said, "Meet these prices and the order is yours." The order was a general one, a little of everything. Right opposite each item Mr. Bruser set down his price and totalling it up found that he had beaten the catalogue price slightly. "Get it ready," said the farmer, perfectly satisfied. "You get a show at every order I write from now on." That order amounted to $135 in all.

The same day another farmer walked in, laid a mail order on the counter and asked for a quotation on it. This one amounted to little over $60, but Bruser filled it and has filled many others that were all ready to be mailed.

Not only did he get orders he would not have had a chance at under ordinary circumstances, but every one of those farmers is a strong advocate for Bruser's store from now on, and is going to be a strong booster for him, far and wide. The effect of that circular cannot be calculated, for it will be working for Bruser a year from now.

Does Advertising Pay?

Well, it only took Mr. Bruser four short months to prove that it did, and paid well. He says himself that the month following the mailing of the cataloguette and mail order enclosure showed the biggest month's business since he opened up in Humboldt years ago, while the Saturday directly after sending out that mailing was his biggest day's business outside of a special sale.

Mr. Bruser admits that he has learned one thing about advertising that he never knew before—that is, "Advertising gathers force as it rolls along." The advertising a merchant does to-day may not show results at once, but by keeping everlastingly at it, it will easily prove one of the finest investments any retailer could make, but it must be the right kind of advertising and be done on a regular, consistent plan.

Like taking medicine, a dose to-day and another dose next week is worse than useless. Make a plan based upon the needs and ability of your business, be sure you are right, then go ahead, you cannot lose.

Steady, well-planned, consistent advertising is the salvation of the country merchant who hopes to get his share of the business from his district in the face of mail order competition and the competition of the large city stores who are brought right to the farm almost by the growing use of automobiles among farmers.

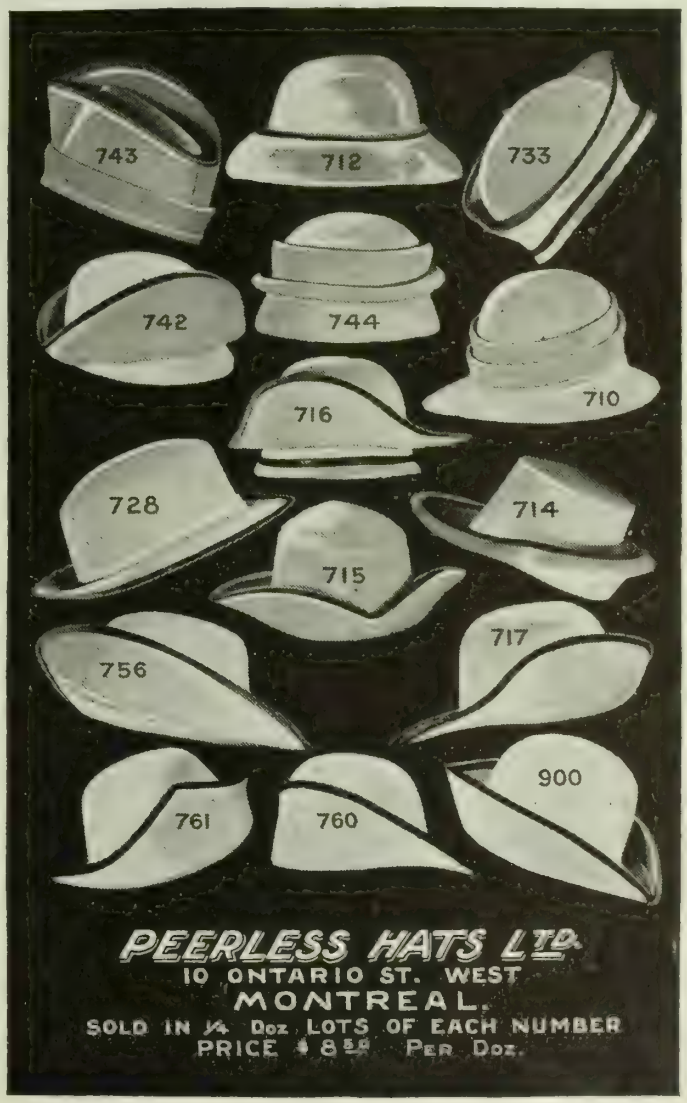
THE MORALE OF YOUR STORE ARMY

(Continued from page 164)

several of his executives, but the activities of all being so well known to him I fancy he experiences little difficulty in placing the wreath on the right head.

There are many other laudable examples of firms who use the promotion system in the right manner, and they are among the most successful stores in Canada and the United States.

Certain it is that the most conspicuous retail successes are made by the houses persisting in raising their governing heads from the rank and file who deserve such honors by virtue of their actual performance on duty and the preparation which the store provides for its higher offices. It is deplorable, nevertheless, that a number of stores still incline to play favorites despite the better systems of their competitors.



NEWS AMONG THE TRADE



HON. LORNE C. WEBSTER,

President Canadian Fur Auction Sales Company, Limited; director, Nova Scotia Steel and Coal Company, Limited; director St. Lawrence Sugar Refineries, Limited; vice-president Travellers' Life Assurance Company of Canada, Limited; director Quebec-Levis Ferry Company; director Crown Trust Company; vice-president Goodwin's, Ltd.; vice-president Quebec Railway, Light, Heat and Power Company; president Canadian Import Company; director Dominion Manufacturers, Limited.

The formal opening of W. H. Shaw's new store at Stouffville, Ont., took place on Saturday, December 13. Santa Claus was the feature of the day. He arrived at 11 a.m. and spent the day at this store. He presented each customer with a calendar for 1920, and welcomed the kiddies. Special-price items characterized the various departments handled, for opening day.

Miss K. McLean, designer for the Ontario Cloak Co., Toronto, is transferring her allegiance to the Hampton Mfg. Co., of Montreal. Miss McLean has been vice-president of the Canadian Women Designers' Club and her energetic interest in it will be a decided loss to the club.

The T. S. Ford Co., Ltd., Mitchell, Ont., had a very seasonable and novel window for the benefit of the tremendous number of shoppers on the Saturday preceding Christmas. The window was the work of Mr. Chas. M. Doan, manager of the dress goods department. It showed a brick house furnished with fireplace, electric light, and Santa Claus coming out of the top of the chimney. The roof, with its snow and icicles depicted a real winter scene.

Christmas was celebrated by the officials and staff of Jas. A. Ogilvy's, Ltd., Montreal, on Saturday, December 27, immediately after the closing of the store, when the whole staff adjourned to the top floor. There was a spread of turkey and other appropriate fare, indicated on a menu bearing the heading, "Ogilvy's Family Party." This heading exactly described the spirit of the whole evening, and Mr. D. L. Weston said that it was the spirit of the store at all times; the cheers which greeted Mr. J. A. C. Poole, managing director, and Mrs. Poole, as they took their place at the head of the table, must have been gratifying to them. After nine o'clock friends of the staff were admitted and dancing closed the evening.



R. S. COLTART

R. S. Coltart, who was recently appointed one of the vice-presidents of the Canadian Fur Auction Sales Company, Limited, Montreal, is also vice-president and managing director of Holt, Renfrew & Co., Limited. He has been associated with the fur trade for many years, and before becoming connected with Holt, Renfrew & Co., Ltd., was with the Redmond Company, Limited. Mr. Coltart always has been a big figure in the Canadian fur trade.

F. D. Burkholder, Ltd., have secured the services of Mr. Louis Bocquet, who was with the firm of Rooney & Cooper, Bank Street, Ottawa, for some years.

Mr. Myles, clothier and furnisher, 192 Sparks Street, Ottawa, has just celebrated his first anniversary sale. Rarely has any store so rapidly come to the front, and the future looks exceedingly bright for the coming year.

The board of directors of the North American Dye Corporation, Mt. Vernon, N. Y., makers of "Sunset" dyes, have voted a bonus of 5 per cent. to each employee based on the amount received by each individual during the year 1919.

This action was prompted by the desire of the company to show their appreciation of the fine spirit of co-operation and courage displayed by the employees during the hard times of the past year.

The Canadian H. W. Gossard Co., Toronto, hold monthly dances, or social gatherings of some kind, according to the season, to which all the employees are invited. They are proving to be jolly affairs and the U. S. factories are also taking up the idea.

The fine big store at Goderich, Ont., formerly occupied by Hodgens Bros. has been leased by the L. R. Steel Company, Ltd., where they will conduct one of their chain of 5 cent to $1 stores.

Owing to ill health, Mr. Ash, department manager with A. J. Frieman, Ottawa, is resigning his position and will shortly leave for California.



E. E. CUMMINGS, JR.

E. E. Cummings, Jr., president of Cummings & Cummings, fur manufacturers, Montreal, elected vice-president and managing director of the Canadian Fur Auction Sales Company, Limited, is one of the widely known fur men in Canada, and for years has been an outstanding figure in this industry. He is also president of the Cyclops Construction Company, Limited; director of Desparols, Garneau & Co., Limited, and a director of the East End Garage, Montreal.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal



Merit Skirt Company

436B St. Catherine St. W.

Montreal

Skirts

Announcing

Meiselman & Rosenbloom

7 Bleury St., Montreal

A new partnership of two capable experienced and widely known Coat and Suit men

Manufacturing

COATS AND SUITS for Spring 1920

New range comprising garments of Style, Quality and Value now ready for your inspection.

WAISTS

We carry in stock always for prompt delivery a fine selection of Voiles, Crepe de Chines, Georgette and Silk Waists. Send for samples.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

WELL WORTH SEEING

OUR SPRING LINE OF Cloaks and Suits

Better Garments also Popular Priced

Lazare & Novek

CLOAKS & SUITS

605 St. Catherine St. W., Montreal

P.C. CORSETS

Stylish, Comfortable and Easy-Selling



FRONT AND BACK LACE. Pink - White

Women who dress well must maintain a correct figure, and to this end we have designed several new, exquisite and attractive models affording all the comfort, flexibility and lightness so desirable for the new Fall styles. These new models are well worthy to sustain the P.C. reputation for pleasing the most particular, and for this reason your Corset Department should carry a complete range of P.C. styles and models. Our designer is visiting New York and other fashion centres to get acquainted with the styles for next Fall and Winter, so that P.C. Corsets will be, as usual, right up with the newest.

The new extension to our factory will be in operation during the summer, and will afford us adequate facilities to cope with the steadily growing demand for "the best in Corsets."

During repairs subsequent to a fire in our Montreal premises our temporary address is 227 Notre Dame St. West.

Parisian Corset Mfg. Co., Limited

Quebec City, Quebec

BRANCHES: Montreal, 329 Craig St. West.
Toronto, 76 Bay Street.

Fred. S. Bruneau, Representative for Nova Scotia, including Cape Breton.

Geo. S. Oxley, Representative for New Brunswick, and Prince Edward Island.

WESTERN REPRESENTATIVE: C. H. Butler, 24 Silvester-Wilson Bldg., Winnipeg, Man.

CIRCLE CROSS

Registered

Are You Ready for that Spring and Summer Business?

You know what the usual rush for summer wearing apparel is like—can you meet the requirements of your customers in the way of

Middies, Sport Skirts,
Smocks, Nurses' and Maids'
Regulation Uniforms



We are giving you a straight tip when we advise you to stock up as soon as possible to be sure of getting *what* you want *when* you want it; in the same distinctive styles and notable quality which have all combined to make CIRCLE CROSS garments immensely popular everywhere.

Be sure and see our particularly attractive lines for Spring and Summer.



COLE-WHITAKER

LIMITED

292 St. Catherine St. West, MONTREAL



We are pleased to announce a smart and interestingly varied line of

"Art" Dresses, Suits & Skirts for Spring

These models are, of course, made from the finest materials in all the popular shades and colorings. This careful choice of material, combined with the styles which are always fashioned into Art Garments, results in an individual charm which always attracts the attention of your customers.

Our New Address is the

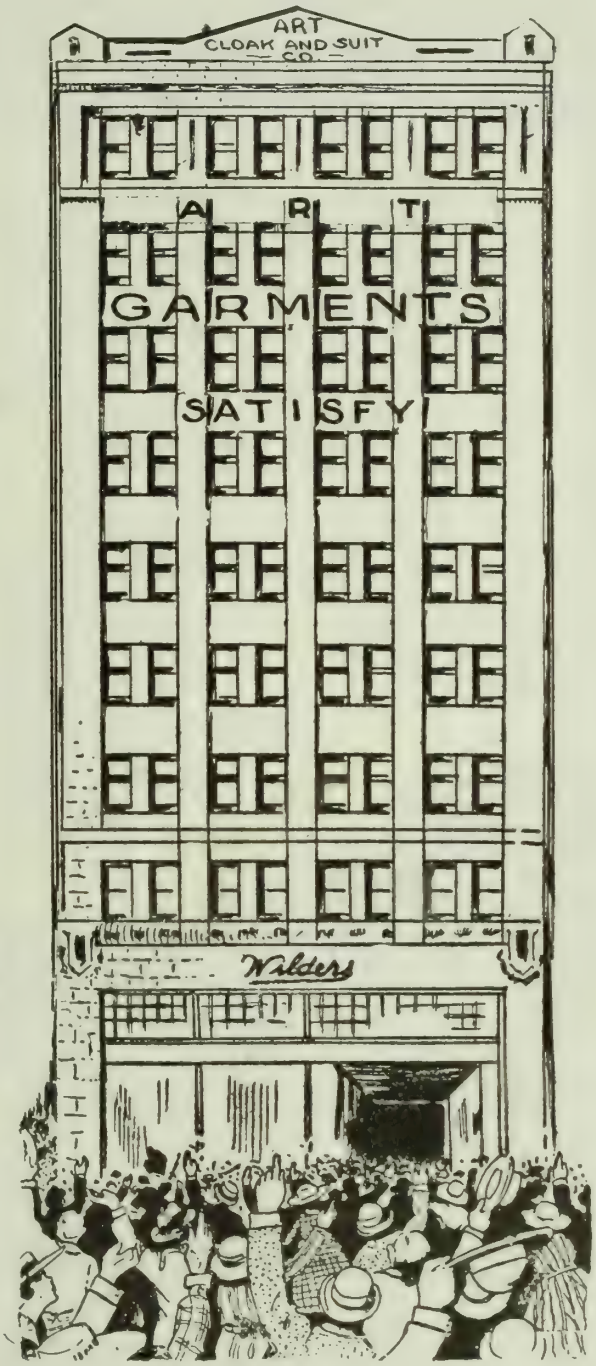
New Wilder Building

323 Bleury Street

(the centre of the uptown shipping district).

Where with all conveniences and greatly increased facilities, we are in a better position to meet your requirements.

Ask our travellers to show you our **two special lines of Tricollettes and Voiles.** It will be for our mutual benefit if you look them over.



ART CLOAK & SUIT CO., LTD.

323 BLEURY ST. MONTREAL

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Blk. Winnipeg
J. W. COLLETT

Maritime Provinces
B. R. ETTENBERG, JR.

Montreal, C. ROSE

"Society" Sport Veils

TRADE-MARK REG. U.S. PAT. OFF.

Like a Snap of the Fingers—So Easily are "Society" Sport Veils Sold

An attractive "Society" cabinet near the cash register sells veils while you're making change.

Without effort the transfer is made—a veil for a quarter and a nice margin of profit.

A half-gross cabinet, illustrated below, contains six fetching motifs. Elastic band eliminates knots and pins. Ready to take packed in individual envelopes.

The "Society" national advertising begins this month. Full-page newspaper ads. in color. Striking publicity in leading women's and general publications! Prepare!

IF YOUR WHOLESALER CANNOT SUPPLY YOU, WRITE US.

Wholesalers—Communicate now—here's ready-made business for you!

HERBERT B. LEDERER CO.
A CORPORATION
91-93 FIFTH AVENUE
NEW YORK CITY



FLATO



Let others copy

OUR CREATIONS
ARE
ORIGINAL

We take pride in showing illustrations of our models

"CORA" and "BERNICE"

See them, and others with our representatives or write to us.

The Caplin
WAIST & DRESS CO.
Montreal.

1952 ST. LAWRENCE

Makers of Georgette, Crepe de Chine, Wash Silk and Voile Blouses



National Garments | National Utility Coats | National Raincoats

"National" Style is backed up by Long Wear

The new Spring styles, with many pleasing features, are now ready for the trade.

When you stock "National Garments" your customers are sure to be pleased and satisfied, as the "National" coats are unequalled in material and workmanship, also giving full value in wear. Be sure and see our full range of samples, comprising all the latest styles and materials which our travellers are now showing. They will call on you shortly.

National Rubber Co. of Canada

Head Office and Factory:

207 St. Catherine St. W., Montreal, Que.

Toronto - Winnipeg



The
Counter Costume Co.
Limited

Designers and Makers of

Misses' and Juniors'

Dresses

REPRESENTATIVES:—

Western Canada	-	J. HOWARD
Western Ontario	-	A. W. HARGRAVE
Maritime Provinces	-	W. A. TALLMIRE
Eastern Ontario	-	A. B. COLWELL
Northern Ontario	-	J. W. COUNTER
Toronto	-	R. O. HARGRAVE

266-268 King St. West
Reid Building
TORONTO

For Immediate Delivery

Waists
for Spring and Easter

Georgettes, Crepe de Chines,
Many Dainty New Models.
Lines always on hand to clear.



Ladies' Coats and Suits

Stock on hand with clearing lines
at Popular Prices.

Special Attention to Jobbers

The Atlas Garment Mfg. & Trading Co.

46 St. Alexander Street
MONTREAL

Women's Sport Skirts

in the fine qualities and made up in the new materials, such as Kumsi Kumsa, Roshanara Crepes, Mallinson's Pussy Willow, etc., etc. are only procurable from

W. C. Bland, Limited

Philips Square Montreal

also large assortment of fine English and Scotch fancy tweeds made up in exclusive styles at prices that will enable you to make handsome profits.

New Pebelette cloths that are exclusive to this house are now much in demand for the spring styles.

Waists

Exclusiveness is the feature also in this department and a big range awaits your inspection.

Made by BIAND

Draperies for Spring

Let us help you to make your Drapery Department so attractive this Spring that your customers will be unable to resist its appeal to freshen up their homes. See our new lines. For beauty and solid value, we feel they are second to none on the market.

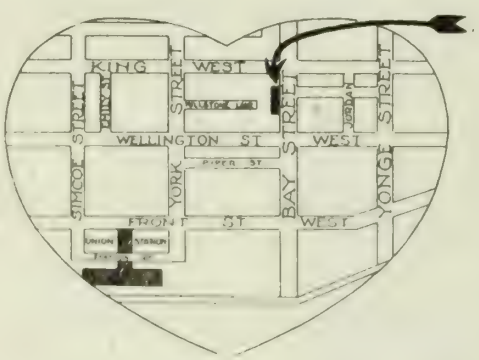
White and Ecru Madras
Mixed Colour Madras
Self Colour Madras
Mercerized Repps
(Plain and figured)
Bungalow Nets
Muslins (Assorted widths)
"Aurora" Casement Cloth
Fine Nottingham Curtains
Novelty Curtains

Agents for

Wm. Strang & Son, Glasgow, Scot.
Hood, Morton & Co., Newmilns.
Stirling-Auld & Co., Darvel.
John Watson, Manchester, Eng.
Biltmore Curtain Co., Montreal.

Write for samples or call personally

In The Heart of The Dry Goods District



J. B. Henderson & Company
Limited

80 Bay Street - - TORONTO

EASTER DISPLAYS

are made more effective by a tasteful display of

ARTIFICIAL FLOWERS

We have in stock for immediate shipment Easter Lilies, Lilacs, Sweet Peas, Daffodils, Apple Blossoms, Roses, Plants, Vines, Palms in all sizes.

Price and Samples on application

The Dominion Flower & Feather Mfg. Co.

39 DOWD STREET MONTREAL

For the small girls of your town



We are Specialists in Children's Dresses having devoted our efforts especially to the needs of the small girl.

In our line special prices that her mother will appreciate and styles that will take the fancy of both, are outstanding features.

With larger facilities, in our new, up-to-date factory, we hope to overcome the difficulty of meeting the enormous demands for our Dresses.

OUR SPECIALTY

White Embroidery Dresses, in Empire and French styles, attractively finished with touches of ribbon trimming, etc.

Also many attractive styles in plain and fancy voiles, with trimmings of lace, pleating and embroidery.

G. F. Reid & Company

Brampton, Ontario

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Advertising Cuts

Lethbridge, Alta.; St. Claude, Man.—Could you tell me where I could get advertising cuts for the dry goods trade from a Canadian firm?

Answer—The British and Colonial Press, Toronto, Ont., is the only one with which we are acquainted.

Window Trimming and Advertising

St. Paul de Metis—Please tell me where I can procure books on window trimming and advertising.

Answer—List of publications was forwarded.

An Address

Chicago, Ill.—Please tell us the address of the L. R. Steel Co., which is opening up a system of chain stores in Canada.

Answer—Lincoln Building, Buffalo, N. Y.

Canadian Agency

Deseronto, Ont.—Please tell me where I can procure in Canada the Canadian agent for Horrockses, Crewdson Co., Limited.

Answer—John E. Ritchie, Montreal, Que.

Shawls and Handkerchiefs

White River, Ont.—Please tell me where I can procure shawls and large colored silk handkerchiefs for the Indian trade.

Answer—Addresses of firms were sent.

Showcard Writing

Provost, Alta.—Please tell me where I can procure a practical book on show-card writing.

Answer—A list of publications was sent.

Machine Shuttle

Kamloops, B. C.—Please tell me where I can procure a Longford sewing machine shuttle.

Answer—This machine does not appear to be made in Canada or the United States. If you will examine your machine and see if the place of manufacture is stated we shall be glad to try and locate the part for you.

Wholesale Dyers

Auburn, Ont.—Kindly let me know of firms doing wholesale dyeing.

Answer—A list of addresses was forwarded.

Decorative Papers

Lethbridge, Alta.—Please tell me where I can procure from a Canadian firm decorative papers for window trimming?

Answer—Addresses were sent.

Paper

Lethbridge, Alta.—Please tell me where I can procure onyx and wood-grain papers.

Answer—Name of firm was sent.

Beads and Spats

Formosa, Ont.—Please tell me where I can procure small beads for dress trimmings, also ladies' spats.

Answer—Addresses were sent.

Boxes for Shelves

Ayer's Cliff, Que.—Please tell me where I can procure boxes in which to keep underwear, etc., on the shelves.

Names of firms making paper cartons and also those supplying wooden fixtures for this purpose were sent.

Underwear

Ottawa, Ont.—Kindly let me know the addresses of the firms manufacturing Peerless Underwear, Zimmerknit, Hornell's Fashion Brand Underwear, Dove and Corona Underwear.

Answer—Peerless Underwear Co., Hamilton, Ont.; Zimmerman Reliance Manufacturing Co., Hamilton, Ont.; Hornell's Fashion Brand Fashion Waists, Ltd., Toronto, Ont.; D. E. Sicher & Co., New York, and McIntyre, Son & Co., Montreal, Que.

Artificial Flowers

Sudbury, Ont.—Be kind enough to give us the names of Canadian manufacturers of artificial flowers suitable for store decoration.

Answer—Addresses were sent.

Departmental Books

Halifax, N. S.—Can you give us the names of any large retail firms in the dry goods business who keep departmental books in their entirety?

Answer—Names were sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 192

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

WHOLESALE MILLINERY

Write to-day for

Our Latest Catalog of New Styles

159-161-163-165-167-169-171 No. Michigan Ave.

Chas. A. Stonehill, *Pres.* CHICAGO, ILL.

TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED

400 Richmond St. W., Toronto

T. H. Birmingham & Co.

LIMITED

93 to 99 Spadina Ave., TORONTO

Makers of

Women's High Grade Neckwear

"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Ideal Importing Co., Ltd.

468 King St. W. - Toronto, Ont.

Manufacturers of

Shoulder PADS Sleeve and Canvas Fronts

Importers and Jobbers

Jute, Union, Linen, Collar, Canvas

References: London, Eng. - New York - Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can.

Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.

Popular Priced Flowers and Feathers

670-674 Broadway, NEW YORK CITY

The New York midwinter fur auction sales opened February 16th. Mole opened up at 40 cents but rose steadily up to 61 cents and some brought a record price of 70 cents. This is one cent higher than the St. Louis record. Squirrels were going at $2.45 with a record of $2.50 being reached.

John Zeigler, I. Adler, of Winnipeg; J. K. Cornwall, Edmonton; P. J. Drolet, Montreal; J. Yaffe, Toronto; A. H. Jackson, Montreal, are among those who are attending the New York fur auctions.

A new line of fancy bags is being shown in New York. It includes numbers made of fancy moire and brocade in black, brown, navy and taupe. The majority are made up with oval bottoms trimmed with a tiny ruffle; another ruffle is used around the centre of the bag.

Large satin spots used over a faille ground are smart, and stripes of satin on the same ground are used. Frames are employed throughout the entire line, either in 14 karat gold, sterling silver, metal, fancy bone or the self covered frames. Even the jewel set metal frames are included and the colored bone frames with the fancy clasps.

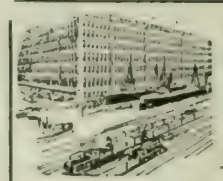
A new transparent fibre haircloth is on the market for millinery purposes. It sells by the yard and is quite wide. It is designed to take the place of maline hair braids which are now so scarce, and is inexpensive. It is claimed to be insusceptible to weather conditions.

Exports of cotton hosiery from the United States during Decembe amounted to 874,731 dozen pairs valued at $2,673,728, while artificial silk hosiery exported during December totalled 37,533 dozen pairs, valued at $256,397, according to statistics made public, Feb. 16. England, Cuba, France, Denmark and Canada ranked in the order named as the largest purchasers of U.S. cotton stockings, while England, Canada and Australia were the largest purchasers of artificial silk hosiery.

VEILINGS and SILK NETS

HODGES & LETTAU

232 McGill St. Montreal



Write for our latest

Special Catalogs

C 1919

To Dealers only.

John V. Farwell Company CHICAGO

Wholesale Dry Goods and General Merchandise

JASCUMA

Pyjamas for Style and Quality

THE FOSTER MFG. CO. Ltd.,

Parkeston, Essex, England



Canada's Largest Makers of Cotton Flags

Write for Prices

THE COPP, CLARK CO.

517 Wellington St. West Toronto



"HOOSIER"

The best 36-inch brown domestic in America

Buy it by the bale; sell it by the bolt

Indiana Cotton Mills Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

The Botanical Decorating Company

(Incorporated)

208 W. Adams St., Chicago, Ill.



BALLOONS

Printed with your advertisement at small cost. Brings the mothers and children.

L. G. BEEBE,

53 Yonge St., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades.

Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland

State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Halifax, N.S.—In their outfit of fixtures recently installed Messrs. Condons, Limited, have thoroughly developed the display idea as applied to men's furnishings. Their equipment of sectional cases takes care of practically everything from underwear to gloves. They are in fumed Oak, quarter-cut, and were supplied by Kent-McClain, Limited (Toronto Show Case Co.), Toronto.

WRIGHT'S BIAS FOLD TAPE
Known to home sewers everywhere. Made in U S A since 1898. "W & N." Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver
All ready to sew on middy blouses and sal or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

SPOTLESS SHRINKER AND FINISHER
Shrinks and finishes Woolens, Wash Goods, Silks, etc.
Remnants, window and ledge displays are made saleable at full price.
Write for De Luxe Catalog.
THE SPOTLESS SHRINKER CO., CLEVELAND, O

RIBBONS OF DISTINCTION
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE" "TROUSSEAU" "LADY FAIR" "SANKANAC" "VIOLET" "DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON, N.15, ENGLAND
HAIR GOODS MANUFACTURER,
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY
CABLE ADDRESS: TROMEROLO, LONDON.

BRIGHT AND SNAPPT
SHOWCARDS, SIGNS, PRICE TICKETS
MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.
ADVERTISING SYSTEMS
16 Ryrie Bldg. TORONTO Phone: Main 480

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

SHOW CARD WRITING
A MONEY MAKING PROFESSION FOR BOTH MEN AND WOMEN
Easily learned in short time by simple method. We teach you how. Write for booklet.
AMERICAN SHOW CARD SCHOOL
217 Ryrie Building
Yonge & Shuter Sts., Toronto, Can.

A recent dispatch from London states that a Regent Street milliner is attracting enormous attention by displaying in his window a collection of hats exclusively designed for women M.P.'s. The display stays strictly to dark brown or black, and it is reported that many ladies have revealed their parliamentary ambitions by visiting the shop and trying on the models which are the creations of a Parisian. The creations are of the biretta, college cap and, tricorn designs and discourage trimmings, the most ornamental model exploiting a long silken tassel dangling over the right ear.

Squirrel was the feature of the annual mid-winter fur auction held in the Masonic Hall, New York, on February 16th. The advance shown was 100 per cent. over the average price obtained at the fall sale last October, and fine dark Russian skins brought the record price of $255 each.

Mole and Fisher each advanced 50 per cent. over the average levels for last fall. Best Scotch moles brought 64 cents each and the finest domestic skins 70 cents. Fisher skins reached the high price of $305 each. Badger pelts sold up to $3 each and the first day's sales of mink totalled $1,500,000.

The Kingston, Ont., City Council has pledged itself to make no further purchases in the United States until the Canadian dollar has been again accepted at par, and at a recent meeting the members passed a resolution opposing the present rate of exchange and urging other cities to follow suit.

In reply to numbers of questions put in the British House of Commons on the question of German importations, it was stated that during the months of December and January, one hundred thousand pounds sterling worth of toys had been imported from Germany.

Wholesale importing houses and manufacturers are receiving advices through their direct British connections that shipments will likely be delayed. Ordinarily spring goods are in wholesalers' and retailers' hands by the end of March, but piece goods will not be delivered, it is advised until well into May this year. Shorter hours are resulting in a lower output and

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc.
For Clothing and Cloak Trades

The Gem of the Notions
Starsnap
The Perfect Dress Fastener
Look for this Card at your Jobbers
Columbus Fastener Company CHICAGO

Fiskhats AND MERCHANDISE **D. B. Fisk & Co. Chicago**
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

Cork Socks
Manufacturers of Cork, Linoleum, Felt, Paper, Flushing in all colours, Flannelette, Asbestos, Loofahs, etc., Fleecies, etc., Ladies, Gent's and Children's. St. Cecilian Works, 46-48 Haymerle Road, Peckham, London, S.E. 15.

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 617, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

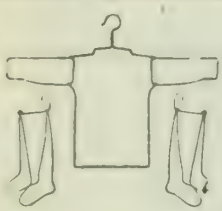
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PERPLEXED!

Then let us solve your business building problems; we are solving them daily for thousands of live merchants with our trade pulling, selling and merchandising plans, human interest copy, letters, illustrations, events, etc. Full particulars upon request.

THE ECONOMY SERVICE
231 West 39th St., New York City



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

"Mesh Bags will be more fashionable and popular than ever the coming season."

WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING

Do your own card writing

Write for our catalogue which will tell you what you need. Best goods at closest prices

ARTISTS' SUPPLY CO.
77 York St., Toronto

SIGN AND CARD WRITERS' SUPPLIES

FIRST AID TO THE
Card Writer and Window Display Man
SUPPLY DEPT.
Toronto ADVERTISING SYSTEMS Main 480

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from

BARTELL PATENT POCKET CO.
17 Madison Ave., N.Y.C.

WRITE US FOR
Textile and Knitting Machinery
We are Specialists
W. J. WESTAWAY CO.
72 JAMES ST. N. HAMILTON

the resultant scarcity is being felt by the whole trade. The cutting down of orders placed last autumn for spring delivery will give Canadian houses less goods than they had anticipated, a report states, while price advances have set a new record, with little prospect of a change in the right direction in sight.

The main reason for the increasing unrest among the mill workers in England, says a recent report, may be seen in the balance sheets of the companies for the year just ended.

Profits made during 1919 averaged more than 50 per cent. on the share capital.

The Hamilton Cotton Mills, Ltd., have announced their intention of manufacturing cotton and mercerized elastic. Machinery has been installed, and the first consignment will be ready by the first of March. The wholesalers are highly pleased with the announcement as this commodity has been at a premium with all other notions for some time.

TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

AWNINGS

FOR
Stores, Offices, Factory, or Residence.
Write for Price Lists and Measurement Charts. Address
C. H. PETCH
Successor to
EDMONDSON & PETCH
Ottawa Canada

SMALLWARES —AND— HOSIERY

THE ROBERT HYSLOP Co LIMITED
HAMILTON, ONTARIO

IDEAL GARMENT CO.
Manufacturers of
DRESSES
IDEAL VALUE
STOCK on HAND for IMMEDIATE DELIVERY
18 West 33rd Street New York
PRICE $8.75 to 24.50

GOLDFINE'S LIMITED

Wholesale Dry Goods and Men's Furnishings
BARGAINS ALWAYS ON HAND
Write for Particulars
227 Craig St. West, Montreal

PILLOWS and COMFORTERS

GET PRICES BEFORE BUYING
The Toronto Feather & Down Co.
LIMITED
2154-8 Dundas Street West - TORONTO
Montreal Winnipeg Vancouver
P. M. LeMaistre McRae & Walker H. E. Walker

Choir Gowns

The Best in Design
The Best Made
The Most Reasonable in Price
HARCOURT & SON, LIMITED
103 King Street W., Toronto

We Manufacture
Paper Boxes
that will
Make Your Goods More Attractive
A. D. SHOUP CO., Limited
TORONTO

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Liverpool, N.S.—The Silent Salesman has permanently established itself in the up-to-date dry goods store. The Mersey Men's Wear, Limited, have recently installed a line of them—"Imperial" design. They are in dull-finish Oak and were supplied by Kent-McClain, Limited (Toronto Show Case Company), Toronto.



CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
"Turns Waste into Profit"
12 SIZES
Send for Catalog.
CLIMAX BALER CO.
Hamilton, Ont.

LETTER SERVICE
MULTIGRAPHING
Addressing Folding Inserting Mailing
NEW UP-TO-DATE EQUIPMENT
Write for Prices
Letter Service Department
ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone M. 480

ESTABLISHED 1872
Knitting Machinery
Power and Hand
May we hear from you?
CREELMAN BROS.
Box 937, Georgetown, Ont., Canada

American Bead Co. Inc.
IMPORTER AND MANUFACTURERS OF
BEADS AND NECKLACES
485 FIFTH AVENUE
NEW YORK CITY

STUYVESANT 3619
Art Button & Novelty Mfg. Company
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At the New York Fur Auction sales, on Feb. 18, the best grade blue fox brought in prices as high as $270.00 each.

—

The T. Eaton Co., Toronto, have plans drawn and will shortly proceed with the erection of two additional storeys to premises at present occupied by the William Davies Co.

—

Holt, Renfrew & Co., Toronto, will have tenders called for an addition to their store on Yonge and Adelaide Sts.—"Contract Record."

—

Canadian flax for fibre is in demand by Belgium and other countries, but so far there is almost none for export. There is evidently a future for Canadian fibre flax, especially since there is a growing consumption of it right here in Canada.

The St. Louis Fur Sales, which were concluded on Feb. 14, totalled more than $27,000,000. Approximately 1,500,000 skins were disposed of.

—

300 tons of German dyes have reached England. A committee of dye users has gone to Germany under the authority of the Board of Trade to purchase 2,000,000 pounds of dyestuffs. Their purchases will be in addition to the 1,500 tons to which Great Britain is entitled under the peace treaty.

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The Sherbourne House Club, the fine women's residence in connection with the Robert Simpson Co., Toronto, is accomplishing big things. There is a chapter of the I.O.D.E. flourishing and among the events of that organization was a musicale given in the Club House on Feb. 12, in which the Hambourg trio featured, with Miss Winifred Parker as soloist.

A CORRECTION

On page 224 of the January issue of DRY GOODS REVIEW the statement was wrong that a silent partner had been bought out by the Allen Bros. Co., Ltd.

35,000 jute workers went out on strike for increased wages at Calcutta on January 9.

La Vogue BRAND (REG.)

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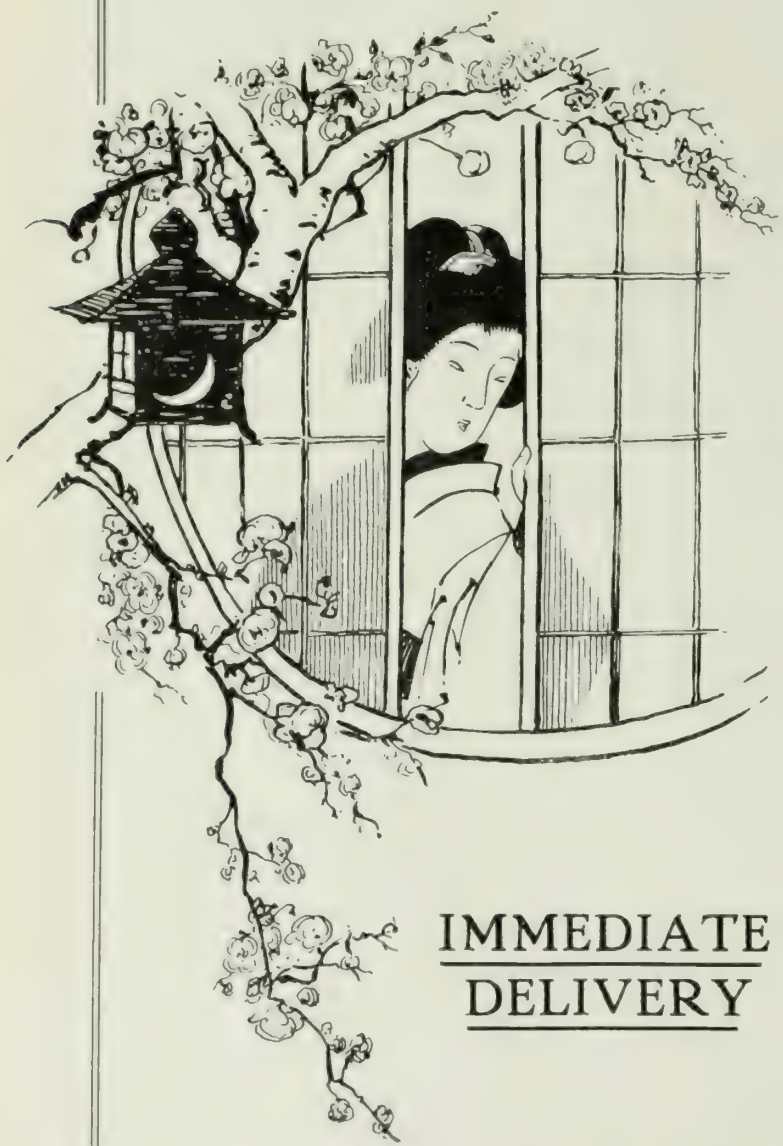
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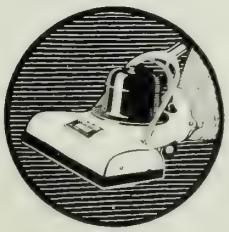
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THE announcement of the completion of the big new Hoover factory at Hamilton, Ontario—the beginning of quantity production of Hoovers manufactured *complete* by Canadians—the explanation of the famous Hoover method of liberal dealer co-operation—the forecast of Canadian national advertising besides that in twenty-three United States publications finding wide circulation throughout the Dominion—have had the expected result.

Our immediate ouput will shortly be entirely taken by connections made with some of the best dealers in the land.

But our output will steadily grow—our factory foundations were built to hold two more stories as soon as our original 30,000 square feet of floor area nears inadequacy—and we will increase the number of dealers as rapidly as we can assure them prompt deliveries.

We therefore advise that you inquire for all particulars *no later than now.*

We intend to parallel up here the successful sales of Hoovers in the States, where, despite a tripled output, the factory is sold out a year ahead on orders from their *old* dealers.

We are using the same liberal co-operation here on behalf of our dealers, the co-operation which—coupled with the superior cleaning efficacy of The Hoover—has made it the largest selling electric cleaner in the world.

To act now avoids the risk of being too low down on the "waiting list" to be able to profit by The Hoover's popularity for a considerable time to come.

Send for particulars today.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED
Factory and General Offices: Hamilton, Ontario

V E R

SWEEPER

It *Beats*... as it Sweeps as it Cleans



FOR BEAUTY
There is no substitute for True Irish Linen

THE sheer loveliness of True Irish Linen—the delicate sense of luxury and exclusiveness with which it is associated, makes it the ideal fabric for intimate wear.

Then, too, the present world scarcity of the flax from which Linen is made puts a still higher value on this the most desirable material for lingerie and light dresses—for boudoir and bed-room.

True Irish Linen entails a pride of possession difficult to estimate in terms of currency—and more easily expressed in sentimental and inherent valuations.

THE IRISH LINEN SOCIETY
BELFAST, IRELAND

This full page advertisement appears in —

Scribner's
Vogue
Century
Life
Harper's
World Wide
North American Review
Atlantic Monthly
Outlook
Review of Reviews

— which includes the very essence of high purchase-power circulation.

The value to you of the Irish Linen Society's great publicity campaign is measured by the advantage you take and the amount of co-operation you give.

By featuring in your Linen—Haberdashery—Summer Dress — Handkerchiefs and Embroidery departments **True Irish Linen,** you will centralize on your own institution the advertising and sales power of this national promotion work.

Our Belfast and New York houses are constantly receiving inquiries from consumers—as to where they can buy True Irish Linen.

As a non-profit, non-sales, organization, the Irish Linen Society cannot send samples nor quote prices. Letters are written in answer, referring the writers to the best Linen Departments in their several vicinities.

Such inquiries with the unavoidable delays due to correspondence, would be unnecessary if proper emphasis is made by the Linen Department managers on the fact that stocks of True Irish Linen are maintained in as complete a manner as possible, in view of the international scarcity of Flax and the finished Linen Fabric.

True Irish Linen is recognized as belonging to that class of commodity that carries such pride of possession with it that people—especially woman—**will buy as much as they can afford** for the sheer joy of owning it.

The IRISH LINEN SOCIETY
BELFAST IRELAND

AMERICAN OFFICE AND INFORMATION BUREAU
231 West 39th Street New York City

Look for the Blue Star

Embroideries *for* Spring and Summer

An entrancing variety of Embroideries from our own factories and the best makers in Europe and the United States. The beauty of these novel styles and designs proves irresistible to your feminine shoppers.





Laces

In a bewilderingly lovely variety of patterns that meet every purpose for which a lace is necessary. You can feel secure in stocking up with these laces, for our buyers have combed the best markets of the world in order to be sure of having the best anywhere.

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS

WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
HANDKERCHIEFS

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry LePuy St. Gall

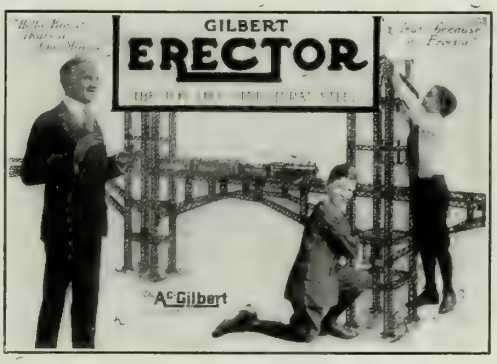
GILBERT TOYS

ERECTOR REG U.S PAT OFF

IS STILL THE

KING of TOYS

Sizes, Retail Canada : 00-.60 cents each
0-$1.20 each
1-$2.25 each
2-$3.75 each
3-$6.75 each
The Set with Motor-4-$10.00 each



ERECTOR REG U.S PAT OFF. Made in Canada

Is the Most Extensively Advertised Toy in the World

: : :

Stock this Line

All the Year round and Reap the Profit



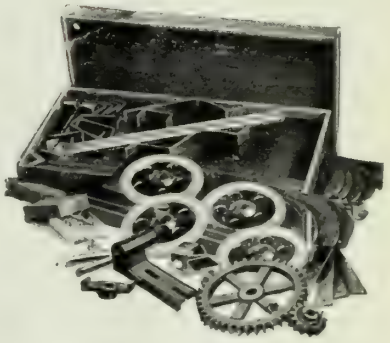
This shows the Boy making a Geared Racer with 9006 Wheel Toy Set.

The New Wheel Toy

sells

Spring, Summer, Fall and at Xmas

Three Sizes : 9004, retail $9.75
9006, retail $15.00
9007, retail $22.50

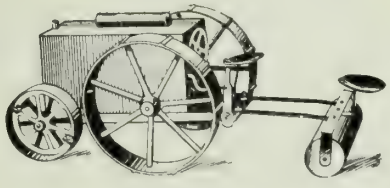


This is the 9006 Set, retail $15.00

See Our Advertisements in the Saturday Evening Post and all Boys' Magazines



Wireless Sets, retail $11.25 to $97.50



New Tractor



Electrical Sets $2.25 to $22.50

We have
PARCEL POST
TOYS
ERECTOR
BRIKTOR
MAGIC
PUZZLES
To Retail at
90c. each while
stock lasts

The Gilbert line embraces the following : Erector, Briktor, Wireless, Electrical Sets, Chemistry, Mechanical Toys, Phono Sets, Puzzles, Magic, Nurses' Outfits, Carpenters' Tool Chests, Soldering Outfits, Signal Engineering, Sound Experiments, Machine Guns, Tanks.

Write about our Canadian proposition at once, please. Catalogues now ready.

The A. C. Gilbert-Menzies Co., Ltd., 439 King St. W., Toronto

Manufacturers of Gilbert's Toys. Agents for Gilbert's Polar Cub Fans, Vibrators, Sewing Machine Motors and Toy Motors.



"SPORTS" HOSIERY

The Vogue for Women

Included in our varied and complete range of Cashmere and Woollen Hose for Fall 1920 are the correct shades in Heather Mixtures and Selfs in

"SPORTS" HOSE in 4/1 and 2/1 Ribs

Interesting Values in Looks, in Wear, in Price.

Delivery June 15th Forward.

A representative in your territory carries a complete range.



Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woollens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-Wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.



ALPHONSE RACINE, LIMITED

60-98 St. Paul Street West, Montreal

Dry Goods Jobbers and Manufacturers

PERMANENT SALES OFFICES:

OTTAWA	QUEBEC	TORONTO	HAILEYBURY	SYDNEY	RIVIERE DU LOUP
111 Sparks St.	Merger Bldg.	123 Bay St.	Metabanick Hotel	269 Charlotte St.	Hotel Antil

SHERBROOKE and THREE RIVERS

Factories—Beaubien Street, Montreal; St. Denis, Que.; St. Hyacinthe, Que.



BLEACHED BY THE SUN

The name and reputation of "OLD BLEACH" pure Irish Linens and linen damasks are in themselves potent reasons why the demand for "OLD BLEACH" merchandise is constantly growing.

The quality of "OLD BLEACH" linens—established by the founder of the Company and since maintained—is assured both to you and your customers by the guarantee which covers every piece of merchandise sold under this famous trademark.

New damask patterns -each one a masterpiece—are being introduced into the "OLD BLEACH" line.

A range of the highest quality embroidery and art linens manufactured under the same trademark and guarantee have also been added for the coming season.

A representative stock of all these lines is maintained at our New York Office for the greater benefit of our distributors, and to obviate the long delays commonly associated with importation.

"The OLD BLEACH" LINEN Co Ltd
Reg't Trade Mark
23-25 East 26TH Street New York
J R LAMONT MANAGER

CANADIAN REPRESENTATIVE
W. H. Steley, 22 West Wellington Street, Toronto, Ont.

The Trade Mark "Old Bleach" is stamped on every article except Table Damasks, which have the above mark woven in four corners.

Satisfaction

IT means a great deal to you, Mr. Dealer, to have satisfied hosiery customers.

Mercury Hose are shaped in the knitting without seams, and full fashioned from toe to top. This means a snug trimness at the ankles and at the same time ample room at the top no binding.

Combined with these are the finest and most endurable materials, ensuring comfort, correct fit and style so essential to fine hosiery.

Made in mercerized, lisle, cotton, cashmeres and silk black, white and popular shades.

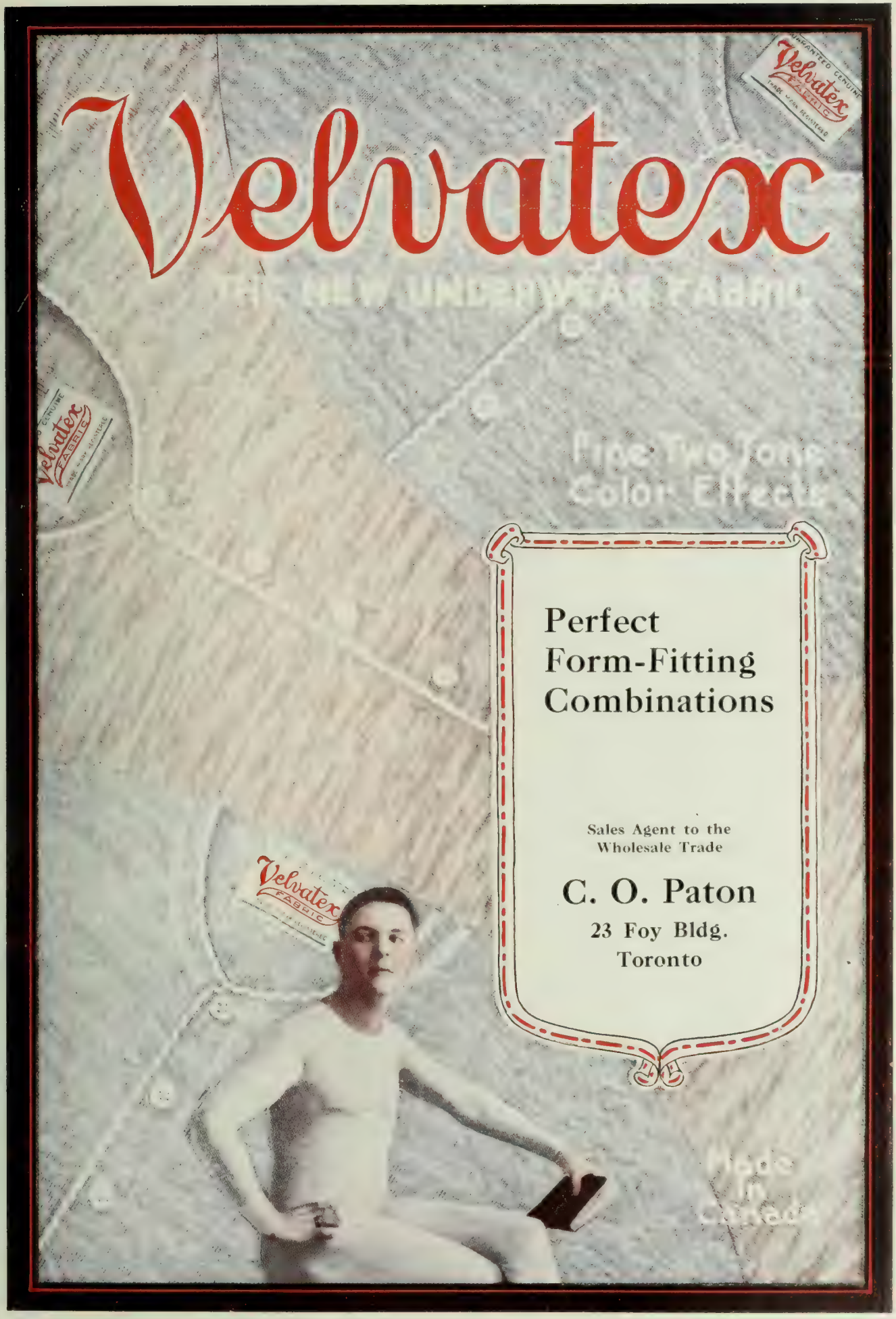


Mercury

Hosiery

Mercury Mills
Limited

Hamilton - Canada


Velvatex
Velvatex
Velvatex
Velvatex
Perfect
Form-Fitting
Combinations
Sales Agent to the
Wholesale Trade
C. O. Paton
23 Foy Bldg.
Toronto

Look To The Tailoring!

— That's COOK BROS. & ALLEN'S strong point. We combine the best fabrics with skilful tailoring and produce—

ART CLOTHES
COOK BROS. & ALLEN LIMITED

Promptly

- a mighty big feature these times.

Write to-day for particulars of our plan and secure the Agency for these dependable clothes in your locality. We have still a few sets of Spring and Summer samples. These with our attractive window cards will help build up and HOLD the men's trade.

Cook Bros. & Allen, Limited
TORONTO

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION
OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, LL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL

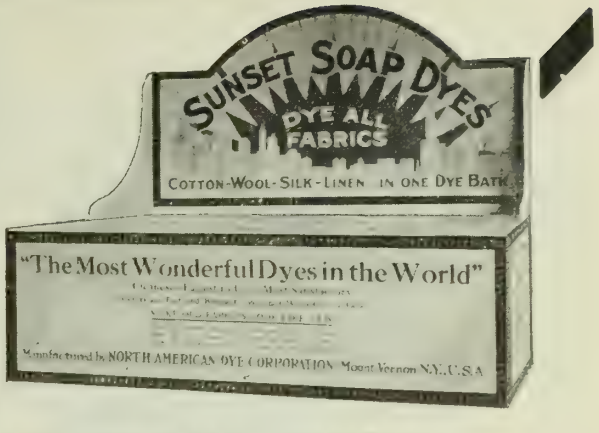


Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House



WHY CARRY MORE THAN ONE LINE OF HOME DYES

when with this attractive counter container properly filled you can supply 22 colors from dainty pink to jet black and navy blue.

These colors are permanent, will not run, fade, crock or wash out. Sunset is the only soap dye that will permanently dye silk, wool, cotton or mixed goods the same shade and depth of color in the same dye bath.

Dyes and cleans in one operation.

Will not stain hands or utensils.

This Compact Attractive Container Sells

Sunset Soap Dyes

Selling at 15c, these dyes pay you more profit than any other home dye.

Extensively, truthfully advertised, Sunset is fast becoming the leading home dye. Are you getting your share of the sales and profits?

If you don't carry Sunset in stock — order a gross — now — in this sales stimulating container. Put it on your counter and watch the quick turnover. Sunset is a marvel in repeats.

Order from your jobber or write

Harold F. Ritchie & Co., Inc.
New York Toronto

NORTH AMERICAN DYE CORPORATION
LIMITED
Toronto, Canada Mount Vernon, N.Y.

TRADE
D J A
MARK

YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited
ATLANTIC MILLS, GLASGOW
REPRESENTED IN CANADA BY
GREENSHIELDS, LIMITED, MONTREAL

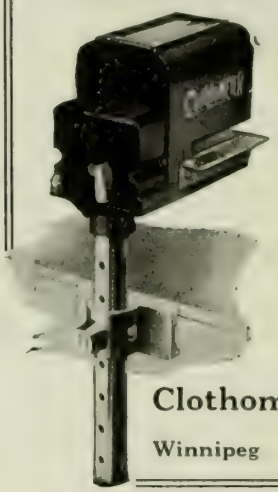
If You Value a DOLLAR

and contemplate a measuring machine
Get a

CLOTHOMETER

(CLOTH-OM-ETER)

Measures material of any width or weight, accurately computes every sale.
Stops all wastage on your goods.



Prevents errors in figuring sales checks.

Saves time and money.

Gives customers confidence in your store.

COSTS 30% LESS

than any other machine on the market.

Write for descriptive folder

Distributors for Canada
Clothometer Sales Co., Ltd.
Winnipeg 44 Princess St. - - Canada

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, B.C.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
	Hamilton, Ont., and St. John's, Nfld.	

Reputation gained by long years of vigorous, conscientious and successful work.

C. A. B. BROWN, General Manager Western Canada

TORONTO, CANADA.

When You Want Cuts

to Illustrate

Your Local Advertising

Write for proof sheets to

British & Colonial Press Limited
67 Adelaide St. West TORONTO

Photo Engravers, Artists and Designers

Press and Commercial Photographers

Toronto, Winnipeg, Montreal, London, New York



Dress Goods *for* Summer

A splendid selection of exclusive and beautiful fabrics, in all the novelty weaves and colorings.

Jersey Suitings
Foulards
Chiffons
Voiles

Samples now in the hands of our representatives



Specials

Grenadine, 38 inches $4.25
Alice Blue, Marine, Grey, Black.

Silk Taffetas—Chiffon—38 inches $2.65
Taupe, Alice Blue, Marine, Champagne, Black

Avington Voile, 37/8 inches ..... $ .65

Serge, all wool, 40 inches $1.50
Drab, Light Grey, Alice Blue, Dark Grey, Light Brown, Dark Green, Marine, Black.

SAMPLES GLADLY SUBMITTED

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Sherbrooke: 103 Wellington St.
St. Hyacinthe: 229 Cascade St.
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
Toronto: 152 Bay Street

Denton, Mitchell & Duncan

Wholesale Dry Goods
Gents' Furnishings
House Furnishings
Etc.

We are showing *for immediate delivery*, special values in

SILK HOSIERY

Prices very much below today's values

It will pay to see our samples

Denton, Mitchell & Duncan
79-83 Wellington St. West
Toronto, Ont.

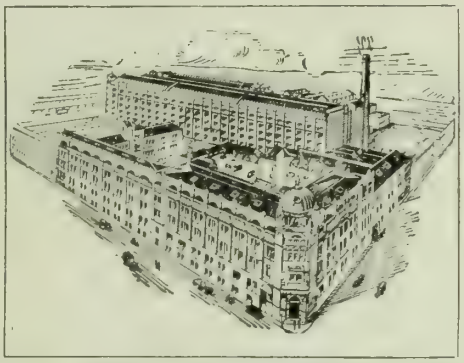
FAIRE BROS. & CO., LTD.,

Manufacturers

Rutland Street and St. George's Mills, Leicester, England.



WASHINGTON MILLS, BORROWASH.



GENERAL HEADQUARTERS, RUTLAND ST., LEICESTER.



ST. GEORGE'S MILLS, LEICESTER.

THE LEADING BRITISH HOUSE FOR

HABERDASHERY & SMALLWARES

Including:—

SUSPENDERS — Our well-known SPHERE varieties for Ladies and Children, also Men's Garters, all made with the fine SPHERE elastics, fittings, and rubber grip —"the grip that grips and never slips."

BRACES — Our production, hitherto almost monopolized by the British Government, will now be available for civilian trade. The SPHERE quality in Mikado and ordinary styles is a guarantee of excellence.

ELASTICS — We make Elastic Braids, Cords, Loom Webs, Garter Webs, Surgical Webs, etc., in all widths and great variety. Ask for our "Violet," "Iris," "Lily," "Rose" qualities.

SHOE LACES—Our high-grade HURCU-LACES in a variety of choice, for Ladies' and Men's wear. Also Rifle Laces, Tubular, Flat Braid Laces, Artificial Silk Laces, etc., etc.

MENDING WOOLS — The ST. GEORGE threefold fine woollen mending yarns have a fine reputation. Their qualities justify it.

SKIRT BELTINGS — We lay ourselves out to cater for this trade. Single Beltings, Duplex Webs, Petershams, etc. Ask for the CRUSOE brand.

BINDINGS and WEBBINGS — Every variety of cotton and glacé narrow goods are in our line, Empire Bindings (formerly known as Prussians), Tapes, Stay Bindings, Hat Bindings, etc., etc. Also NAME LABELS, HANGERS, and LOOPS for Coats, Shirts, Mantles, etc.

SPHERE

TRADEMARK

Prices and full particulars gladly furnished on request. Enquiries welcomed and orders executed through London Houses or direct.

WHOLESALE ONLY

ST. GEORGE

TRADEMARK

FAIRE BROS. & CO., LTD., Leicester, Eng.

19, Fore Street, London, E.C.2. 32, George Street, Manchester

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO LTD

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

"OBERON" LINES

Sell Freely—Everywhere

AT the back of all enormous trade expansion are the goods sold. They are the vital factor, and, when examined, will invariably be found to be of exceptional, distinctive merit. This is exactly the case with our famous "OBERON" branded goods. They are sold in all parts of the world and the ever-increasing demand for them necessitates frequent enlargement of our factories and organization. "OBERON" branded goods are essential stock for the better to best class trade.

"OBERON" SPECIALITIES

Hosiery, Underwear, Sports Coats, Knickers, Knitted Scarves in Silk, Artificial Silk and Wool, Ladies' and Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Ladies' and Men's Raincoats and Waterproofs.

Ask to see samples at our Canadian Offices

Eastern Provinces
Marshall & Harding
Carlaw Building
Wellington St. West
Toronto

Western Provinces
Mr. G. E. Ledder
Grace Court
Cornox Street
Vancouver, B. C.

TRADE B MARK OBERON

Regd. Trade Mark

"OBERON" Men's Pyjamas

Cotton Pyjamas,
150/- to 240/- per doz.

"Ceylon and Taffeta" Pyjamas,
168/- to 550/- per doz.

Self Colors and Fancy Stripes—good styles.

"OBERON" Summer Gowns for Men

Fancy Printed Crepes,
21/9 each

Fancy Printed Lustra,
28/6 each

Fancy Printed Twill Silk,
63/- each

Exclusive designs.

GEORGE BRETTLE & CO., LTD.

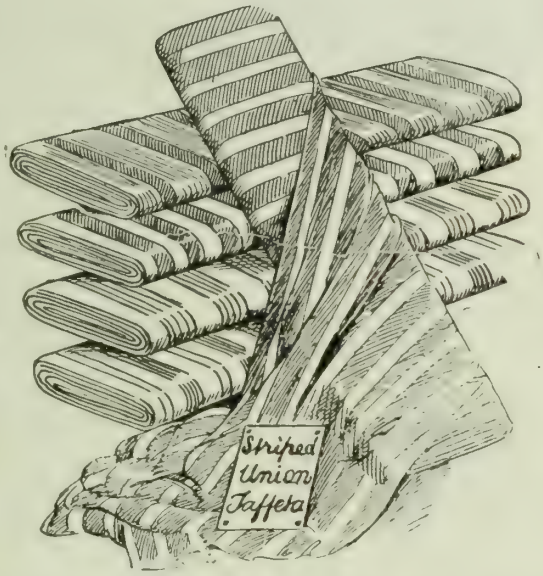
119 WOOD STREET, LONDON, E.C. 2, ENGLAND

MOTHER LAND TRADE SECTION

Crockers Bulletin

Pour l'usage en Printemps et Automne

Nous avons l'honneur d'attirer votre attention sur un tissus de qualité supérieure, objet de l'appréciation génerale, c.à.d. une série de TAFFETAS UNION, que nous recommandons, sous tous les points de vue, pour la manufacture d'articles pour HOMMES ET DAMES. La variétié des rayures et damiers, en couleurs choisies, est si importante qu'elle permette d'employer ce tissus d'une manière éminemment satisfaisante pour la confection de Pyjamas, Chemises, et Sous-Vêtements en général.



PRIX: 3/2½—30", 30 yd. la pce.
Ce prix est 9d en moins que le cout de revient de la fabrication actuelle.

PRICE: 3/2½—30", 30 yds.
which is ninepence per yard less than to-day's cost of production.

Spring and Autumn Wear

We take the opportunity to invite attention to a cloth of the highest grade, and about which everything that is good may be safely said, viz., a range of UNION TAFFETAS, in every way desirable for both MEN'S and WOMEN'S WEAR. The variety of stripes and checks in choice colours in which this is available allows for the production of eminently satisfactory garments in the form of Pyjamas, Shirts and Underwear Generally.

CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION

MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and widths. To insure and made in all colorings get ers are advised to EXAMINE ting genuine goods, custom- Also inside Holland Tab on TICKETS and PAPER BANDS. that each *bears name* of end of each piece and see "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

MOTHER LAND TRADE SECTION

TELEPHONES:-CENTRAL 1752 (3 LINES)
TELEGRAMS:-SARSENET, CENT, LONDON
CABLEGRAMS:-SARSENET, LONDON.

W. K. Perrott.

SILKS, RIBBONS, VELVETS.

23, 58 & 59, Aldermanbury.
(CORNER OF ADDLE STREET)

London, E.C.2. March 1920

TO THE CANADIAN WHOLESALER.

With silk prices steadily rising it is important that you connect up with the firm actually in touch with all available sources of supply.

The demand is so enormous at the moment that it is impossible to specify any special offers, but the goods are **HERE.**

Your enquiries are solicited and we respectfully suggest that it will pay you to instruct your London buying agent or representative to call on us at once and inspect our large range of samples.

He will be assured of a hearty welcome.

Yours faithfully,

W. K. Perrott

P.S. Please watch our announcement in this paper each month.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

YARNS



Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS
2470 LEICESTER 2471 LEICESTER	YARNS	LEICESTER STANNINGLEY
89 STANNINGLEY		KEIGHLEY
24 KEIGHLEY		BOSTON
3464 FORT HILL BOSTON		

CODES:- A.B.C. 5TH ED WESTERN UNION.

J. & W. BASTARD

Stamford Street

LEICESTER ENG.

AMERICAN OFFICE:- 184 SUMMER STREET

BOSTON.

COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





MOTHER LAND TRADE SECTION



St. James's Buildings Oxford St., Manchester.

The Head Offices of the C.P.A.—Ltd.



LOW MILL PRINT WORKS



STRINES PRINT WORKS

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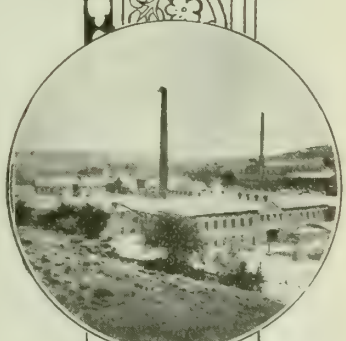
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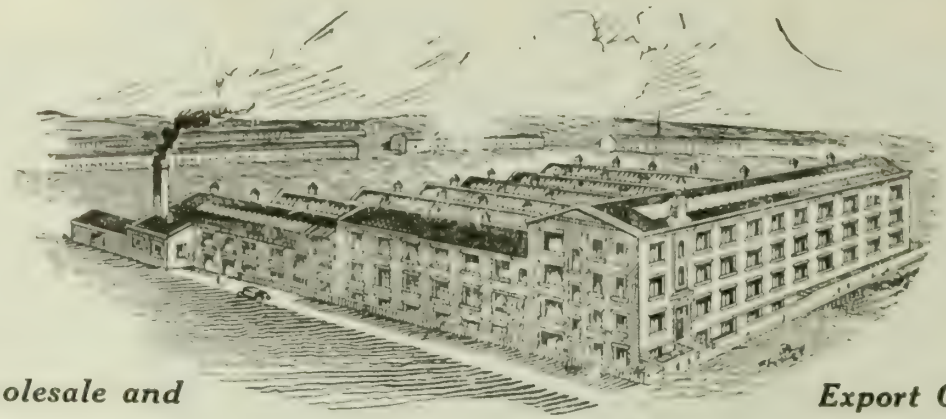
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BIRCH VALE PRINT WORKS

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MANCHESTER, ENGLAND.

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Wholesale and *Export Only*

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All Wool Serges
Union Serges
Cotton Serges
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Cotton Checks
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All Wool Casements
Union Casements
Cotton Casements
Cotton Poplins
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Figured Repps
Figured Cotelines
Figured Cabinet Linings
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Figured Poplins
Silk and Wool Casements
Roman Satins
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TELEGRAMS
"VITALITY BRADFORD"
A. B. C. Code
5th Edition

BROWN, VICKERS & CO.

Proprietor—S. H. Vickers

Manufacturers of Dress Goods for Men's and Ladies' Wear and Furnishing Fabrics

CARTWRIGHT MILLS, INGLEBY ROAD, BRADFORD, ENG.

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4332
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4980
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"Craftana"

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THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
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THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

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5TH EDITION

WILSON & CO.

48 ALBION STREET

GLASGOW

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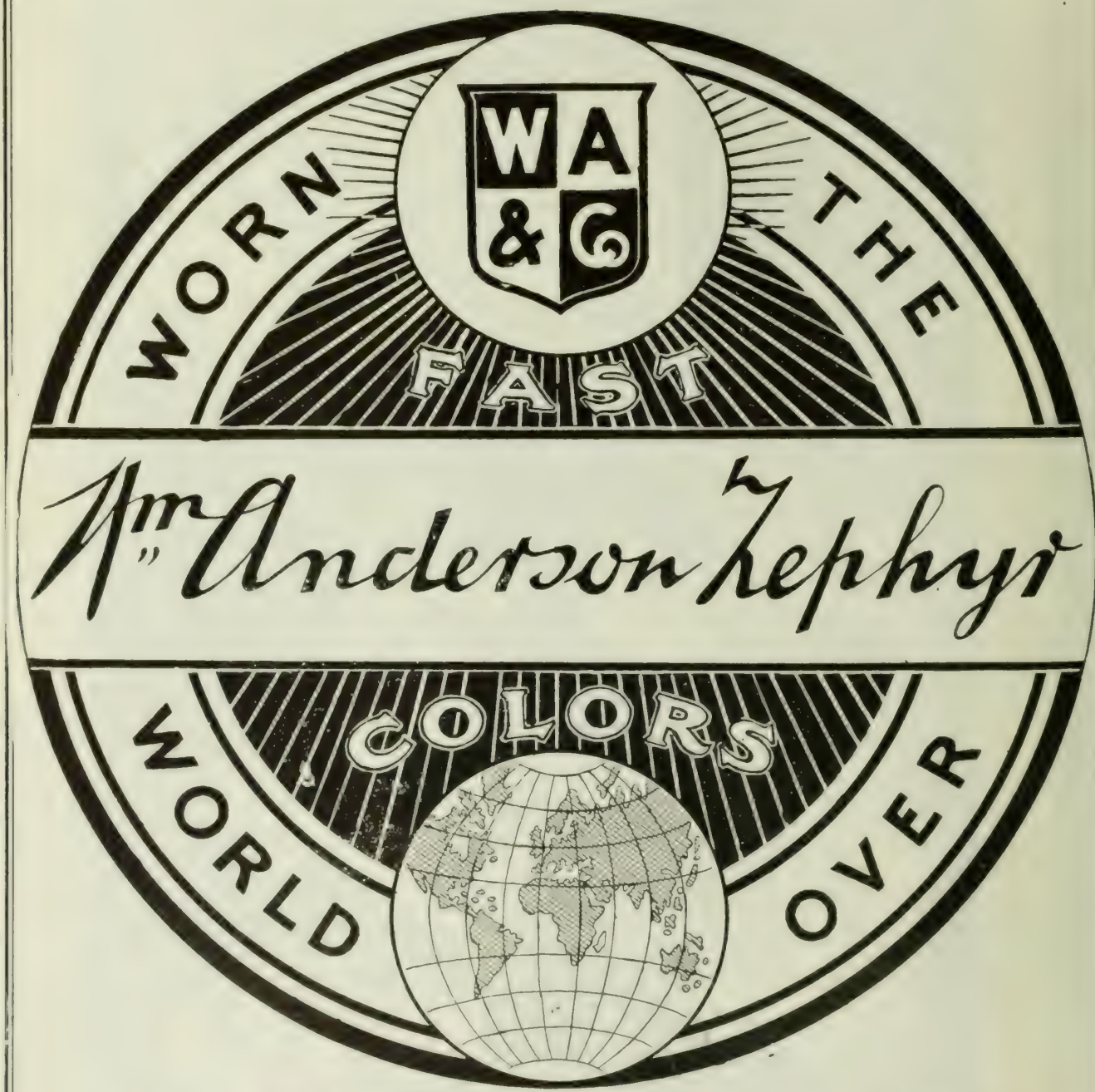
Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins **Robe Muslins**
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

MOTHER LAND TRADE SECTION



MOTHER LAND TRADE SECTION

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.

GLASGOW

New York
48 White St.

MOTHER LAND TRADE SECTION

The Fine Scotch Underwear with the Fine Scotch Finish



The Pesco Range

(Adapted for the Canadian trade)

In Pure Wool and Silk and Wool textures.

Guaranteed unshrinkable.

For Ladies—Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, etc.

For Children — Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc.

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Also
Pesco Hose and Half Hose in Black, Colours and Mixtures.

Pesco

THE lady who desires in her intimate garments a touch like velvet, together with the charm that purity imparts, will appreciate the judgment of the store that stocks and places before her "Pesco."

"PESCO" makes a direct and instant appeal to those of critical tastes. Its textures, appearance and perfect manufacture proclaim its all round excellence and convince the buyer of its comfort and desirability and of its sterling worth.

AS a brand of character, "Pesco" stands supreme. No Underwear has a better reputation in the stores and homes of Britain, or is doing more to exalt the name of the Motherland throughout the Empire!

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Sole Makers:

Peter Scott & Co., Ltd.
Hawick, Scotland

Sold direct to the retail.

Showcards, Window Tickets and Literature supplied.
Enquiries invited.

UNSHRINKABLE
"PESCO"
FINISH

TRADE MARK

MOTHER LAND TRADE SECTION



The Original "Two Boys" Sheets

RIGG'S

SHEETS & SHEETINGS

Are made from best Egyptian and American cottons: Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

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Agency for remainder of Canadian Territory in contemplation

Sole Manufacturers:

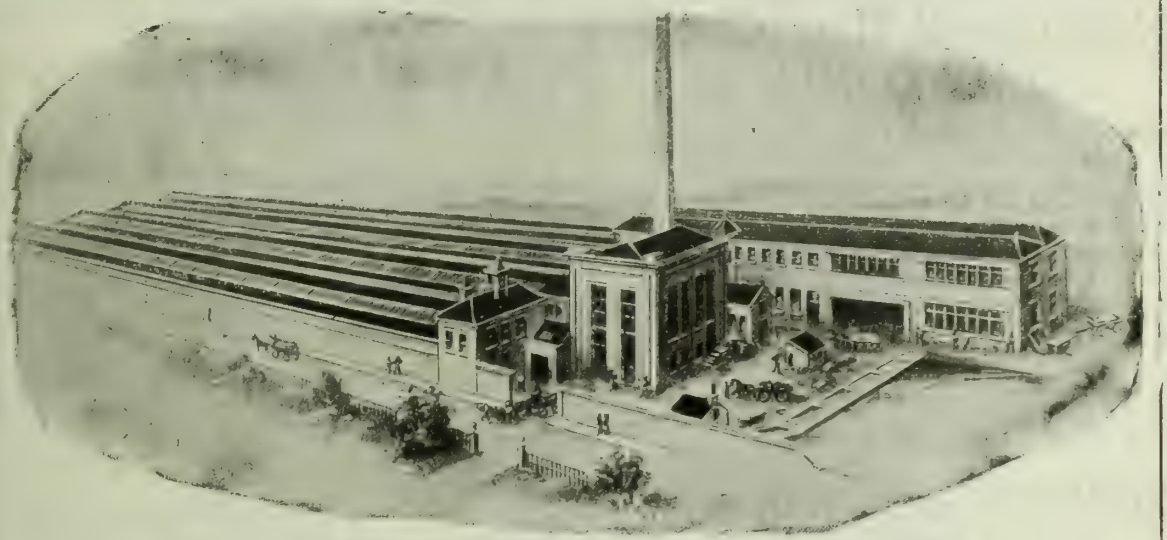
RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION



BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

RIGG'S

SHEETS & SHEETINGS

Made of purest Cotton **are the standard product of the British market** Entirely Free of Fillings

Canadian Agent:

E. W. DEAN & SON, 325 Howe Street, Vancouver, B.C.

Agency for remainder of Territory is contemplated

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., MANCHESTER ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION

Announcing

Horrockses' New Cloth PRESTONIA

PRESTONIA is cotton fabric which looks and feels like flannel. It is better than flannel because it can be used for all purposes for which flannel is used and for many other uses for which flannel is impracticable.

PRESTONIA is ideal for making waists, nightgowns, pyjamas, children's underwear, etc. It has none of the objectionable features of flannel, such as shrinkage, etc. It comes in 32" width and in plain white and a hundred patterns and colors.

PRESTONIA is sure to be a good seller—It has the same high quality as other fabrics bearing the Horrockses brand. Write for information.

HORROCKSES, CREWSDEN & CO.
LIMITED
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Manufacturers of—

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Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths

and

Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

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KNIT SPORTS COATS AND SCARVES

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Aviator and Balaclava Caps
And Tam O'Shanters

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Manufacturers and Dealers:

Our Inquiry Department is "for you." Are you looking for any new lines or old ones? Write us, we are at your service.

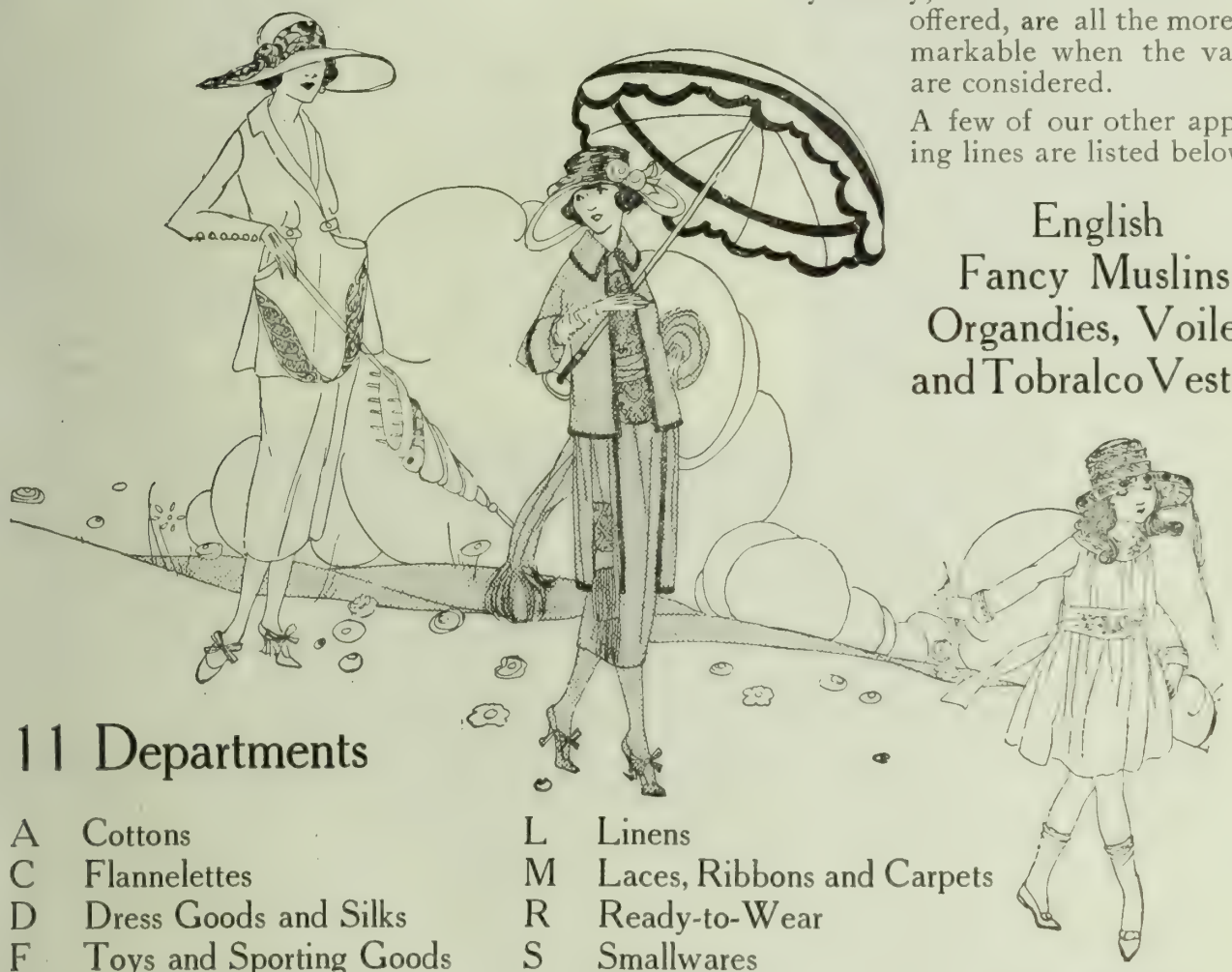
DRY GOODS REVIEW
143-153 University Avenue
TORONTO
Inquiry Department

Ravishing English Marquisettes

that are irresistibly charming to your feminine shoppers. Their cool, summery beauty, and the true wear service offered, are all the more remarkable when the values are considered.

A few of our other appealing lines are listed below:

English
Fancy Muslins,
Organdies, Voiles,
and Tobralco Vesting



11 Departments

A	Cottons	L	Linens		
C	Flannelettes	M	Laces, Ribbons and Carpets		
D	Dress Goods and Silks	R	Ready-to-Wear		
F	Toys and Sporting Goods	S	Smallwares		
H	Hosiery	U	Underwear	W	Woollens

We give special attention to letter orders, telegrams, and long distance telephone orders.
All orders shipped same day as received.
If our traveller is not calling on you, kindly notify us and we will have him call.

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MONTREAL

SAMPLE ROOMS: Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 27-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER. Can. Bank of Commerce Bldg., THREE RIVERS.


USE THE COUPON
SEND PARTICULARS—
I'm interested, if there's no obligation.
FIRM
TOWN
STATE
I want to UNLOAD OR CLOSE OUT
SIZE OF STOCK $
T K. KELLY SALES SYSTEM
Minneapolis, Minnesota
FIND OUT WHY
KELLY SPECIAL SALES "are better in a thousand ways"
Now booking 101 men for Spring.
T. K. KELLY SALES SYSTEM MINNEAPOLIS MINNESOTA

Wash Goods for Spring 1920



Anderson's Ginghams and Kindergarten Cloth

Gingham dress lengths in Plain Chambrays and Plaids (10 to 20-yd. ends)

Plain Colored Voiles

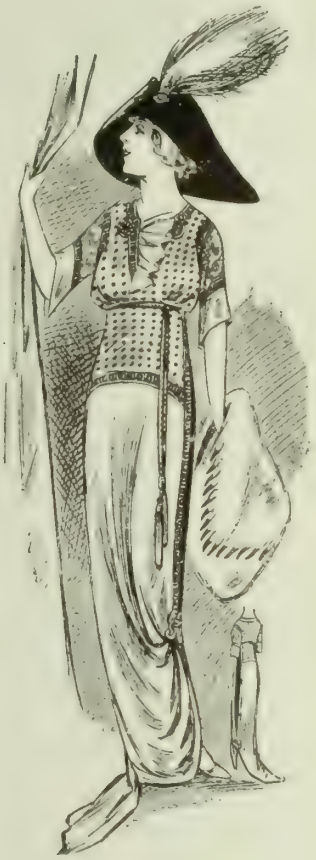
Organdies Mulls

Canton Silks

Fancy Printed (*Georgette Patterns*)

Voiles and Foulards

Silk Stripe Voiles



Our new range of Wash Fabrics is the most extensive and we are still in a position to take care of your wants.

The W.R. Brock Company (Limited)

MONTREAL

HER LADYSHIP GARMENTS



WAISTS

Georgette, Crepe de Chine, Habutai and Voile Materials. Seventy-five different models, including the "Latest Fads," with short sleeves, middy effects, etc., as well as an abundance of staple "Always Good" numbers.

Silk Crepe de Chine Waists

Charming models in the round neck, square neck or tailored designs and neat collars, large or small; some lines are embroidered or beaded while others rely on fine tucking for their beauty. Prices are per dozen

$48.00, $54.00, $63.00, $81.00 and $84.00

Colors in stock are White, Flesh, Peach, Maize, Navy, Sand.

Habutai Silk Waists

We have some remarkable values in Jap Silk blouses. The styles are mostly in the different conceptions of tailored designs and range in colors and price as follows:

White, Flesh, Maize. Per doz. **$27.00 $36.00, $45.00 and $48.00**

Beautiful Stripe Designs, assorted colors. Per dozen **$39.00**

Black Habutai. Per dozen **$36.00 $42.00 and $45.00**

Georgette Silk Blouses

Most fascinating styles with beaded embroidered trimmings or self tucked models in tailored as well as fancy round and square neck designs. Prices are each

$6.00, $7.00, $8.50 and $16.50

Colors include Reindeer, Flesh, White, Peach, Navy, Sand, Maize, Turquoise, Taupe, Nigger Brown.

White Cotton Blouses

There are plain voiles, embroidery trimmed voiles, lace and badalion trims as well as dimity stripes in tailored effects or round and square neck design, a big variety. Per dozen **$13.50, $16.50, $18.00, $21.00, $24.00, $27.00, $30.00, $33.00, $36.00, $45.00, $48.00** and **$66.00**

Black Cotton Waists

Plain tailored effects in convertible or fancy collar effects made from Sateen, Black Voile or Cashmerette, Per dozen **$15.00** and.....**$16.50**

The W. R. BROCK COMPANY, (Limited)

TORONTO

DRY GOODS REVIEW

The Recognized Authority of the Canadian Dry Goods Trade

Published Fifteenth of Each Month — Advertising Forms Close First of the Month

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Ready for the Easter Parade

LEFT.—*A swagger little costume of the Spring sports type which has been sponsored by the leading designers. It combines baronet satin and duvetyn. The skirt of sand satin hangs straight beneath a belted and pocketed jacket of brown duvetyn. The saucy little sailor combines these two shades and the short English umbrella is brown, too, with a light leather strap handle.*

RIGHT.—*Chic from her head to her toes is this dainty young person arrayed in navy serge. Her straw trimmed silk hat is carefully garnished with flowers, her black oxfords are ties, her smart skirt hangs in accordeon pleats and her odd little jacket doesn't quite close at the neck. Jade, green and gold is the thread pattern and stitching and the smart little chapeau is jade, also.*

Making the Telephone Give Service

Large Departmental Stores in Canada and the United States are Increasing Sales by Perfecting Their Telephone Systems—The Personal Service Department Adopted by Ogilvy's in Winnipeg—Wanamaker's, New York, Also Value Telephone Customers.

By J. K. NOVINS

"HELLO, is this Ogilvy's?"

"Yes, ma'm."

"Will you please connect me with your Personal Service Department?"

"Here is your party."

The telephone buzzed in the Personal Service Department.

"Oh, I am very busy at home to-day and cannot come down to shop at the store," said the voice on the other end of the wire. "I want to get a frock for my daughter. Age? Fourteen years. Have you got any thing reasonable in price? Say, $7 or $8."

The kindly voice answering from the Personal Service Department asked several other questions. She wanted to know the color desired, the kind of material preferred, size and length, and several other things.

That same day an expert shopper from Ogilvy's called on Mrs. Parker, the customer whose telephone conversation is recorded above. The store shopper had with her three or four dresses along the line described by Mrs. Parker over the telephone.

It took but a short time for Mrs. Parker to pick out the dress she wanted for her little daughter. She promptly paid for it, and the store shopper handed her a store receipt.

This is only one example of the way department stores are making use of the store telephone in pushing sales these days. This new idea has just been announced by James A. Ogilvy's, Limited, the Winnipeg department store. The idea is to convert every home in Winnipeg into a branch of the Canadian department store.

The other day the store sent the following message to every one of its customers:

"We have much pleasure in announcing that it has been decided to extend the activities of our personal service so as to bring Ogilvy's store right into the homes of invalids, home-tied mothers, or others unable to leave the house on account of sickness or inclement weather.

"Briefly it is this: Suppose you wanted a dress for a girl of 8 or 10 years of age. You phone our Personal Service Department (Uptown 6400), stating age of child, color and material desired, length of dress, and an approximate price you wished to pay. One of our expert shoppers would then select, say, three dresses, and bring them to your house. You could then make your selection and pay for it.

"In other words, we desire to send our store into every home in the city where the shopper cannot come to the store.

"We feel sure that this new departure in store service will be of a great boon to many people, and confidently look forward to being of greater service to the public than we have in the past. We hope you will avail yourself of it, should you at any time require to go shopping, and cannot, for one reason or other, come to the store itself."

Ever since this innovation was made, Ogilvy's has felt a noticeable increase in telephone sales. Of course, a good many people had been accustomed to ordering by telephoning the store and asking for this and that article that they saw advertised in the newspapers or had seen on one of the counters. This departure, however, has proved to be a practical merchandising idea for the simple reason that service was added to sales.

The tendency these days is for stores to lay stress on their service. It is the duty of the salesman to give as much service to the customer as possible. A store that can accomplish this with the help of the telephone has gained a double victory.

Specially Trained to Take Orders

One large department store saw into this and made some necessary changes that increased the store's telephone sales. In this particular store there was a special telephone-order department, with a corps of specially trained girls doing nothing else but taking orders over the telephone. These girls were usually required each day to "read up" on the store's newspaper advertisements, but this proved hardly sufficient to acquaint the girls with certain points about merchandise customers were accustomed to order over the telephone. In all cases the telephone girls lacked first-hand information.

So it was decided to give these girls this first-hand information. Each day one or more of the telephone girls are required to visit a certain counter and talk to the saleswomen there. This applies only to counters where the advertised goods of the day are displayed. Usually late in the afternoon when telephone orders slow down a number of the girls visit the counters where the goods advertised in to-morrow's newspapers are displayed.

The result of this innovation is this: When Mrs. Smith calls in reference to the tricotine dress advertised in the morning newspaper she is connected with the girl that has seen these dresses. It readily becomes evident to Mrs. Smith that the girl on the other end of the wire knows what she is talking about. She asks for suggestions about colors, etc. And sometimes the telephone girl tactfully suggests some other article on the same counter that she thinks Mrs. Smith would like to buy, or see the next time she gets down to the store.

Many times this idea results in a double sale. At any rate the telephone customer is pleased, for she realizes that her tastes are being catered to. She figures that the store is very nice to her by paying so much attention to her likes. She is anxious to make a personal visit to look over some of the stock the telephone girl had mentioned.

It is a far better method than to have the customer talk to the saleswoman of the particular department direct. The saleswoman is mainly concerned with her own department, while the girl in the order department is necessarily unprejudiced. She keeps an eye on the entire store.

This Firm Records Customers

In another store this idea has been carried still further. Several girls in the order department devote their full time calling up customers, inquiring their wishes and oftentimes making valuable suggestions. They generally call up people who have already made purchases at the store. For instance, several months ago Mrs. Jones had purchased three dresses for her children.

"Would you like to see some fine children's dresses that have just arrived?" asks the telephone girl.

The same concern keeps a systematic card record of customers who order by telephone, and by examining past purchases by these customers the order department can suggest the kind of articles it knows these customers would like to come down and look over. Many times a suggestion of this sort results in an immediate telephone sale.

However, the store manager must bear in mind the fact that though a telephone call on a customer may not result in an immediate sale, the store has really earned the good will of a customer. In other words, the customer must be given to understand that the store is rendering a service.

Some times this is done in this way: A certain Mrs. Thompson had ordered a carpet several months ago. Record of this fact had been made on a card and filed in the telephone department.

During a lull in business, when telephone calls from the outside proved sparse, one of the girls called up the Mrs. Thompson to ask how that carpet was doing. "Having any trouble with it?" she enquired.

"Oh, no," replies Mrs. Thompson. "But I am having a little trouble keeping it clean. I am glad you reminded me. I'll have to come down to the store to get a vacuum cleaner."

Wanamaker's System

As a good illustration of telephone service, take Wanamaker's. Several years ago Wanamaker's installed a day and night telephone order department and this fact was duly advertised in the newspapers. It was so arranged that orders sent to the New York or Philadelphia store could be transmitted to either. This made possible delivery to any suburban point between New York and Philadelphia without in the least inconveniencing the customer.

This telephone service is of especial benefit to Wanamaker's during the summer season when people leave their city homes. At this time housewives usually instruct their husbands to get this and that at the department store before getting the train for their week-end visits to the summer homes. But dear husband generally has enough on his hands to keep him busy until train time and he generally forgets to get this and that for his family. Oftentimes he is not as expert a shopper as his wife. And the result is that the department store experiences a drop in sales.

The Wanamaker talk therefore makes it possible for the shopper to order direct by telephone from her country home. She may call up the New York store, where the order is taken. But the chief of the telephone section examines the slip and finds that it would be far more convenient to make the delivery from the Philadelphia store. For one thing, the summer home may be nearer to the Philadelphia store.

This system has demonstrated that more shopping can be done more satisfactorily over the telephone in a few minutes than can be done in person during a full day. The shoppers as a rule appreciated this service, especially when she knows the trouble the store has had to go through in order to fill her order.

Splendid Advertising Source

Telephone service often proves a store's best advertisement, as in the case of Wanamaker's. Several years ago Park & Tilford printed a series of advertisements, the aim of which were to advertise service in the Fifth Avenue store. One attractive advertisement ran as follows:

"We give special attention to telephone equipment of our new Fifth Avenue store. To meet our requirements, we installed a three-position telephone switchboard connected by thirty lines to the central office of the company. To this switchboard are connected forty-five extensions located at various points throughout our store and offices. Fifteen tie lines to our seven branch stores and to our stable and warehouse, make this switchboard the centre of our telephone business. In order to facilitate delivery of goods, orders taken over the telephone are transmitted over the private tie lines to the store nearest the customer."

Coupons for Payment

Strawbridge & Clothier, of Philadelphia, some time ago perfected a very elaborate system in their telephone department. The concern was anxious to build up telephone trade with suburban territory. They therefore got up a ne wservice, which was duly advertised in the newspapers.

Strawbridge & Clothier accepted coupons printed in their advertisements in the daily newspapers in payment for out-of-town telephone calls when the goods ordered aggregated a certain stated amount. The cost of the telephone call is deducted from the amount of the bill and in this way the customers are reimbursed.

This idea has recently seen widespread use. Department stores in greater numbers have come to adopt it, in all cases with uniform success. Some times the knowledge that a telephone call from a suburban point will prove expensive actually prevents the customer from ordering at the department store, thinking that she can possibly get what she wants in some local store.

It is an idea that a department store in a small city can well adopt, especially if this store banks on suburban trade. As a matter of fact, such stores that have adopted this idea have felt material increases in sales. And many times one telephone call really results in several purchases.

Customer psychology enters here more than in anything else. When Mrs. Jones prepares to give Smith & Smith a long distance call she generally takes pains to look around for something else that she can order while she speaks to the store. She realizes the expense the store stands in taking her order, and she realizes that the store is really rendering her a service. And then, before calling the store Mrs. Jones will talk to Mrs. Walsh, and to Mrs. White, and they will generally request her to order several things for them while she is at it.

Jeweller Stands Expense

Other concerns than department stores have adopted this idea with equal success. A certain wholesale jeweller in New York who sells to stores in suburban territory furnished each of them with a book of coupons. He instructs them that any telephone orders sent to him for goods will be at his expense. This applies to dealers within fifty miles from New York.

As soon as the wholesaler receives one of these telephone orders, a messenger carrying the order is immediately dispatched to catch the first train in order to get the delivery there as soon as possible following the receipt of the telephone call.

This suggests two ideas that could very well be adopted by retail stores. It is well to encourage customers to order by telephone, and a special inducement may be to reimburse them for any reasonable expense in making the call.

Another thing a store may do is to arrange for a special messenger service to deliver special emergency orders taken on the telephone. Sometimes a shopper will want something in a hurry, but because she knows that delivery may be made late in the afternoon of the same day or the next day she hesitates to order over the telephone.

HARROD'S ANNUAL REPORT

The directors of Harrod's Stores, Limited, report for the twelve months ended January 31, 1920, that the net profit is £583,635, which includes the profits for the half-year ended January 31, 1920, of the Manchester business of Messrs. Kendal, Milne and Company, which was acquired by the company in July, 1919.

THE REASON WHY THE MERCHANT FAILED

He did not advertise.
He did not keep up with the times.
He tried to do everything himself.
His word could not be depended upon.
He tried to save by hiring cheap help.
He looked at every system as red tape.
He strangled his progress by cheese-paring economy.
He did not have the ability to multiply himself in others
He did not think it worth while to look after little things.
He ruined his capacity for larger things by burying himself in detail.
He never learned that it is the liberal policy that wins in business.
Success made him over-confident, and he got a "swelled head."
He thought he could save money which his competitors spent for advertising
He did not take inventory twice a year.
He did not have confidence in his helpers.

The Traveller { Getting Better Recognition / His Importance in the Trade / Sometimes He's Shortsighted

Something About His Place in the Business World — Remuneration of First-Class Traveller Should be in Keeping With His Real Value to the House

SINCE a year ago, when this paper advocated better recognition of senior travellers, owing to the important cog which the efficient traveller is in the wheel of business, there has been a marked tendency to do just that thing. The salesmen on the road in many cases this year have better contracts than they have ever had before.

There is somewhat of an analogy between the members of the teaching profession and the commercial travellers. Neither have had the full recognition that they deserve in regard to the real importance of their place in the world. Teachers are beginning to come into their own, and, happily, so are the salesmen on the road. They are more than salesmen. In many cases they, too, are teachers; mentors to retailers who value their counsels.

This whole question should have increasing consideration by the directorates of large concerns employing many travellers, and by smaller manufacturers or jobbers with few, or perhaps only one or two men on the road. If a man possesses the personality and selling ability that peculiarly fits him for the work of representing a house on the road, is it not clear that it would be the part of wisdom to unfold before him a future as a travelling salesman that will assure prospects every bit as good as if the traveller were to begin with and ever keep in his mind the idea of eventually leaving the road, succeeding to the position of sales manager or some other inside post. Many of them seem to look forward to this as being somewhat in the nature of superannuation.

In the first place they place a high value on the work they are doing on the road. They know their work is important. In fact many of them place a much too low value on the relative importance of the work of the executives in the offices at headquarters, having the idea that many of the latter are parasitical to a degree, thriving on the productivity emanating from the travelling salesmen. This leads to the necessity for a better appreciation all round as to the relative importance of all the constituent parts of a sales organization.

Too frequently "unseasoned" suggestions go out from the sales manager's office to "seasoned" travellers. Letters of the "hot-air" variety, or "pep" letters without practical ideas backing them up so as to appeal to the business sense of the traveller, are just so much wasted effort. In what has been written the writer has had the experienced traveller in mind. In the case of juniors on the road, there is of course far more reason for furnishing advice as to proper courses of action. That is part of the work of giving the beginner on the road a proper training. But this paternal attitude must be dropped as the travelling salesman matures in his work. The wise traveller, no matter how long his experience, will never resent being offered advice of a practical nature, and he wants to be kept posted as to affairs at headquarters, especially in their relationship to his work.

The highest possible degree of coordination between the house and the road force should be the aim of both so as to build a business bigger.

Somnolency Dispelled

The travellers who really know what's what, unlike the one-cylinder thinkers or the Sylvester Sounds among road men, fully understand that good strong advertising in the trade paper makes it easier for him to sell the goods thus advertised, because interest has thus been created in advance in the minds of the retailers who read the advertisements closely on account of the information they contain vital to their interests—news about new goods, new packages, new prices, or other important announcements. The dealers naturally are influenced by the advertising to the extent of being inquisitive about the goods. They want to see the samples and what better paving of the way could be desired by any traveller with horse sense?

There is in the minds of some travellers a lukewarmness regarding trade paper advertising because they are suspicious of the firm's motives in doing it. They imagine it is done to "pick off" mail orders from customers who would otherwise wait and place the orders with them.

As already intimated, this advertising does not work out that way at all, but makes customers better acquainted with the house and its lines, and consequently more anxious that they would otherwise be to inspect samples when the road men arrive.

There has in recent years been a wonderful enlightenment evidenced in the minds of travelling men, and some who previously were antagonistic, or, to say the least, comatose in their attitude toward trade paper publicity, now support it most enthusiastically, because they have become sensible to the great help in selling that they derive from it, just as, in like manner, this publicity is equally helpful to the retailers from the standpoint of buying.



Ideas From Travellers

Each time a traveller calls at your store you should make it a point to get some new idea from him based on what the traveller has observed in the stores of other dealers. If the traveller can't pass in something of this sort—well, he doesn't amount to very much, does he?

You can learn much from the really efficient travelling salesman. His is an honorable vocation. In cultivating him, you serve yourself. Frequently he can give you much valuable information as to styles, conditions of trade, prices, etc., which you could secure in no other way. Remember, you can hardly know whether he has anything you want until you have given him an opportunity at least to tell you what he has. Cultivate him—it's good business to do so.

SALESMEN CONVENE

At the convention of the travelling salesmen of the Harold F. Ritchie Co. of Toronto, Mr. Ritchie, speaking of "Salesmanship" spoke of what a salesman owed to his customers, and what a salesman should always remember in regard to his manner of approach and general handling of customers.

A great deal was said about courtesy, a salesman's appearance, getting a customer's order, and his signature, and presenting his merchandise in a way that would lead to satisfaction, and above all, not to misrepresent. It was clearly pointed out to the salesman that he and his firm represented purely and simply a link between the customer and the manufacturer, and that it was necessary for the salesmen to keep clear of allowing a customer to get any wrong ideas as to deliveries, packing, quality of merchandise and all of the many complaints that customers might easily have.

Merchandising, Buyer Power and Turn-Over; Business System that Gives Daily Record of Stock on Hand, Volume of Business, Profit

Thos. A. Sharp, Vice-President and Treasurer of W. E. Preston, Ltd., Midland, Outlines Scientific System That May Be Applied to One Line of Goods or to Departmental Store — How Purchasing Power of Each Month May Be Ascertained— Expenses and Profits Carefully Watched

"MERCHANDISING, buying power, turnover, etc.," was the subject of an address at the Convention, by Thomas A. Sharp, vice-president and treasurer of the W. E. Preston Co., Ltd., of Midland. Mr. Sharp has devoted a number of years to a minute study of scientific merchandising of business; and in the course of his very instructive address, he outlined a system that could be applied to a store handling one line of goods or to a departmental store. The operation of the system as it works out acquaints the proprietor of the store or the manager of a department with the most detailed information daily of the stock on hand, the volume of business during the day, and the profits made.

System Divided in Two Parts

The business system, as outlined by Mr. Sharpe, is divided into two parts—Buying and Sales. Several printed forms accompany these divisions, forms which are for the recording of data with regard to the different phases of the business. In giving a concrete example of how the system is operated, Mr. Sharp assumed that he started in business on the first of January, 1920, and on the first of January, 1921, wanted to have about the same stock on hand as when he started, namely, $16,000. His aim for the year was to have $50,000 sales. The expenses for the year were tabulated as follows:

Salesmen (including your own salary)	$4,000
Delivery	500
Advertising	1,500
Fuel	200
Rent	1,200
Insurance	300
Light	100
Stock guarantee (fund for stock shortage)	750
Taxes, general and overhead	2,950
Total	$11,500

In the matter of salesmen's salaries, Mr. Sharp urged that your own salary should be included in this and should never be less than ½ per cent. of sales for the whole year. Advertising, he said, should not be less than 2 per cent. of sales as a minimum which should repay one hundred fold. Insurance should not be less than 2 per cent. of stock.

Cost of Doing Business

Dividing the $11,500 into the $50,000, Mr. Sharp estimated that, on this basis, it would cost about 23 per cent. to do business. There must be a mark-up of 30 per cent. to give 7 per cent. net profits. On handling $50,000 sales, therefore, 30 cents of every dollar would be for business expenses, etc., and 70 cents for re-investment in stock. On this basis, $35,000 worth of merchandise would be bought during the year.

Sales Estimated During the Year

On this basis, Mr. Sharp showed a table illustrating the buying power and sales, month by month, during the entire year. The table was as follows:

	Selling.	Buying.
January	$1,800	$1,200
February	1,500	3,800
March	3,500	5,000
April	4,000	3,600
May	6,000	2,400
June	4,500	1,800
July	4,000	1,200
August	3,000	1,600
September	4,200	5,000
October	6,500	5,200
November	5,800	2,400
December	5,200	1,800
Total	$50,000	$35,000

Mr. Sharp suggested that this table should also contain similar columns for the previous year so that comparisons could be made from year to year. In giving orders for goods, it was strongly advised by the speaker the proper order forms should be secured and that merchants should not fall into the habit of taking the travellers' word for them. Such orders should be compared with the monthly estimate made at the beginning of the year and should be charged up against the month when the goods have to be delivered. Not more than 60 per cent. of goods wanted for season should be included in placing orders; the remainder should be left for sorting.

How to Watch Sales

Suppose the sales for one month should exceed by, say, $600 the estimate for that month? This amount could then be added to the yearly estimate of $50,000 and the buying power of any one month might be increased by 70 per cent. of that much. On the other hand, there might be a succeeding month when sales were under the estimate, and this amount would, in turn, have to be deducted from the yearly estimate and the buying power of one month detracted from to that extent. Under-sales must be watched as closely as over-sales.

Watch Expenses and Profits

Other forms shown by Mr. Sharp illustrated the manner in which the various expenses in connection with the business were tabulated. These were on a form labelled "Make-up of purchases for the month"; and the items were invoices, charges, freight, express, duty, transfer, total.

Another form was a "Synopsis" based on a 30 per cent. mark-up with columns for Cost and Retail. By this form the per cent. profit for the month could be reckoned and if this percentage was too high, it was an indication that the marking was too high and that danger arose of a competitor getting the business. On the other hand, if it was too low there must be a leakage somewhere and money was being lost.

How Expenses Are Figured

Mr. Sharp included in store expenses, travelling, delivery, depreciation of fixtures, advertising, bad accounts, fuel, rent, light, stock guarantee, taxes, wages, office, and general expenses account which might be made up of little amounts laid out of hand and too often not included in the expense account of the month. To the merchant handling only one department, this system would be very simple; if the store were departmentalized, the total could be controlled departmentally according to the percentage of stock carried in each. It was advised by the speaker that any merchant doing over $50,000 worth of business during the year should departmentalize his business as there were bound to be leaks somewhere and this would be the best way of checking them.

Controlling Ledger

The last form of the system was the "Controlling Ledger," which gives a summary of Purchases, Expenses and Sales and showed the balance. The proof of the system was that the monthly synopsis balance would tally with the controlling ledger balance, and thus prove that the month had been worked off correctly.

Mr. Sharp was good enough to state at the close of his address that if any of the readers of MEN'S WEAR REVIEW desires to further consider the different parts of this "Retail Business Control System," they might communicate with him at Midland.

Bankruptcy Act Masterly Piece of Legislation; Its Features Ably Outlined by T. W. Learie

Convention Listens to Able Exposition of One of the Best Bankruptcy Acts in the World. Provides for Honorable Discharge of Bankrupt—New Status of Landlord Defined—Things to Avoid Once Declared a Bankrupt — Other Features of New Act

"It is peculiarly significant, however, that in these days of governmental paternalism, when everybody is prone to think everybody else is a profiteer, when such thorns in the flesh as the Board of Commerce should be causing us all more or less worry, and which has proved and is proving so upsetting to the whole commercial community throughout Canada, that I should be asked to speak upon the Bankruptcy Act. I do not know that your secretary correlated the conditions to the subject, but if he did and the present state of things is to be continued and industry is to be left to the absolute autocracy of two lawyers and a labor man to be pestered into insolvency, then the coming into effect of a Bankruptcy Act in Canada on July 1st, 1920, is not any too soon.

"Personally, I am out of all patience with the present efforts of the Government and its instrument, the Board of Commerce; and I am frankly alarmed for the clothing industry if such a state is to be continued. The Board has now been operating several months and nothing has had greater investigation than the clothing trade. Surely ample time and opportunity has been allowed to prove profiteering. If there is no such thing in Canada, and I confessedly believe that there has been no such thing in our industry, then let the Government say so. The policy of suspense which leaves the trade under public suspicion is unfair and should be ended. If the Board of Commerce hopes, by its actions, to embarrass merchants and manufacturers and by creating insolvencies reduce the cost of living on the principle of the greatest good for the greatest number, it may see its object attained with disastrous results to the whole fabric of commerce. Then, therefore, a knowledge of the Bankruptcy Act will not be amiss."

CANADA'S new Bankruptcy Act was very ably expounded at the convention by Thomas W. Learie, of W. R. Johnston & Co., Ltd., of Toronto. Every phase of interest and importance to the retail clothiers of Canada was gone into and explained by Mr. Learie. Through the mass of detail, he guided his audience and at the conclusion of his address they felt that they had a good working knowledge of an act that is described by some authorities as being the best of its kind in the world to-day. After tracing the history of bankruptcy legislation in Canada since Confederation, Mr. Learie dealt very particularly with the new Canadian Act.

"The history of the present Bankruptcy Act is brief. In 1913, in certain of the Bar associations of Canada some discussion and agitation took place relative to correcting the existing conditions by the passage of a Dominion Insolvency Law. Simultaneously, the Canadian Credit Men's Association, which had been formed some three years before, realized that if such legislation was to be passed, it would be inadvisable that it should be left entirely to the mercies of the legal fraternity, fearing that it would be drawn largely from their point of view and possibly that it would follow pretty closely the English Act. It was felt that if Canada was to have such legislation it should be developed and drafted by men acquainted intimately with the commercial and industrial conditions of the country, and that while, in the main, it should follow the best of provincial legislation it should be suited to meet the widely diversified need of our extensive country. The fundamental things demanded by credit men and merchants generally were that it should be a bill that would produce uniformity in insolvencies in Canada, that it should be sound in the principles of law and equity, that it should be operative under low costs and that it should be reasonable and prompt under administration." Mr. Learie went on to say that the chief credit for the bill was due to Mr. Harry Grundy, of the firm of Pitblado, Hoskin and Grundy of Winnipeg, who spent some eighteen months in drafting the bill.

To Do Essential Things

"The bill," continued Mr. Learie, "seeks to do the essential things and to do them without the establishment of new courts or a new judiciary. Its sane and reasonable provisions have secured it general endorsation and commendation from the business public generally. Perhaps I should here pay tribute to the Retail Merchants' Association, who were deeply interested in the bill and who materially facilitated its passage through the house.

Divided Into Eight Sections

"The bill is divided into eight sections, embodying ninety-eight clauses, with many sub-sections:

"1. Bankruptcy and receiving orders.
"2. Assignments and compositions.
"3. Trustees and administration of property.
"4. Creditors.
"5. Debtors.
"6. Courts and procedures.
"7. Supplemental provisions.
"8. Bankruptcy offences.

"Dealing with all these there are three fundamental provisions in which you are specially interested:

"1. Compulsory liquidation.
"2. Voluntary assignment.
"3. Discharge for honorable debtors.

"Heretofore in Canada, except in the Province of Quebec, it has been impossible to compel or force a merchant into assignment. Other and costly means were required to get possession of his estate for creditors. Now it will be possible to force bankruptcy without the entailing of excessive and unreasonable costs. This is most important.

"Under no other law of bankruptcy of which I have knowledge is the right and privilege of voluntary assignment retained. The retention of this privilege is a new departure and was so realized by the legislators.

"No law in Canada provided for discharging an honorable debtor, and the commercial interests especially felt that this omission from our laws alone demanded bankruptcy.

Causes of Bankruptcy

"The act provides that the causes which constitute bankruptcy, or for a man's making a voluntary assignment, are for a debtor to make an assignment, give a fraudulent conveyance or a fraudulent preference, abscond, leave an execution unsatisfied, whose goods are seized and sold by the sheriff, whose statement shows insolvency, who attempts to defraud the creditors, or who makes a bulk sale without conforming with any Bulk Sales Act applicable to any Province in which he may be transacting business. If a debtor commits any of these offences and any creditors or combination of creditors have claim for $500 or more, such creditors may make application for a receiving order. The Bankruptcy Act does not apply to any whose debts are under $500 and it is not applicable to wage-earners getting $1,500 per year or less or to farmers.

Presents Bankruptcy Petition

"Having committed an act of bankruptcy, the creditor may present a bankruptcy petition to the court, the Supreme Court of Ontario, as against the debtor, and ask an order. Attached to the petition shall be an affidavit proving knowledge of the facts and proof of the debt. If satisfied, the court may grant the order and adjudge the debtor a bankrupt, or dismiss the petition, which may leave the applicant open to libel action, or grant a stay of proceedings. Once a petition is presented it cannot be withdrawn without special permission from the court.

"If the court grants the order, the debtor is adjudged bankrupt and all his property of which he might then be possessed or which may devolve on him by legacy or gift up until his discharge is placed under the custody and administration of a trustee for and on behalf of creditors. You will notice that this covers all his property up until his discharge. He is legally known as a 'bankrupt.'

Can Make Voluntary Assignment

"If the debtor himself realizes insolvency and desires to save his creditors expense and delay, he may make, without the necessity of a court order, a voluntary assignment, and the act differentiates between the involuntary and voluntary action by designating the former a bankrupt and removing

that odium in the case of the latter by legally terming him an 'authorized assignor.' Likewise the trustees to whom the authorized assignment is made become the custodians of the debtor's property for the benefit of the creditors, but should any property devolve upon the authorized assignor between the time of his assignment and discharge, either by legacy or gift, it remains the debtor's property, for his sole use and benefit. In other words, he only assigns property which was in his possession up to the time of his assignment, whereas the bankrupt's property is assigned up to the date of his discharge.

"As is the case to-day, in liquidation proceedings, receiving orders and authorized assignments will take precedence over all attachments for debt, except those actually completed by payment, subject to the cost of the first execution creditor.

Machinery for Compositions

"In addition to providing for involuntary and voluntary liquidation, the act provides machinery for handling compositions, extensions or schemes of arrangement. The debtor prior to or after entering bankruptcy may request an authorized trustee to convene his creditors for the purpose of offering a settlement or getting an extension. He must submit a list of creditors, a statement of his affairs, and his proposition in writing. If his proposition is acceptable to two-thirds of the unsecured creditors whose debts are proved, and if the court likewise approves, with certain exceptions, it is binding on all creditors. Before consenting, the debtor must put up security with the trustee for an amount not less than fifty cents on the dollar on his provable unsecured debts. The court on granting a settlement may annul a bankruptcy or authorized assignment. Provision is made for the enforcement of the provisions of the settlement and for default."

Appointment of Trustees

Mr. Learie outlined the procedure in appointing trustees who are required to put up security of $10,000, and whose jurisdiction is confined to the districts in which they do business, except when a debtor's property is outside that district. "The trustee may do anything the debtor could legally do. He can carry on business. He can permit the debtor to remain in charge. He can sell property, accept security for debts, mortgage or pledge property for loans, compromise debts, insure property and collect insurance, sell patented articles, bring, institute or defend legal actions, but many of these can be done only on the written authority of the inspectors. His remuneration is limited to five per cent. of the cash receipts and his solicitors' expenses are limited to a like amount. These are features of the bill to which, in these days of high costs of living, some exception is being voiced. My own opinion is that the limitation is low, as some estates cannot possibly be handled in either instance for the amount specified. In my judgment, the matter of fees should have been left with the inspectors for the creditors. Trustees are compelled to report the status of any estate on demand and see that dividends are paid periodically and with all possible dispatch.

Securities, Settlements, Preferences

"In the matter of securities, settlements and preferences, the Act has many improvements. Under it a secured creditor having his security direct from the debtor is compelled to place a value on it. If not realized on or surrendered inside thirty days, he places his value on it with the trustees and files for any balance against the estate. The trustee may redeem it on payment of its assessed value and not plus 10 per cent., as heretofore. This is a most desirable change.

Definition of Property

"In the definitions 'property' is given a very wide meaning, and if a debtor becomes bankrupt or insolvent and a year before he made settlement by way of transfer of property to another, it is void as against the trustee, and if he becomes bankrupt within five years, it is void unless all the parties claiming under the settlement can prove that the debtor or settler was in a position to pay all his debts in full at the time of the transfer without involving the property covered by the transfer. The Act aims to stop debtors transferring property merely for the purpose of preserving it.

Marriage Contracts

"Marriage contracts have been one of the banes of liquidation proceedings in Canada. The Act provides that any marriage contract or covenant for future payment of money or property from a debtor to his wife, or vice versa, or to children, or for any future settlement of such relatives wherein the debtor at the date of his marriage had not any interest therein or any estate, is declared void against the trustee until all the claims of creditors have been paid in full. Payments and transfers of property to such relatives are subject in some instances to proof of certain facts, and if the facts are admitted, then such relatives may rank as creditors.

Position of Landlords

"Landlord's rights under this Act are very materially changed, and he has not the wide privileges that he formerly enjoyed. In Canada we do not regard the landlord in the same sacred light as he is regarded under the British law, and the Bankruptcy Act materially changes the status of the landlord in all the Provinces so far as bankruptcy is concerned. The landlord may not distrain once a man has been adjudged a bankrupt. He is given priority not exceeding the value of the distrainable assets and not exceeding three months' rent accrued prior to the date of the receiving order or authorized assignment. If any additional amount is owing to him he ranks as an unsecured creditor. If there is a lease, and it provides for accelerated rent, he cannot get more than three months in advance. The trustee is compelled to pay the landlord for the period he occupies the premises after the receiving order or authorized assignment and he may elect either to retain or give up the premises and lease, and he must do this within a month.

The Discharge of Bankrupt

"There are many other important features of the bill and it would be advisable for all merchants to become acquainted and have a better knowledge of bankruptcy; but the last vital item which we have the time to deal with is the question of the discharge of the bankrupt or the assignor. The sections covering this phase of the bill are almost exactly the same as applied in the English Act. It will not be easy for debtors to secure a discharge, the legislators believing that this is a great privilege and benefit and they have provided machinery to safeguard it. The result will be that hereafter a business man will be honest and careful in his business dealings and methods not only because it is right and proper, but because it will, in the event of difficulties, pay him. The debtor is compelled to make application for his discharge, but he must not do this until three months have elapsed from the date of his bankruptcy or authorized assignment. He must produce a certificate from the trustee giving the names and addresses of his creditors. The trustee is compelled to give creditors fourteen days' notice that the court will hear the application of the debtor for a discharge, and must furnish to the registrar or court official a report as to the conduct and affairs of the bankrupt or assignor. The court has the power to grant or refuse a discharge or to suspend discharge, or to make it conditional, but it is expected that no discharge will be granted until the creditors have been paid an amount not less than fifty cents on the dollar, and the court may order that the discharge be granted conditional upon the fifty cents, or any other stipulated amount, being paid out of future earnings or after-acquired property, and it may modify the amount to be paid to the creditors providing the circumstances warrant. Simply because the court grants an order does not release the debtor from any debt which may be owing to the Crown, or for any debt arising through a breach of statute, unless such is consented to by court specifically. It does not free him from a debt incurred by fraudulent means or from certain other illegal actions, nor from any debt owing for the necessaries of life, the court having in all cases the right to order payment as it deems expedient."

In conclusion, Mr. Learie enumerated a list of things to be avoided once a man has been declared a bankrupt or authorized assignor. They are:

1. Practising fraud on trustee.
2. Failing to turn over all property, assets, books, documents, papers.
3. Concealing any debts due him.
4. Removing property to the value of $50 or upward.
5. Knowingly making a false statement.
6. Permitting a false debt to be proved.
7. Preventing the production of any document, paper, book or writing covering his affairs.
8. Concealing, destroying or mutilating documents.
9. Making false entries in his books, relating to property, etc.
10. Attempting to account for his position by fictitious losses or expenses.
11. Obtaining property by fraud or false representation and not paying for same.
12. Pawning, pledging or disposing of property obtained on credit unless it is in the ordinary way of business.
13. Guilty of any fraud in obtaining the consent of his creditors to an agreement.
14. Giving an agency of any kind false statement of his position for the purpose of securing credit.

CANADIAN TEXTILES CHEAPEST IN WORLD

A. R. Auld addresses dry goods section of Toronto Board of Trade.

In a recent address before the Dry Goods section of the Toronto Board of Trade, A. R. Auld, the retiring chairman, declared that Canadian manufacturers who had been able to manufacture their goods from the raw materials had placed their goods on the market at lower price than had the manufacturers anywhere else in the world.

"The market is shorter of goods than it was twelve months ago," declared Mr. Auld. "Large stocks manufactured (and in store twelve months ago) for the armies have been converted and consumed by the civilian trade."

With regard to silk in its various forms, Mr. Auld said that prices have advanced in greater ratio than perhaps woolens or cottons, but in spite of this the demand far exceeds the supply.

Mr. J. A. Catto was elected chairman for the local Dry Goods section for 1920, and Mr. F. G. Morley secretary-treasurer.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

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EFFICIENT SALESMANSHIP

EFFICIENT salesmanship is one of the most important factors in the making of a wide-awake business. Whether you are the owner and sole operator of your own little store on the corner, or whether you have an executive staff of hundreds and a general staff of thousands on your weekly pay roll, it is equally important that you study your sales force, with a view to improving the weak points and making stronger the features that have already proven their worth.

Practically all the large departmental stores now pay high salaries to people who devote their whole time to this feature of the business. These efficiency experts lecture on the art of salesmanship, and give practical courses of instruction—the advantages being within reach alike, of the parcel clerk and the head of the biggest department in the store. Any clerk who wishes to improve his position can do so (with the help of the efficiency expert), via the route of better service to the firm. This, of course, obviously points to better and quicker turnovers for the business. But sales force is not confined to the personnel of the sales staff—good advertising and artistic window displays are as much a part of the scheme as the reliable manager, the clever sales clerk, or the smart parcel boy. The telephone, too, can be made one of the best factors in this combination of efficiency which spells better business. Don't overlook the article in this issue on "Making the Telephone Give Service."

CIRCLES WITHIN CIRCLES

THE gap between supply and demand grows wider. Alas! The consumer is fretting because her tailor has indefinitely postponed fittings of her new suit. The very much worried tailor has appealed in vain to the retailer, and the retailer has pleaded long and eloquently, but without avail at the jobber's door. For the jobbers' shelves are very much in the condition of Old Mother Hubbard's cupboard—and the jobbers realize that there is no use hunting and fussing about, so they sit patiently as it were, in spite of the din of protest arising on all sides and wait for shipments that are months late in arriving. The mills are having their own troubles, of course, with the shortage of help and raw materials. And yet there is consolation to be found amid all this chaos. If materials arrive several months too late to be of any use to the spring trade, at least they are ordered and there is the pleasant prospect of a new suit before the cold weather sets in next Fall!

SHORTAGE NO MYTH

THERE is no doubt about the shortage—it becomes more apparent almost hourly. Large retail businesses that have hitherto done their purchasing through their buyers direct from the mills are now appealing persistently to the jobbers for help. The jobbers in Toronto, Montreal and in the West, all state this to be the case, and declare that big departmental stores that never call upon them under ordinary conditions, are being forced to beg for odd pieces here and there among the jobbers.

The jobbers are in a position to be quite independent and are showing no disposition to accommodate these casual callers, even if they had the goods in large quantities, which they have not—for the jobbers take the stand that they must look after the needs of their regular customers first.

BRIEF EDITORIAL COMMENT

AN advertisement in a Toronto daily reads: "Dresses made from eight dollars." A reader points out: "They're going up every day."—And isn't it fortunate we have no eight-dollar bills!

* * *

ROBBERIES in clothing and haberdasher stores seem to be on the increase. In many sections of Canada, hard times accompanied by a good deal of suffering, seem inevitable; and men will steal when they are fighting the wolf from the door. But that is no reason why the doors should not be securely locked.

CANADA MUST PREPARE

INDUSTRIAL recuperation of the Belgian industries is becoming daily more apparent, according to M. N. Diepart, Government Inspector of Industries. In a recent interview given in Brussels, M. Diepart said that the workers in the woolen industry were working in 24-hour shifts. He stated that like everyone else in Belgium, the great manufacturers of soft goods were awake to the possibilities of export and fully realized that the only hope of adjusting the present adverse rate of exchange was by concentrating on export.

This same sound philosophy applies equally to Canada with regard to the exchange that she has to pay up when she does business across the border. Mr. John O'Connor, of the Murray-Kay Company presented this same logical argument in the course of a most enlightening address before the Women Designers' Club in Toronto this month, on the plight of the Canadian dollar. Its recuperation could only be assured by a united and universal determination on the part of the people of Canada to buckle down and increase production as if their lives depended upon it. This would eventually enable Canada to export more extensively and ultimately tell a different story from the present one of the adverse rate.

NO IMMEDIATE DECLINE

SEVERAL prominent men in the trade have expressed themselves as being very indignant over certain false impressions conveyed in a recent lecture to students at MacMaster University, Toronto. During the course of his address the professor saw fit to predict a fall in prices as early as June or July. The men who are conversant with dry goods markets the world over declare that there will be not the slightest chance for a decline in prices for months—one veteran in the business said for at least two years—and all agree that there are likely to be several advances before a substantial decline can be hoped for.

THE CANADIAN FUR SALE

THE importance of the fur auction at Montreal this month is being universally recognized. American papers have been filled recently with advices as to dates of sales, and the quantities and kinds of skins being offered, and the Canadian press has expressed wide-spread satisfaction that the sale which has been dropped for over half a century is at last being made an up-to-date business enterprise. The fur men realize that there is a great deal at stake and that the undertaking is a big one and if rightly handled will some day be a gigantic success. But they also realize that the outside world will find no better furs on the continent than those which are to be exhibited for sale in Montreal the week of March 22nd, and the fur men in Canada have every reason to enjoy confidence in the new venture which should have the best wishes of every one in the Dominion, in or out of the trade. There are some splendid features in connection with the auction—80 per cent. of the world's fox skins, it is reported, are to be gathered for this event in Montreal, representing over one million dollars, and, these include a wonderful collection of silver fox skins from Prince Edward Island. Over 300,000 muskrat skins will be shown, 22,000 mink skins and 16,000 beaver skins. All the dealers are very enthusiastic over the establishment of the sale which they say should have been in operation for years past. Without it Canadian dealers have been obliged to cross into the United States to purchase the finest products of their home stores.

Cotton Being Made in Linen Factory

Conditions Very Bad Owing to Decrease of Imports From Belgium, Holland and Russia

F. Paterson, linen buyer for Murray Sons, Ltd., Hamilton, arrived home this month after a two months' buying trip in the British Isles. Mr. Paterson visited London, Belfast, Glasgow, Edinburgh and Dumferline and made large purchases of cotton, wash-goods and linens. He has secured in particular a very fine range in colored wash goods and voiles for this season, which, he remarked, are a little higher priced than last year. It was in Manchester, where he made an extensive survey of the mills, that Mr. Paterson secured a large assortment of cottons.

Linen prices, he said, have jumped 50 per cent. on the British market since last year, and buying is extremely difficult. Nevertheless, the buyer has been able to secure a very fair amount for the coming season, and a particular line is in the aeroplane linen, in natural shades, in fancy pieces for napkins, centre pieces, etc. Linen in Scotland could not be produced at all, said Mr. Paterson, and in one of the largest linen factories in Dumferline nothing but cotton is being made. In all linen and cotton establishments it is expected that an increase of 25 per cent. will have to be given to the employees, which will not ease the situation.

It was in Belfast that Mr. Paterson did his extensive linen buying, but the Irish linen situation is very bad. The decrease in imports from Belgium, Russia and Holland is responsible for this.

"CHAT"
A New Booklet

"Chat" is the title of a very smartly edited little booklet being published by the Voss and Stern Company of Fifth Ave., New York, one of the big merchants in laces, embroideries and novelty cotton fabrics who practise up to date advertising methods. "Chat" makes its bow this month and has come into existence for the purpose of condensing live news items gathered from all reliable sources and serving them up in interesting abbreviated form to the trade.

Besides serving to advertise the merchandise handled by Voss and Stern, "Chat" tells of the latest New York theatrical productions and contains a well written letter on fashions. Talks on retail salesmanship are also promised. It is to appear once a month.

Cotton Growing in the Soudan

Experiments in Mesopotamia and Bagdad a Success

Returning to England from an investigation of the possibilities of Mesopotamia and the Soudan, made on behalf of the British Cotton Growing Association, Fred Hodkinson stated to the press that when these countries are opened up by canals and railways the growing of cotton under a system of irrigation offers excellent prospects.

The results of the experimental farms in Bagdad, Mesopotamia, and in the Amara region of the Eastern Soudan, he said, had shown a yield of more than double that in Egypt and three times as great as that in America. He expressed the belief that America would use all the cotton she grows, and therefore it was urgent that Great Britain should develop cotton growing within the Empire.

The Influenza Problem

Question of Aiding Employees During Illness

DURING the recent epidemic ebery employer has been faced with the question of how much he should be responsible for the payment of his employees' wages during illness. Some have had a permanent system which has dealt with the matter without difficulty. Others, without a permanent welfare bureau have been forced to devise means on the spur of the moment for coping with the problem. "The Financial Post," giving an outline of several methods, says in part:

"One of the largest industrial companies in Toronto with a pay roll which contains approximately 2,000 names, has worked out a system which is satisfactory to both workmen and management. In case of the illness of the employee, payment of his wages during the period is stopped. A benefit fund has, however, been established, and each employee, after three months' service, contributes 25 cents per month. In case of illness he is paid $6 per week from the fund. When a workman fails to report for duty, after two days the company's nurse is sent out to investigate the case, and if she discovers the worker to be ill she renders first aid, and if necessary supplies him with soup and other food from the company's cafeteria. If the worker is married and has a family to support, and during illness his means fail, the matter is brought to the attention of the board of directors, who, if it is considered advisable, make a grant to assist him over the critical period. The employment manager is given charge of the money and he pays it out as the need arises. This money comes from the revenues of the company and the employee, on returning to work, is not required to make up the amount advanced to him. In case of prolonged illness the firm continues to advance financial aid from time to time. This particular company has cared for one of its old employees for the past fifteen years, and there is no possibility of his ever returning to work.

"One Toronto department store has adopted an even more generous policy on behalf of its employees. While technically payment of salaries during the period of sickness does not begin until the individual has been with the firm for six months and then payment is at the rate of half the amount of the salary, the management is guided entirely by the individual cases and the payments may vary from half to two or three times the amount of the weekly wage. In the case of serious illness where the patient requires to be sent to a hospital or where the services of one or more nurses are necessary, thereby creating an expense which the weekly wage is not sufficiently large to meet, the company considers the case, and if necessary makes the payments sufficiently large to cover the additional expense incurred. There has been no fixed policy adopted beyond that of determination to care for its employees to the best of its ability.

"To assist in this work a staff of nurses has been employed and motor cars are available for their use. They visit the homes of the sick employees and report on the condition as they find them. There is no benefit fund in connection with this institution and all payments on behalf of sickness are made from the general funds, the workers not being asked to contribute in any way.

Making Use of Your Trade Papers

Don't Try to Read Them All As They Come — Cut Out the Articles You May Need in the Future

SO many merchants say, "Yes, I know that trade papers are fine thinys, but I never get time to read them, and when I do pick one up it seldom has anything on the exact problem I'm trying to work out."

An answer to this complaint has been evolved by a retailer in Illinois, according to the "Merchants' Trade Journal."

His system is to glance through the trade journals as they come and cut out any articles which, by the headlines, he may judge to be interesting to him at any future time. These he files under different headings. Then, when he is working out some new plan on merchandising, advertising, etc., he has only to refer to his clippings on these subjects and find at once the ideas for which he is looking.

Following is his classification of subjects, but another merchant might develop them differently to his own advantage.

The first general heading is "buying." Under this come many subdivisions:

(A) Resident buying, buying in special lots, returning goods, and others.

Second comes "selling."

(B) Under this general heading can be placed many kindred subjects.

Third we have "store management."

(C) Under here the following were arranged: Competition, stock turns, compensation, accounting systems, pay rolls, overhead, collections, invoices, building up weak departments, help problems, merchandising, delivery.

Fourth was "store policy."

(D) Here were collected such articles as service to customers, atmosphere, adjustments, telephone orders, early price cutting, premiums, price maintenance, cash and credit, discounts, instalments, competitive prices, returned goods evil, one price policy, mail-order competition, free alterations, approvals, carry your own packages, trading stamps, gift certificates.

Fifth took up "retail advertising."

(E) This field took in: Co-operation with nationally-advertised goods, truth in advertising, space allotments to departments, out-of-town advertising, advertising for a new store, anniversary sales, fashion shows.

Next came "trimming."

(F) Numerous articles and illustrations on window and interior decorating and trimming as well as all sorts of displays were entered here.

Last was "miscellaneous."

(G) Which of course included everything not mentioned above. For example: Store leads, shop-lifting, detailed information culled from articles dealing with the particular merchandising of particular articles, until almost any article named had a similar clipping showing how this particular thing could be disposed of advantageously.

Shortage Becomes More Acute

Manufacturers Struggling to Get Supplies For Retailers — Demand Increases and Prices Continue to Advance—Shortage Complained Of at Every Turn—Situation Provides Continual Problem.

THE MARKETS AT A GLANCE

TORONTO, March 15—Sorting business in all lines is very brisk. There is not a single line of merchandise in the trade which is not in greater demand than there is supply to meet that demand. Manufacturers and jobbers alike are at their wits' end to get the goods that retailers are after; there seem to be two orders for every one piece of merchandise, be it cotton, woolen, linen, notion or carpet. DRY GOODS REVIEW is informed on every hand that retailers fully realize the situation and are doing their very best to protect themselves against prices that will be inevitably higher and to get goods that, in most lines, will be as scarce if not scarcer. American representatives of big firms from across the international border line are offering to assume 5 per cent., and in some cases 6 per cent. of the exchange rate on merchandise bought there.

COTTONS

One manufacturer's agent informed DRY GOODS REVIEW that there were signs of a weakening in the cotton situation in the United States. It does appear that there is some hesitancy on the part of the manufacturer to buy heavily on the cotton market at the present time and with conditions as they are. A statement has been issued by the Department of Commerce of the United States Government that the export of the raw cotton may be cut by 50 per cent. because England, with the exchange rate such as it is, will not be a heavy buyer. The British Government is also encouraging the growing of more cotton in Egypt and Mesopotamia. If this is the case, it means larger supplies for continental use.

This slight wave of caution, however, is not noticeable among the retailers, nor does there seem to be any reason why it should, because the manufacturers, if they are cautious, are looking ahead from a year to two years, while the retailer is living from hand to mouth and his worries are of the moment. In all lines of cotton goods business is very brisk. Goods are scarce and there have been slight advances on many lines even since a month ago. Fall prices for staple lines manufactured by the Canadian mills are promised by the end of the present month or early in April, at the very latest. Deliveries from the Canadian mills are still poor.

WOOLENS

Bookings for Fall in underwear, knitted goods, hosiery and sweater coats are exceedingly free and jobbers report that many of their lines bought for Fall are already sold up. It begins to look like as great a shortage for the coming Fall as there was last Fall.

In woolen dress goods, jobbers say that retailers are fully alive to the circumstances and conditions and to-day are buying lines that they would not buy a year ago. Tricotines, Jersey cloths and serges are very strong and plaids have been selling very freely, as high as $5.75. One jobber told DRY GOODS REVIEW that his estimate for Spring goods was 50 per cent. higher than last Spring and that if trade kept up as it had they would be hard up for goods in six months. A buyer who has just returned from England states that it is easy to buy goods if one does not mind paying the price or if there is no hurry for the goods. Increases between Spring and Fall are, he says, higher than they have ever been in any previous similar time. He has bought materials for 1921 and states that price tendencies are still upward with no prospect of them being anything else so far as he is able to see. There is the biggest scarcity in botany wools. The great advances have probably been in lightweight blacks which, in pre-war days, sold at 37 cents and are now selling for $3.00 a yard. Mixtures are selling at $2.75 a yard that would not even be looked at before the war. Jobbers say that Fall prices will be 20 to 30 per cent. higher than last fall.

SILKS

Japanese markets, which are very panicky, have recorded further temporary slumps in silk prices, but these have been offset by the exchange rate. There have been advances during the last month in a number of lines of about 10 per cent. Deliveries are said to be still very slow from the mills. Buyers returning from Europe state that French silks in the last six months have increased in value about 50 per cent. and that Swiss prices record about the same rate of increase. One manufacturer's agent with whom DRY GOODS REVIEW talked, stated that he believed there was a slight weakening in the United States market and that buyers were a trifle more cautious in buying for the future. Spot business in all lines has been very brisk and jobbers state that finer weather will make it even more so than it has been during the first half of the month.

LACES AND EMBROIDERIES

"Nothing but higher prices" seems to be the story with regard to laces and embroideries. Severe advances in cotton nets and cotton laces are recorded, these advances being about 20 per cent. over the prices a month or six weeks ago. Information from English mills is to the effect that the outlook for the future is even worse than it has been during the past few months and that it might be expected that deliveries will be worse from month to month. Cotton embroideries are also advancing somewhat in price. A line of cotton net that was quoted a week ago at

55 cents is now 65 and the manufacturer's agent was informed that if it is repeated it will be 76 cents. Sorting business is brisk.

DRAPERIES AND CURTAINS

French brocades, tapestries and damasks quoted to jobbers to-day show advances of one hundred per cent. over prices six months ago. Materials that were bought at 20 francs and are being repeated on are now quoted at 42 francs. There is a big shortage of all tapestry lines, the deliveries from the Canadian mills being about six months behind, while from the French mills they are nearer a year late. English tapestries are also very slow in coming in; samples that were shown nine months ago and from which goods were bought are not yet in. As an indication of how good business is, one jobber told DRY GOODS REVIEW that a certain line of French tapestries which came to hand a few weeks ago for the first time since the outbreak of the war was all sold up within a couple of weeks.

There is a particularly heavy buying movement among retailers of comforters. Many were left last Fall because they did not buy enough, thinking perhaps that another open winter was coming. They are not taking the same risk for Fall and Winter, 1920-21, and are buying heavily.

NOTIONS

Mercerized crochet cotton is now selling at $1.30 a dozen; a 20 gram at $2.40 and white and ecru at $2.50. The American crochet cotton is now practically off the market because of the exchange rate and the rapid advances that have taken place in these prices. Needle manufacturers who stated some time ago that the prices had reached the peak and could not possibly go higher are now handing out the information that there is an advance of about three shillings a gross paper. The supplies coming from the manufacturer to the jobber are not enough to meet the demands of the trade. Patent leather belts have advanced in accordance with the increased cost of the oilcloth. A 5/8 real leather belt is now quoted at $4.50. There is a good sale for them. Celluloid advanced 20 per cent. a few weeks ago with the result that barrettes and side combs have taken a corresponding advance. There will be no 5-cent cards of pins for Fall. Lines that used to be 3 for 5 cents will be 4 for 10 for Fall. Larger ones that were 4 for 10 cents will be 3 for 10, with no grey or amber to be had at any price for the present. November will probably be the first date when they will be available.

LINENS

There is yet no relief in sight so far as the linen market is concerned. Until the harvesting of the Irish and Belgian crop there can be no relief even of a modified nature, and this will only be a ripple on the surface because of the world demand for linens. The position in Russia is still very obscure and if there were any supplies of flax there they could not be moved out of Archangel until May or June. There has been a rumor that there are 40,000 tons of flax available in Russia if it could be gotten out, but this is not certain. There are more alarming reports that the roots even of the flax have been burned over during the wild excesses that have gone on in that country during the last two years and that it will be some years before quantities of any size can come out of the once fertile fields of Russia. There are estimates that it will be four years before supplies will be back to anything like normal. Retailers are trying to get goods with but little success. There is a strong probability that union goods will make their appearance on the market before long.

CARPETS AND RUGS

Manufacturers' agents state that there will be a tremendous shortage of carpets and rugs within a few months. As one agent said to DRY GOODS REVIEW, "People who come home from their Summer residences wanting to recarpet their houses will get a surprise." It is simply a matter of production in both the Canadian and the English mills. Both are booked up for the entire year and what they are turning out does not begin to keep up with the demand. Agents are refusing orders every day and must continue to do so for months to come. There is every likelihood that prices will continue to advance.

SOLVING THE H. C. OF L.

Asbestos as material for garments is the newest recommendation as a means for helping meet the high cost of clothing, according to the Ohio State Journal. If the material is adaptable for the many uses that are claimed for it we may all be clad in asbestos garments ere long. Experts say the material is capable of being carded and spun, quite as fully as silk or wool or cotton.

The long strands may be worked down until they would be suited for use in making the daintiest underwear. When spun in the right way it is suited for dresses and for all the articles of clothing that men and women require. It is fireproof, does not require quick replacement, would stand an unusual amount of wear and, presto, would help solve the laundry bill.

It may be cleaned and made good as new by merely being treated to a few minutes' suspension in a fire. A man may have a freshly laundered suit of clinging underwear each morning and still own but one suit.

The best part of the new goods is that it is promised to keep out all the stinging cold of winter and by the same token hold off the most searching and heated sun of summer. It promises much, as have many other innovations when first presented. How many may be enjoyed by humanity when the innovation is adopted remains to be learned farther down the road.

WORLD FACING COTTON FAMINE

British Industrial Authority Gives Reasons of Increasing Shortage

Recent London advices quote Director Ward of the Intelligence Department of the Federation of British Industries as stating that the world is on the eve of a cotton famine.

Mr. Ward, who has been engaged to make an exhaustive report on the cotton situation, says that reserves are nearly gone and that the danger line is in sight. He attributes the low stocks to several main factors, including the decrease in the yield in the United States, difficulties in expanding the output in Egypt, and irregularity in the production of the staple in India, as well as the increased demand.

Not Looking for Lower Prices; Labor, Fluctuation, Exchange

C. W. Cook, of Cook Bros. & Allen, Says These Three Factors Enter Largely Into Merchandising in 1920 — Profits Are Hard to Estimate — Looks for Big Business and Refused More Last Year Than They Took.

IF the retailer is finding it hard to finance his business and to so merchandise it that a fair profit may be the result of his labors, the man further back is not having it any easier. This law of compensation may bring him no relief; but, at least, there may be some satisfaction in it for the man who orders goods that fall short on delivery but run long on price. According to C. W. Cook, of Cook Bros. and Allen, Toronto, three important factors enters daily into their merchandising which make it difficult to determine profit; these factors are rapidly changing prices, uncertainty of the labor situation and probable fresh demands of labor, and, last but by no means least, the exchange situation. The first two of these factors may be said to work against the manufacturer; the third works either for him or against him, according to the place he buys his goods and whether he may be in a position to take advantage of the exchange rate that is favorable to him.

95% From the Motherland

If all Canadian firms in all lines of merchandise were placing their orders as Cook Bros. and Allen, the exchange rate that has been so against the Canadian dollar would not have occurred; but that is not always possible, by any means. During the war when it was almost impossible to get woollens from the Mother Land, Cook Bros. and Allen bought 75 per cent. of their goods from across the line; now they are getting 95 per cent. of their woollens from England. Mr. Cook told DRY GOODS REVIEW that they were not taking particular advantage of the exchange rate to order heavier than they normally would; in fact, he confessed to be rather at sea regarding the future. "I thought last Fall that prices could not go any higher," said Mr. Cook, "but they show a decided advance since then and where is the end to be? We need not expect that labor will be any cheaper, for with prices of all commodities the way they are, how can the laboring man live on less than he is getting?

Poorest Now Higher Than the Best

"The poorest on the market in woollens is now selling higher than the best used to sell at before the war," continued Mr. Cook. "While many of the things that enter into the manufacture of clothes have increased five or six times since 1914, clothing itself has only increased about 100 per cent. since that time. Sleeve linings that we used to buy for 16 cents are now $1.25; linens that we bought at 12 cents are now 65 cents. Cotton goods are about six times in price what they were in 1914. Silk sewings that formerly sold at $7.50 a pound are now $22.50 and we cannot place an order for more than ten pounds."

Profits Hard to Reckon

From this Mr. Cook went on to point out how difficult it was to reckon profits with the rapidly changing prices, the uncertain labor market and the exchange rate. He instanced a case of purchasing woollens from the Motherland on which there was an advance of two shillings a yard between the time of ordering and the time of confirmation, which time was only twenty-four hours. He did say this, however, that the confirmation price was final, and that the goods were delivered to him at that price. Deliveries might be slow, very often were, in fact; he had just received a shipment of goods that was due in October last, and he had known of goods three years late in arriving. But they always did arrive sometime. So far as labor was concerned, they never knew what a day would bring forth, but he was absolutely certain that there would be no decrease in wages this year. The exchange rate was now favorable to the Canadian buyer, and fortunate, indeed, was that man who could take advantage of it. It put him on a much better footing so far as competition was concerned. Mr. Cook did not overlook that fact, however, that the price of clothing was infinitely lower than it would be if it so happened that the exchange rate was the other way.

Treating Canada Well

"I think the British manufacturer is treating the Canadian manufacturer better than the manufacturer of any other country as regards price," said Mr. Cook. "I know this for a positive fact."

Looks For Big Business

In spite of all the difficulties that keep cropping up from week to week, Mr. Cook says they are looking for a big business during 1920. They have no difficulty in selling their goods; the chief difficulty is in filling orders. "Last year, we refused more business than we took and, then, we could not give our customers the service that we should," said Mr. Cook. He saw no evidence of a decline in prices, though he is wondering exceedingly how long the advances will continue.

Hope to Stimulate Declining Trade

American houses are feeling somewhat seriously the decline in trade of many of the Canadian retailers and manufacturers and wholesalers, due to the abnormal rate of exchange that has developed during the last two or three months. So unfavorable has this rate of exchange been that Canadian buyers have, wherever possible, ceased to buy across the borderline and have placed their orders with British firms. Difficulties are being encountered on all sides, however; buyers find that they are rather between the devil and the deep sea, because many of the English mills in all lines are filled up with orders for the remainder of the year and can give no satisfactory guarantee of delivery.

Representatives of American houses are offering to divide the rate of exchange with Canadian buyers on purchased goods. In addition, they suggest that the bills be not paid for at least six months, when, it is hoped, the unfavorable rate may have adjusted itself. The agreement is, of course, a gentleman's agreement on both sides. Though buying from many American houses has fallen off to a considerable extent, representatives of these houses are still paying their visits to Canadian buyers, thus keeping in touch with their former good customers.

In spite of the rate of exchange, however, there is still a considerable amount of buying going on in lines that cannot be purchased anywhere else.

FILM PROPAGANDA

A most interesting cinematograph firm showing the details of cotton spinning, manufacturing, warehousing, etc., has been prepared and was recently shown on the screen at the House of Commons. The film illustrates all the processes employed in the United Kingdom's great export industry, from the breaking of a bale of raw cotton to the completion of a ready-made garment. The film was taken at the Bannerman Mills, near Manchester, and is one of a number depicting British industries, which are intended for exhibition abroad.

War and Women Play Havoc With the Hat Manufacturer

Scarcity of Fur Due to Fewer Animals and the Fact That Fur From Full-Grown Hare Used for Women's Furs — Light-Colored Hats With Dark Bands for Fall — Prices Will Show Increase — British Houses Rationing Canadian Jobbers.

SUPERFICIAL people may too soon forget all about the war; but the men and women who are making and selling the necessaries of life realize full well that war and its results will be felt for years to come in a hundred ways of which the ordinary person never thinks. The hat industry to-day is being affected from two different angles by the war; it is being affected both from the manufacturing and the selling end. There is a vast shortage of raw materials used in the making of the hat, that is true; but there is also a shortage of production due to the fact that in many of the centres of England where the hat is made, laborers are not working as they did before the war.

A Good Story

Mr. Dineen, of Ansley-Dineen Hat & Fur Co., Ltd., Toronto, recently returned from a trip to England. Walking down Piccadilly or Leicester Square these days, he said, reminded him of being in Washington a few years after the American Civil War. He and his father were walking along the street when two burly negroes came along and pushed them off the sidewalk. That was their idea of the freedom they had gained. Well, so Mr. Dineen's story goes, in England to-day there are laborers something like that. Before the war they were making two pounds a week; now they are making nine or ten. And when they have made it, they buy a new outfit, spats, cane and all the other impedimenta of the fashionable set, and set out for London's Piccadilly and Leicester Square, there to parade the new affluence into which they have come. In the meantime, the world is calling for goods and still more goods; but the machinery that makes hats, instead of working at feverish haste, works when the worker wants to work. Mr. Dineen does not tell the story by way of criticism; he frankly confesses that he would probably do the same thing himself.

Shortage of Raw Materials

But there is also a great shortage of the raw material used in the making of the soft hats. This shortage is due to two causes; one is war and the other is women. The fur of the full grown hare has always been used for this work. Now, there is a big shortage of hare, particularly Belgian hares. The war resulted in a partial wiping out of the species. But even such quantities of fur from the full grown hare as are now obtainable are being devoted to other uses. Here, the women come in to the game and, unknowingly, increase the cost of living to the other members of the household. She must have her furs, no matter what happens to the uncovered head of mere man. The result is that the fur used for making hats has to be taken from the pups of the hare species. It takes much more fur to make a pound, that is, more animals are required to make up the pound; and the animals themselves are scarcer. That, in brief, explains the shortage of raw materials.

Returned Soldiers Demand Small Hats

So far as the selling end of hats is concerned, here again the war has tremendously affected it. Between 300,000 and 400,000 young Canadian men went overseas. They wore small hats and they saw small hats, and now that they are home they want small hats. Retailers, so the wholesale houses say, are constantly writing in asking when they might expect a delivery of small-shaped hats, because young men are asking for them. For fall, the small-shaped hat will be particularly good, according to information which DRY GOODS REVIEW is able to get. There is also a big demand being made for Christie hats and jobbers are unable to get near the quantities they want to satisfy the trade.

Tremendous Business in England

Mr. Dineen stated to DRY GOODS REVIEW that a tremendous business in hats was being done in England. Not only are the Scandinavian countries purchasing all they can possibly get, but the exchange rate in the United States has resulted in orders for Fall being about ten times greater than they were a year ago. When the American buyer realizes that he pays only 60 shillings for 100 shillings' worth of hats, he knows he is getting a good bargain and he is trying every conceivable way to double up on his orders in spite of the fact that he is being rationed. British houses are giving strict attention to orders from Canada and the United States, too(because they know that when continental countries get back to normal, the Scandinavian business will drift back to them; in the meantime, they are expecting to hold a good share of the new business from Canada and the United States.

Offering About 20 Per Cent. of Normal

Mr. Dineen stated to DRY GOODS REVIEW that the largest hat manufacturer in the British Empire has just written him and offered him for Fall about 20 per cent. of the normal quantities he usually bought from them in soft and stiff hats. All other British manufacturers are doing the same thing.

Prices For Fall

So far as prices for Fall are concerned, Mr. Dineen said they could not get them yet. They were buying their stock at open prices. His belief was, however, that Canadian hats would sell to the trade at about $47.50 per dozen, which is a jump from $37.50 last Fall; English hats would be about $60.00 a dozen, where they were $48.00; and American hats would show about the same increase.

Light Colored Hats to be Good

Light colored hats for Fall and Winter, he believes, will be very good; and, contrary to general custom, they will be worn with the dark bands. There will be a good run of velours at very high prices, and rough-finished hats that look somewhat like the velour will also be good.

TETILE INDUSTRY CENTRE

An advice from Montreal says that it is understood that two new textile industries are locating in the Eastern townships, a locality fast becoming a centre for the textile industry. One of the new concerns will be located in Drummondville, and the other, the Canadian Manhasset Cotton Co., Ltd., will be at St. Hyacinthe.

CHANGE IN ST. JOHN BUSINESS

C. J. Bassen of St. John, N.B., is taking over the dry goods business which has been operated by N. J. LaHood for twenty years at the corner of Hanover and Brussels streets. Mr. Bassen's former business will be taken over by the former manager of the Fairville dry goods store, Mr. J. Bassen, the transfer going into effect on May 1. The two big stores will co-operate, it is reported, to give their customers the best possible service.

RETIRES OWING TO ILL HEALTH

Owing to ill health Mr. M. Carriere, dry goods merchant of Hull, Que., has been forced to give up business, and has disposed of his entire stock to A. A. Fournier, Ltd., Bank Street, Ottawa, who are expected to move the goods to their own store for sale.

TAPATCO BRAND
REGISTERED TRADE MARK

GLOVES and MITTS



"Months of Wear in Every Pair."

YOUR customers **are** your customers because they get quality and value in the merchandise you sell.

You can **keep** them your customers by continuing to feature the lines of goods you know will satisfy—goods like Tapatco Gloves, that have been consistent in value and satisfaction—to those who wear them—and consistent sales-builders for all who sell them.

Styles.

Gauntlet, Knit Wrist and Band Top. In Heavy, Medium and Light Weights.

Also Leather Tip and Leather-Faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxfords.

THE AMERICAN PAD & TEXTILE COMPANY, CHATHAM, ONTARIO

The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

Working and Outing Shirts,
Flannels, Taffetas, plain and fancy,
Tweeds, Drills, Flannelettes,
Oxfords, Sateens, etc.
Night Shirts, Pyjamas,
Boys' Waists.

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

Special Values

"Direct from Mill *to the Trade"*

"Through Commission Merchants."

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds

Also

Pure Wool SCOTTISH WOOLLEN **Scotch Tweeds**

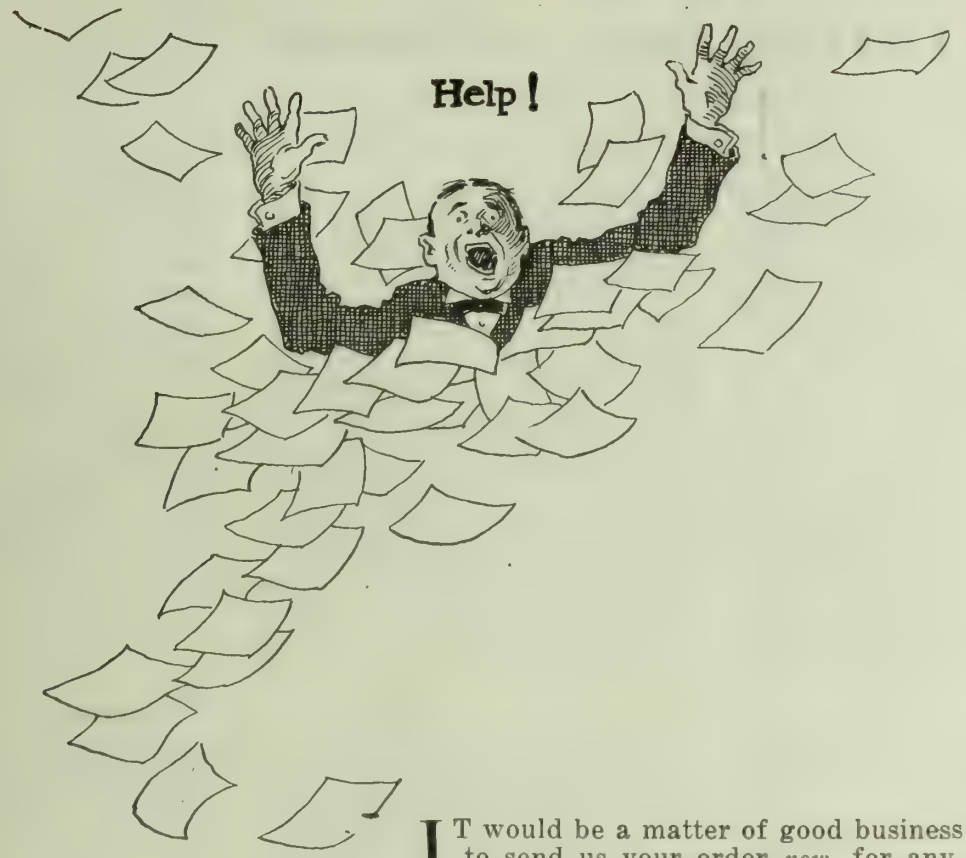
"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

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THE HEATHER MILLS COMPANY, Selkirk (Scotland)
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Stocks of all the above on hand.
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IT would be a matter of good business to send us your order *now* for anything you may require in Carhartt Overalls, Allovers and Work Gloves. Prices of raw and manufactured materials still hold firm and show no present tendency to recede, so that there is nothing to be gained by waiting. Moreover, owing to the continued heavy demand on the mills, it is still difficult for us to get supplies. You will therefore make sure of deliveries when you want them and will give us a fair chance to do justice to your order by letting us have your instructions in plenty of time.

The HAMILTON CARHARTT COTTON MILLS, LIMITED

Toronto Montreal Winnipeg Vancouver

Manufacturers of Carhartt Overalls and Allovers for men and boys, also Carhartt Work Gloves

British Trade Quickly Getting Back to Normal

Textile Lists at Close Inspection Show Gratifying Results — A Three-fold Rise in Export of Handkerchiefs and Flags.

A CLOSER inspection of the lists of textiles in English foreign trade shows that certain articles in 1919 actually increased over those of 1913. The trade is rapidly getting back to normal in the miscellaneous industries allied with wool and cotton.

Exports of cotton piece goods in 1919 totalled 3,528,756,600 yards, compared with 7,075,252,000 yards six years earlier, but the value advanced from £97,776,000 to £178,956,000. Overseas trade in cotton flags, handkerchiefs and shawls (not in the piece) improved by 4,711,000 yards to 81,928,000 yards, with a nearly three-fold rise in value to £3,596,000. Cotton glove shipments almost doubled—last year's figures of 129,259 dozen pairs comparing with 65,456 dozen pairs in 1913, the values were £128,697 and £23,552 respectively.

Similarly, exports of cotton stockings and socks advanced from 721,967 dozen pairs to 1,513,025 dozen pairs, and the value from £198,884 to £1,407,667. As this business in gloves and hosiery was strongly held by the Germans before the war, the advances are the more interesting. Trade in other articles of cotton hosiery was better by £123,000, at £595,828; while cotton, lace and patent net exports show an increase in value from £4,108,438 to £4,690,146. Cotton ribbons are about the same—viz., £8,786; but cotton trimmings show a marked advance, from £84,238 to £337,440, or four times the value.

Woollen cloth shipments increased by 25,000 yards, to nearly 131,000,000 yards, with the value up from £14,467,000 to £60,258,000. On the other hand, worsted cloths dropped from 62,500,000 yards to 33,250,000 yards, though the value was up from £6,186,000 to £11,814,000. An advance in the yardage of woollen damasks, tapestry and other furniture stuffs is recorded of 11,000 8,603,000 to 3,891,000, with the value over three and one-half times greater at £66,000. Wool and mohair plushes have more than quadrupled in yardage, from 387,000 to 1,695,700, and the value of £1,038,000 is more than eleven times higher.

Wool flannels and delaines were down from 7,719,000 yards to 4,498,000 yards, though the price was up from £299,498 to £561,000. Of wool carpets and carpet rugs, the square yardage dropped from 8,60,000 to 3,891,000, with the value higher at £2,329,000. by nearly £800,000. A slight improvement in regard to wool blankets took place, the exports of 1,019,147 pairs being 17,000 pairs better, while the worth rose from £497,000 to £1,700,000. Woollen and worsted stockings and socks declined from 2,364,406 to 1,684,948 dozen pairs; the value, however, rose from £961,000 to £2,216,000. Other woollen hosiery was less in value by half, at £591,831, and travelling rugs, etc., are also down from £202,000 to £145,000. Woollen and worsted smallwares, etc., are over double the value at £1,381,600.

Silk broadstuffs show an improved yardage, from 4,189,000 to 4,723,000, and the worth was 150 per cent. better at £1,106,000. Silk lace exports went up in value from £22,285 to £143,433, and silk ribbons from £13,576 to £22,635. Shipments of silk mixture broadstuffs fell from 7,652,000 to 3,898,000 yards, but the price at £1,250,000 was over £500,000 more. Silk mixture laces are up £8,000 to £19,644; and silk mixture ribbons up about a half to £15,769. Other silk manufactures show a rise from £475,000 to £840,000.

Haberdashery, millinery, embroidery and needlework articles are lower in value by 50 per cent., at £629,000. There was a falling off of 102 million yards in exports of linen piece goods, but notwithstanding this the value of £7,801,000 was better by £2,320,000. Linen handkerchiefs at £587,000 are lower by £54,000, while table linen was £94,000 better at £628,000.

Apparel gives a rise from £9,667,000 to £11,219,000. Hats and bonnets were enormously fewer—only 573,000 dozen, against 1,518,489 dozen; the value, however, has only decreased from £2,311,986 to £2,041,495.

COTTON INDUSTRY PROSPERS

Bonuses Being Distributed to Workers in Industrial Centres of Great Britain — Can Make Good the Shortage

The British Trade Commissioner in Ontario has received the following report on the cotton goods situation for the year 1919 from the Department of Overseas Trade of the British Government:

"The year just closed has been one of the most momentous periods in the history of the cotton trade. In the early part of 1919 manufacturers were afraid to make goods to put into stock for fear of a slump in the markets, with the result that at the present time stocks are very low, and whilst all markets are clamoring for goods, manufacturers cannot give deliveries under from six to eighteen months, and prices are quite a secondary consideration. [Manufacturers are in a position which practically allows them to dictate to buyers the complete terms upon which they will accept the most profitable lines in business offered.]

Home Market Good

"The home market, which has been and still is a most attractive and profitable one, continues good. There are, however, indications that firms are beginning to interest themselves a little more in the overseas market.

"Raw cotton (American middling) reached as high as 30.75d. at the end of December. In the previous March the price was 14.68d. The demand for raw cotton continues to exceed the supply, and consumption of the American crop in the United States has increased. About twenty-five years ago the proportion of the American crop consumed in the United Kingdom was 37 per cent., and in the United States 33 per cent. It is now 20 per cent. for the United Kingdom and 60 per cent. for the United States.

"The report to the Board of Trade of the Empire Cotton-Growing Committee has just been issued, and from this it would appear that the committee are convinced that it is possible for the Empire to make good the shortage in the supply of cotton which is required for the United Kingdom.

Cause of Drop

"The following statistics of exports of cotton yarns and piece goods in 1919, as compared with 1913, are of great interest:

	1913	Value	1919	Value
Cotton yarns, lb.....	210,099,000	£15,006,291	162,665,500	£33,911,554
Cotton piece goods, yd..	7,075,252,000	97,775,855	3,528,756,500	178,955,943

"The drop in quantities is largely due to the immense home demand; but certain factors which make for decreased production in the United Kingdom must also be taken into consideration, for example, the shortage of workers and the reduced hours of working of mill operatives and other work people.

"An indication of the prosperity of the cotton industries is found in the action of the Lancashire Cotton Spinners in allocating one and a half million sterling for distribution among their workpeople in the form of extra bonuses. It is now stated that the cloth manufacturers are also to distribute extra bonuses, the total cost of which will be two millions, among the weavers and others engaged in cloth production.

Bright Hued Silks for Easter Show Variety in Plaids and Stripes

Exquisite New Silk Fabrics Showing in Floral, Checked and Striped Designs — Bright New Blues Sound Dominant Color Note — Shot Taffetas Exploit Small Checks

THE day of the drab-hued costume has passed, and the war-time shades of service-blue and khaki have been laid aside like the uniforms which equipped women on canteen duty or in the motor service. The second peace time Easter sees the advent of gay new colors and more extravagant materials. The dull blues and greys and inconspicuous browns have been replaced by turquoise and copen, and terra which is a most attractive brick shade a little lighter than henna.. This shade is being shown in all kinds of fabrics and is also introduced in the new shot taffetas which are predicted a great vogue this Summer and in the Fall.

Very small check designs are being introduced in these taffetas which are quite the latest thing and the color combinations most favored to date are as follows. Turquoise and apricot, old rose and lavender, Italian green and gold, peacock and violet, emerald and cerise, and emerald with flame. These silks are widely used for suits and afternoon dresses, and are also in great demand with milliners. The retail price is $6 per yard.

The New Silk Fabrics

"Charmant Riche" is the name of one of the newest materials which is described as a beautiful soft satin fabric with a crepe back. It retails at from $10 to $11 per yard and is being shown in the popular terra, old gold and turquoise. "La Tosca" is another very handsome satin which will be very modish in the prevailing shades and also in lighter tones like sky, pink and maize.

Both these materials have been imported from Switzerland and make up most gracefully for afternoon and evening wear.

Printed satins are being shown in splendid range and a very decided preference is given to stripes. One very handsome design displays a narrow old gold line on a royal blue ground, while a cerise or bright gold stripe is very effective on navy.

Other combinations which are very effective in these newly arrived French printed satins are grey and cerise, Saxe and terra, grey and amethyst, navy and jade and grey and jade. These materials lend themselves to the charming modes which are being introduced by the dictators of women's styles and drape effectively, requiring no other material or trimming to supply the decorative note.

Taffetas Unrivalled

With the persistent efforts of the French costumiers to swing the fashion pendulum back to shorter skirts and distended hips, jaunty jackets and odd sleeve lengths, taffetas will undoubtedly be assured a vogue that they were denied last Spring when the campaign for the long slender silhouette was successfully waged.

"Navy taffeta is an unknown quantity in the city to-day," was the way one Toronto wholesaler described the shortage. "We have had such a demand for plain navy taffetas we could have sold our stock over and over again, but we simply can't get it. Our shipments are all late and some we don't expect we will get at all."

This information was substantiated by all the importers of silks interviewed by DRY GOODS REVIEW, and in practically every case it was shown that retail merchants were clamoring for goods they could not get.

Crepes Are Good

The present season is encouraging the use of crepe meteor again while georgette crepes in plain shades and printed designs are also very fashionable.

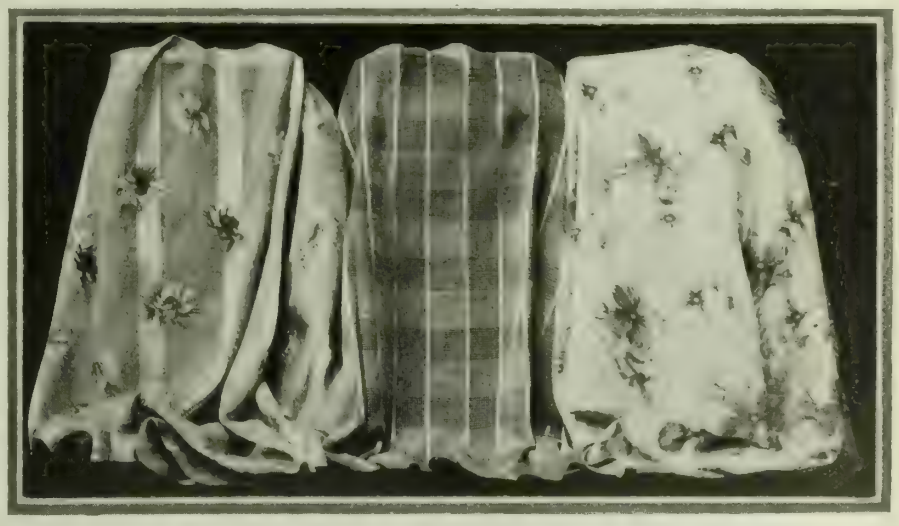
"The truth of the matter is almost every material shown simply has to be popular if there is to be enough to go around," is the way one wholesaler summed up the situation which will undoubtedly prevail for the next few months.

Among the fabrics which are to make their appearance for the first time is a lovely new material with a silky sheen known as "Alhambra." It is woven with a tiny ridge slightly on the bias and comes in light tints including practically all the pastel shades and some of the bright hues which have been referred to in connection with the taffeta and satin displays. This Alhambra is an English product and will be delightfully pretty made up into Summer costumes, dresses and smocks.

Another distinct novelty from England is a heavier woven silk material known as "Tricot Sport" which has been fashioned especially for smart beach and outing costumes and for all outdoor and country wear in the coming warm weather This material is knit on a 5-frame hosiery machine and is made 40 inches wide and will retail at about $8.25 a yard. It is adaptable for whole suits or separate skirts and is shown in a fascinating range of colors including ivory, salmon, champagne gold, bronze, silver, V-rose, emerald, taupe canard (the French for navy), black, sare, Burgundy, and henna.

TRIMMING POPULAR

Garments of all kinds promise to be much trimmed this Spring, perhaps because except in a few extreme models the silhouette is not so different from that of the late Winter.



A Glimpse of Midsummer

Three exquisite dress fabrics designed for warm weather frocks. In the centre is a stunning version of the plaid voile, showing fine black lines on a vivid blue. A green-gold stripe running perpendicularly is very effective. To the left is a very dainty silk and cotton voile, showing a wide gold satin stripe and flower design well combined. On the right is a handsome marquisette showing a lovely French flower pattern in purple on a pale lavender background.—Courtesy of W. R. Brock, Ltd., Toronto.

Famine in Cottons Pending

Dealers Predict Alarming Shortage — Delayed Shipments Eagerly Awaited — Marquisettes Reveal Lovely Designs — Cotton Foulards to Enjoy Vogue

MERCHANTS handling cotton goods must prepare to face a famine in prints, ginghams and chambrays, even this early in the season, for importers are impressing the trade on every side wtih the seriousness of the cotton goods shortage.

"We have sold every yard on our shelves and our chances of getting any more are very slim," was the universal statement made to DRY GOODS REVIEW by the wholesalers and jobbers in Toronto this month. English crashes and Scotch ginghams were coming very slowly, and although the Canadian mills were reported to be working to capacity, only a percentage of the orders placed were being filled. Large orders were being refused daily, and the wholesalers were absolutely helpless with regard to many lines of the best selling cotton fabrics.

This season's voiles are rendered doubly fascinating by reason of the fact that patterns are more beautiful than have yet been created, and the shortage is becoming more apparent almost daily.

"The demand is very heavy for these new French patterned voiles, and we cannot begin to supply our customers," was the repeated confession at the wholesalers' all month.

Expecting British Goods Famine

The silk and cotton voiles that will be available for midsummer retail purposes will bring $3.50 per yard in many instances. Supplies from England are expected to come along in the next month or two, and are expected to be as large as last year, thanks to the prompt action on the part of the Canadian buyers who in many instances were successful in getting their orders in ahead of American dealers, thereby ensuring deliveries. Even if they are several months late their arrival will be enthusiastically welcomed.

Satin striped silk and cotton voiles are showing in a delightful range of blues and daintily combined summer shades. One very popular line comes in navy, with quarter-inch bronze stripe; copen blue with green-gold stripe, dark brown with dull gold and a plum shade with silver stripe.

Plaids and Checks

The plaid voiles are very good and reveal a great deal of art in the various designs. One lovely pattern shows a threaded point line of black on a Pekin blue background, with a silver satin stripe running perpendicularly at one side of the check. Delicate conventional patterns combining pale pink, sky blue, white and copen or nile green, rose, lavender and blue, are promised a good run while serpentine crepes are showing similar patterns, and with fancy and floral voiles, cotton foulards, foulard mulls, printed dimity, cotton poplin, Foch suiting, Banzai suiting, organdie, cotton gabardine and ratine suitings comprise the best summer fabrics being shown for dainty dresses and smart cotton suits and outing costumes.

Blues and violets with sand or gray and little stripes of gold, emerald or burgundy are very popular in these skirtings, while the checks vary in size, but are never pronounced in outline. The retail price for these smart fabrics will be about $6.00 a yard.



Pompadour Crepes

Some of the very "feminine" looking flowered crepe chiffons for Spring and Summer are shown here. These are hand-blocked patterns, which afford a nice blending of many colors. Shown by Haas Bros. Fabrics Corp., New York.

ENGLISH WOOL SKIRTINGS

Soft Pastel Shades Introduced in Designs Employing Number of Colors, Stripes and Checks

As many as eight colors are used in the new English wool striped and checked skirtings which will be seen in the early Autumn. These materials are just arriving at the wholesalers, who showed them to a DRY GOODS REVIEW representative as their "piece de resistance" for early Fall wear. These skirtings are light, but very durable and show a decided new departure in sports goods.

Only the most exquisite of pastel tints are introduced when the checks are developed, and in the striped patterns any bright coloring is carefully introduced in the narrowest of hair-line stripes, the whole effect being softened by wide stripes of varying widths in softer tones. For instance, one typical pattern viewed was arranged in stripes as follows: Copen, white, gold, grey, emerald, sand, black and light blue. The copen, grey, sand and light blue were the widest stripes, the white was narrow and the gold, emerald and black were hair lines. Another very pretty pattern employed equal stripes of grey and sand with a hair line of orange and a narrow bar of white.

FOULARDS POPULAR

Foulards are as popular as ever and are well represented in the Spring displays. Silk specialties in all manner of big block check and large medallion designs afford a most varied and colorful selection for sports wear.

WOMEN EMPLOYEES BENEFIT

The emancipation of women is progressing in Japan. A report from that country states that the Katakura Kumi, a company of Suwa in the Province of Shinane, is to be reorganized into a joint stock company with a capital of 50,000,000 yen ($25,000,000)), and to allow shares to all the female operatives in its employ.

The reason for this unusual departure is to be found in the difficulty of obtaining and retaining sufficient female operatives. Only by improving conditions for employes can the weavers and rulers throughout the country overcome the difficulty. This new move is said to be significant of the trend of the times in Japan.

Japanese Silks Will Not Decline

Representative of Biggest Japanese Silk Firm in Yokohama Visited Toronto This Month

Mr. Matushima, of the New York offices of Mitsuin and Co., Yokahama, Japan, called on the Hamm and Riley Silk Co., their Canadian representative in Toronto this month.

Mr. Matsushima, in talking to a representative of DRY GOODS REVIEW, stated that the market in Japan had eased off a little, and that they are able to give slightly better quotations than have been offered since last December. These quotations, however, are no lower than those offered by most importers of Japanese silks, according to Mr. Matsushima, who gave as an explanation the fact that very few Canadian houses had placed their orders on the high market.

He said that the raw silk dealers represent a very strong organization and are at present holding all the raw silk in the United States around $15.25 a pound. There is considerable stock on hand and the demand is not strong, yet prices are firm and are expected to remain so until the new crop is ready on the Japanese market in May or June.

According to Mr. Matsushima, it looks as if Jap silks will remain at present quotations, or even advance a little.

Linings Are Gay

Shipments Late for Spring Trade, But Midsummer and Fall Will See Many Bright Designs

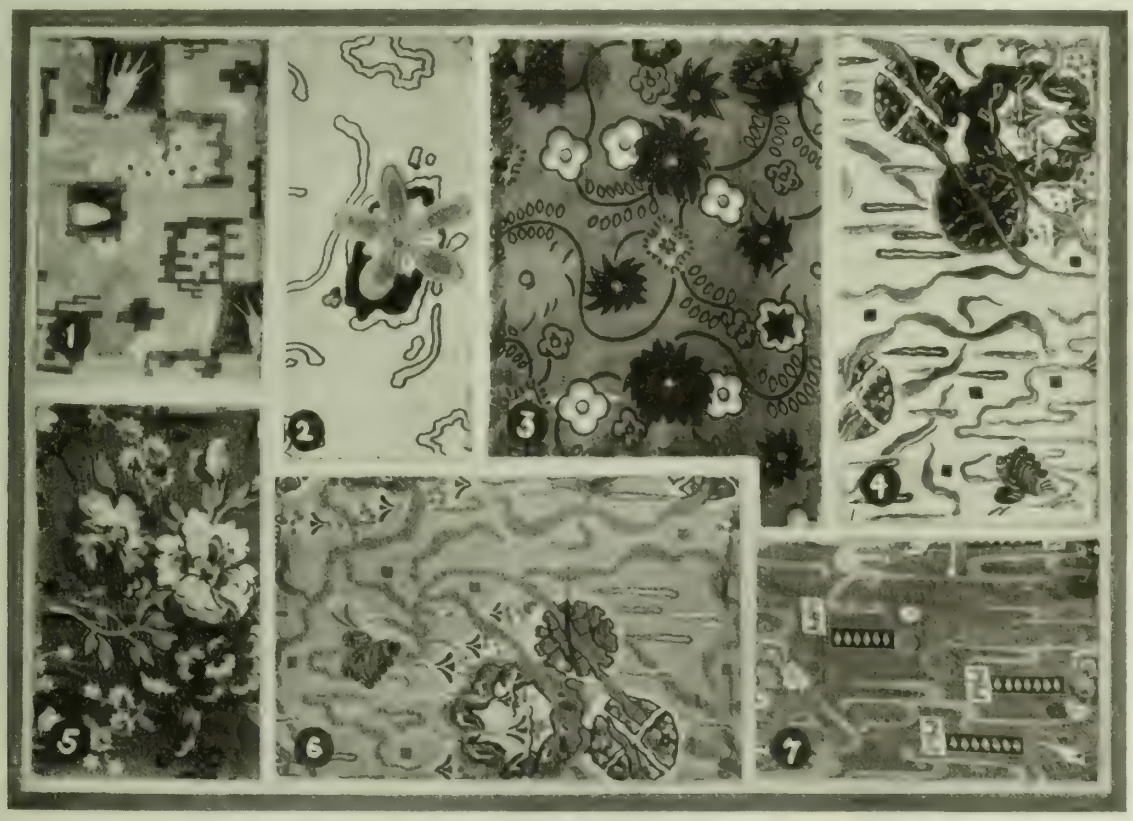
GREAT importance is to be attached to the lining which appears in milady's Summer wrap or suit coat. Summer furs too will flaunt the most decorative patterns on their sheer linings of printed georgette or chiffon. Satin de chine, printed taffeta, printed orientals and printed poplins are among the best lines shown for suit linings and in these, conventional and floral designs share the honors. The printed taffetas come in rich tones and rather smaller patterns than in the past few seasons, while poplins are light, and feature loose delicately tinted floral figures or light sand, grey, and mauve grounds. Satin broches are also featured and Japanese designs in birds or conventional figures are very strong. Satin messalines are showing for linings this season, and give prominence to checked and striped effects in bright colors.

But the same sad tale applies to linings—the importers are greatly concerned about the shortage which is already threatening. Labor conditions are responsible for all delays according to DRY GOODS REVIEW'S best advices, and importers in Canada are being informed that in placing further orders they must prepare to face a five per cent. increase and probably a further one before the coming Fall.

For immediate Spring wear plain, light-weight paillettes and satin in bright shades will be worn, probably because of the very gorgeous metallic effects which are to be exploited in vestees. Midsummer, however, and early Fall will see some very brightly patterned linings in fancy printed designs, and it is rumored that these decorative silks would have been ideal for Spring—only they arrived too late to be of use for the Easter trade, and now the great bulk of the shipments will arrive just in time for the Fall season. These statements are borne out by the fact that so many of the imported ready-to-wear costumes exploit gaily-tinted linings, showing that the French designers are already endorsing bright colors in the very plainest of tailored suit costumes.

WILL PLUMES DISAPPEAR

Lady Astor recently announced in London that she was heading a campaign to abolish the wearing of aigrettes in Great Britain. She herself wears only the plainest of toques and insists that the sale and possession of plumage should be prohibited.



The Oriental influence is well illustrated in a printed pussy-willow (No. 1) and a printed satin showing combination of bright blues, orange, green and beauty red.

A handsome sand-colored printed poplin with an odd blue, rose and black design is shown in No. 2. A very good conventional design in sand with green, blue, rose and gold in the pattern is shown in No. 6. Nos. 3, 4 and 5 show interesting new versions of decorative and conventional floral designs on printed silk and satin coat-linings.

Nos. 2 and 6 shown by Hamm & Riley, Toronto. Others by Bell & Campbell, Ltd., Toronto.

New Wool Coatings for Fall Rich in Shade and Texture

Wide Range of Handsome Velours-Finished Materials Available for Make-Up Trade — Broken Checks and Plaids Good — Homespuns Practically Off Market — Shades for Autumn Favor Browns, Blues and Greys

THE woolen manufacturers are bringing out a wide range of handsome new materials for fall and next winter which will rival furs in style and price! These lovely rich fabrics have a finish of unusual softness, and lend themselves to the finest colors that are scheduled to make an appearance next season.

Foremost among these novel suitings and coatings are the velour-like materials, with reversible back. These materials will be used for the new type of top coat which is going to be very extensively worn by smartly dressed women, and is just now making its spring debut, under the pleasing appellation of "polo coat." By the time Autumn arrives this style of coat will have assumed a more masculine appearance, and will feature plain belts and trimmings similar to those adopted on the well known trench coat model.

Duvette, a very high-class velour material, will be very much in demand, so will the new velour material known as chamo, which is so soft in finish as to resemble a piece of fine chamois. This "chamo," together with "Duvette," "Polaire," "Lustura," and the new "Drap-Polaire," the leader of all fall coatings, will sell only to the make-up trade at prices ranging from $10.00 up. Wholesalers handling these high-class materials state that not one yard will sell across the counter. Polaire is another velour fabric of a very handsome quality, and drap Polaire is the same material with a contrasting black introduced so that the coat may be convertible. Lustura is a very fine coating resembling broadcloth.

Wide Range of Shades

A pretty worsted mixture which will be featured in the autumn, is to be known as Riplette. All these materials come in a complete range of broadcloth shades including sable, which is a new sand shade; quail, another castor; beaver-pelt and partridge, the latter being the new name for reindeer; moose, cannon, described as a new taupe, nutria; teal duck, a glorious oriental blue tint; musketeer, another handsome blue, similar to, but deeper than copen; port, which is a rich amethyst or plum shade; and chippendale, a rich mellow brown which it is prophesied will be one of the very best of the autumn shades.

Another very handsome coating which is on the market already, is named "Bokhara." It is similar in finish to camel's hair, and comes in the leading shades, including beaver and suede, and retails at $20.00 per yard.

New Suitings

The fall suitings include several handsome novelties, though broadcloths, serges, tricotines and velours in plain shades will be very strong. Among the newest suitings is moletyn, described as a high-class, lightweight velour, and this material comes in the wide range of shades just referred to as well as in navy and other conservative shades.

For immediate suiting purposes serges, tricotines and gabardines in navy and the new browns and greys, and tricotines in a lovely henna tint are being shown with good navys for one-piece frocks for spring and early summer street wear. These last named materials are retailing at $6.50 and higher. These same suitings will cost from 15 to 20 per cent. higher next autumn, for as materials become harder to get the prices soar accordingly. Materials that should arrive in July will not reach Canada till next December, and importers say that it will be six months, at least, before French woolen dress materials commence to arrive in any quantity. Lightweight wool dress fabrics such as tricotine, are arriving slowly, and some very handsome quiet plaids are also to be here in time for early fall. These pure worsted plaids were ordered last September by one importer, and will not be delivered before the end of July or the first of September, meaning that at least a year is needed under prevailing conditions in which to have goods delivered.

"It used to take from three to four months from the time goods were ordered to have them delivered, now it requires from 9 to 12 months, and we are not sure then," said one large importer in summing up conditions.

These plaid worsteds will retail from $6.50 to $8.50 per yard, and combine such good colors as dark blue, dull green and gold. Wool jersey is again very good for jaunty suits and smart one-piece dresses, and is shown in navy, taupe, purple, French, Pekin and Dutch blues, and some good sand and beaver shades.



Tweeds are very strong in browns, greens and greys, and plaids in these materials are better than shepherd's checks this year. London and Paris are both sponsoring plaids for capes, coats and dresses and hairline stripes, checks and men's suiting plaids are also very strong for immediate wear.

Bright Shades the Rule

Woolen merchants should heed the same warning as importers of silks—clear all shelves of muddy colors, for sombre dull shades have no place in the present or the near future. Dull fawns, greys, taupes, khaki, grey, blues, etc., have had to take a very inconspicuous place on the new color cards, and all orders for some time have been placed for bright blues, bright purples, rose, green and henna tints, while even heather mixtures show brighter tones intermingled. Clear, strong colors are given preference in all the new coatings, suitings and separate skirt materials, and dressier costumes will likely follow suit.

Importers state that the biggest and best range of British materials yet seen are showing, although deliveries intended for spring will in most cases be very much later.

Shortage of Homespuns

Both heavyweight and fine homespuns are still in great demand, but according to DRY GOODS REVIEW'S latest advices these goods cannot be bought. Some of the larger firms have a few pieces but they are not forcing them for the very good reason that they will not be able to secure any more. A buyer for one of Toronto's biggest stores informed DRY GOODS REVIEW that no fine homespuns whatever are being made in Canada, and it is out of the question to buy any.

PURCHASES GUELPH MILLS

An important industrial transaction was recently consummated in Guelph when the Regent Knitting Mills Ltd., of Montreal and St. Jerome, Que., acquired the Guelph Cotton Mills, whose factory is situated opposite the G. T. R. station.

The president of the new company is Mr. Chas. D. De Tonnaucour, who spent a few days in Guelph recently and finally closed the deal with Mr. Robert Dodds, the owner of the plant. The new concern will be known as the Regent Textile Co., of Guelph, and the resident manager will be Mr. Geo. H. Wilson, who has been for a number of years with the Dominion Textile Co.

A Modern Triumph

English Weavers Succeed in Producing a Three-Pile Velvet—Resembles 15th Century Fabric

A RECENT advice from London states that the famous Braintree looms in Essex, are producing for the first time a three-pile velvet brocade, by means of an invention which is the result of centuries of experience and progress.

This firm produced the cloth of gold employed for the Pallium of King Edward's Coronation robes, the wedding dress of Queen Mary, and the cloth of gold and velvet for their present Majesties' coronation.

The silk-weaving factory at Braintree was established for the higher development of artistic brocade and damask production. The three-pile velvet introduces a new and magnificent fabric of rare beauty to the artist in decoration.

Sir Frank Warner (connected with the recent Textile Commission to America) points out that the new velvet should be compared with the examples of the "pile on pile" which was produced in the early days of the fifteenth century, since which time there has been no development until now. The early examples of the latter half of the fourteenth century were simple cut velvet figures on a satin ground.

A Dead Industry Revived

For a long period, however, velvet weaving on silk was practically a dead industry, but in 1879 the late Benjamin Warner, founder of the present firm, succeeded, after a good deal of experimental work, in producing decorative velvets, which, it is submitted, were equal to those made in Venice, Como and Lyons.

The present fabrics are the result of Sir Frank Warner's further practical trials in this direction, and those who have seen them are surprised at the beauty and richness of the designs carried out on grounds of close-cut velvet with raised figurings of two depths. The third pile gives a wider scope to design, permitting the use of an additional color, which, in its combination with the threads already employed, creates a greater variety of shades, for the weaver mixes his threads somewhat in the way that an artist mixes his colors to make new tones.

Some of these brocades are of striking pattern. In one of them the absolute ground is of richest cloth of silver, upon which, in three gradations, is carried out a Florentine design in soft powder-blue, bordered in black, which gives a deep shadow effect. In carrying out some of the more complicated designs, a single loom may not turn out more than a yard or two a week.

An increasing number of highly skilled workmen will be needed as the industry develops, and a system of apprenticeship and training has been adopted to meet this requirement.

Ideas Await Designers in the Royal Museum

Miss Margaret MacLean Asks Women Designers' Club to Make Use of Inspirations Provided for Them by Government—Modern Ideas are All Steals From Ancient Times.

"DRESS design is an important study, with many viewpoints, one of which is its relation to the Royal Ontario Museum," stated Miss Margaret MacLean during the course of one of her interesting lectures on "Dress Designing" to the Canadian Women Designers' Club at the Royal Museum in Toronto this month.

"Why is Paris the headquarters for women's fashions and New York running a close second?" asked Miss MacLean. "Because the designers go to the museums for inspiration."

"Canadians have brains; Canada has the Royal Museum; a combination of these will produce great results," Miss MacLean remarked.

"Picture books are helpful but they give one viewpoint only and are, after all but copies—lifeless and cold. Originals have a spontaneity, a freshness that in some mysterious way thrills the seeker and is an incentive to inspiration."

Ancient Egypt Inspires 1920

Miss MacLean showed how ancient Egypt had been the inspiration for many of the garments shown this Spring, showing casts and figures in the Egyptian display which bore unmistakable likeness to recent productions of Worth, Lewis, and other famous designers.

During the tour of inspection the lecturer pointed out many interesting subjects and showed that the present use of two materials is not original, for as far back as 1580 B.C. two materials were combined in a dress. The ancient Egyptian head dress, from which the fashionable Egyptian turban of this Spring is inspired, was the object of keen interest.

The War Influence

Miss MacLean led her audience through the armor department, pointing out how, when the war began, dress designers at once sought inspiration in the various armor exhibits shown in museums, where they evolved many costumes and decorations, which are now familiar to everyone. A warrior's helmet inspired a modish aviatrix's hat, and the chain armor of centuries ago, our filet lace knitted sweaters, and also the popular pullover sweater.

The present popular pannier and peplum was inspired from the cloak which was worn by the Crusaders in Palestine as a protection for the metal armor against the sun. When they returned to England they retained the cloak as a protection for the metal against rust. The cloak was gradually shortened until it was a little above the knees—hence our peplum or overskirt of to-day.

The Chinese section was rich in inspiration for the dress designer. The paintings of China had been studied with good effect by Georgette and Bulloz, who evolved rippling tunics from pictures of the golden age of Chinese art. From the costumes of such personages as the "Ten Judges of Hell" the speaker pointed out the resemblances to details of the modern costumes, and commented upon the valuable color suggestions that could be derived from a study of these paintings.

The extreme simplicity of design which is popular now was very fashionable in Egypt in the 18th dynasty.

Miss MacLean concluded her charming lecture by urging the members to make more use of the museums for their work.

"Museums are treasure houses from which world-famous designers and others who in the near future will reach that high estate, will draw inspiration. It is not possible for busy workers to travel the world over searching for ideas in their respective lines, so museums step in and fill the breach by gathering together characteristic objects from every country and every age. Then, after they are classified and labelled, the museums say to the public: "Make use of them; they are for your benefit.'"

MADE IN CANADA

New evening dress materials, "Made in Canada," are likely to be the feature of the Fall trade in dress fabrics. They are of net and Georgette embroidered in single silk threads or tinsel threads and should retail at prices about 50 per cent. less than the French goods of similar construction that have been so popular this last season. Thus, a wide net flouncing in delicate shades of lavender, Nile, pink, or maize with an elaborate scroll border in silver thread may be selling at around $5 a yard. Georgettes, too, in the darker shades with border or all-over designs promise to attract attention. A design in a single white silk thread on black georgette gives a silvery effect that it most pleasing.

Velvets and veleteens will make their appearance in a range of exquisite "evening" shades early in the Autumn. These materials will be very much in demand for formal evening attire, though sheer nets and chiffons will also be strong.



SILKS for Spring

Tricolettes (Lock Stitch)
Duchess Satins
Satin Grenadine
Black Silks
Trimming Satins
Fancy Print Crepes and Voiles
Foulards
Colored Pongee

Crepe de Chine and Georgettes
All colors, Japanese and European



36 and 38 inch
NAVY TAFFETAS
Also wide range of other colors

SILKS for Summer

Charmeuse
Paillettes
Black Taffeta
Peau de Soie
Lining Satins
Natural Pongee
Print Florentines and Satins
English Shirting Silks
etc.

Immediate Delivery

We offer you a wide range from which to make your selections-and the advantages of the unusual service we are in a position to offer you, through our thorough knowledge of the markets of the world.

SILKS LIMITED

100 WELLINGTON ST. WEST, TORONTO

McDermott and Arthur Streets, Winnipeg



This is one of the "Prue" Advertisements now running in Canadian Publications

Half Sold!

WHEN a dealer undertakes to sell goods which are ***not*** advertised in comparison with goods which ***are*** advertised he takes a double burden on his shoulders.

Other things being equal, well advertised goods sell twice as easily as goods which are not advertised at all. Hence we say "Prue" Cottons are half sold before you show them to the customer.

Be sure you have a full range.

DOMINION TEXTILE COMPANY Limited

MONTREAL TORONTO WINNIPEG

MANUFACTURERS OF "PRUE" COTTONS

8

Mark Fisher Sons & Co.

Attractive Lines for Spring

SILKS

A Taffeta Season is welcome when stocks are purchased to anticipate the great demand. Our Silk Department fortunately is well prepared for the Dominion-wide requests for immediate

Deliveries of

"Good Values"

in

Black Chiffon Taffetas

Samples on Request.

LINENS

Many consignments of new goods, both in special and staple lines have arrived at our warehouse in the past few weeks from the European markets. But the demand far exceeds the supply and buyers are doomed to disappointment who delay placing orders early.

"Kingfisher" Brand

Scalloped and hemstitched Table Cloths and Napkins, Tray Cloths, Tea Cloths, Scarves, etc.

STAPLES

Crashes, huckabacks, terries, white and colored; mercerized damasks, linen damasks, linen table cloths and napkins; English bath towels, white and colored.

"SNOWCREST"

Madapolams, longcloths, sheets and pillow cases.

MARK FISHER SONS & CO.

Fine Woollens, Silks, Tailors' Trimmings, Linens

28-36 VICTORIA SQUARE MONTREAL

70 Bay St. TORONTO

286 and 290 McDermott Ave. WINNIPEG

420 Cordova St. VANCOUVER

1 Buckingham St. HALIFAX | 93-99 Germain St. ST. JOHN | Booth Bldg., Sparks St. OTTAWA | Lister Chambers HAMILTON | 5 Duffield Block LONDON, Ont.



Carry the tang and swing of the country into the city with a Suit of Standware Jersey Cloth. It has that sportsmanlike look of "just-ran-into-town, which marks the socially placed and pedigreed. When you stipulate "Standware" you discriminate between the best-Pure Worsted and the rest-poor wool. The Standard is

Standware

JERSEY CLOTH

Garments made of "Standware" Jersey Cloth are on view at all fashionable Department Stores and Apparel Shops The genuine is labeled "Standware" because it Stands Wear

PURE WORSTED SCHREIBER Standware FABRICS JERSEY CLOTH MADE IN U.S.A.

Dresses, Suits and Skirts made of Rudolph Schreiber's Jersey Cloth sell fast and stay sold. The moral is: Buy from manufacturers whose garments are labeled "Standware," the Jersey Cloth that stands wear.

PURE WORSTED SCHREIBER Standware FABRICS JERSEY CLOTH MADE IN U.S.A.

RUDOLPH SCHREIBER

1140 Broadway
New York

Wooltouch
TRADE MARK

SUITINGS



WOOLTOUCH offers you an opportunity to build up a phenomenal business in your dress goods department.

WOOLTOUCH is sold by the most representative jobbers in the country. These jobbers are now displaying the new designs. Ask the one nearest you to send you samples. One inspection will convince you that this is a material which should be on your shelves.

Other merchants are making rapid turnovers and good profits on WOOLTOUCH. Order now and get your share of this business in your community.

BEDFORD MILLS, INC.
80-82 Leonard St., New York City

The AGB Fabrics
TRADE MARK REGISTERED

Summer Sunshine is reflected in the splendour of our

GEORGETTE CREPES
CHIFFONS
NINONS
FANCY GEORGETTES
CREPE DE CHINES
FRENCH VOILES
SILK SHIRTINGS
and
PLAIN *and* FANCY
SATINS

For Spring and Summer

Albert Godde, Bedin & Cie

PARIS
TARARE
LYONS
MULHOUSE

Empire Bldg. 64 Wellington St. W.
Telephone : Adelaide 3062
TORONTO



Three Important BDA Utility Fabrics

·BDA· Marquise ·BDA·

Marquise-de-Luxe BDA

Sunbrite MARQUISE DE LUXE BDA

So highly mercerized and so expertly fabricated, "Marquise" finish is cotton's nearest counterpart to silk-back satin in looks and wear for linings in all men's and women's wear.

The splendid black and wide range of glowing shades make "Marquise" finish a steady seller for all lining purposes.

Brilliancy and softness beyond compare invite unreserved praise of this marvellous achievement in cotton venetians.

No fabric is too fine with which Marquise-de-Luxe may be used as a lining; and its beautiful black and large assortment of shades respond to all purposes.

—a combination of "Sunbrite" finish with "Marquise-de-Luxe" makes this in silky-softness and lustre the cotton lining of epochal achievement.

It finds ready acceptance as a substitute for all-silk fabric for garments and trimmings, as well as a lining for men's and women's high-class wear. Produced in black and many shades.

THE BRADFORD DYERS ASSOCIATION LIMITED

of BRADFORD, ENGLAND

Do You Read All the News When You Buy a Paper?



If you just skim over it you miss important items about your business. We read every column of the Canadian newspapers as a business and select every item on which we have an order. In this way we gather important news for our many customers and give to them a service which cannot be duplicated in any other way.

We cover United States as well and any subject written upon by the newspapers can be watched for important items. We supply advertisers with ads; wholesalers with new stores and local demand; manufacturers take all local mention of their goods as well as articles on markets, imports, new products, etc. We can supply you with a prompt service which will keep you up to the minute at a moderate rate. Drop us a line.

Canadian Press Clipping Service

143-153 UNIVERSITY AVE., TORONTO



Spring and Summer Silks

When you are in the city be sure to pay us a visit. We have a widely varied stock of all the wanted lines in the shades of the hour.

The increasing popularity of silk for Summer wear necessitates a comprehensive stock on hand **EARLY.** See our lines before placing.

We Specialize in Broad Silks

DUCHESSE
MESSALINES
CREPE DE CHINES
PONGEES
TAFFETAS
HABUTAI
GEORGETTES
SATINS
NEW NOVELTY SILKS



HAMM & RILEY SILK COMPANY
LIMITED

55 Bay Street - Toronto



ROUNDING OUT A RECORD OF SILK ACHIEVEMENT

We take pleasure in announcing a new line of silks to be known as

Deluxknit

REG. U.S. PAT. OFF.

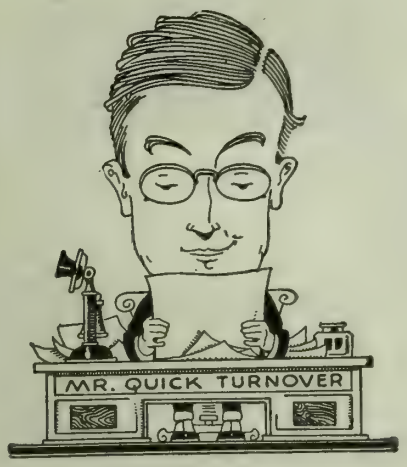
While appreciating the demand for knitted silks we have refrained from showing them until we could secure our own plant and thus be assured of the MALLINSON standard in character, style and quality.

We are confident that in this new line we have silks that are worthy to be included in the peerless group of

MALLINSON'S
Silks de Luxe

H. R. MALLINSON & COMPANY, INC.
"The National Silks of International Fame"

Madison Avenue---31st Street
New York



Have You Seen Him?

The Representative from

The House of Voss & Stern
VARIETY STYLE

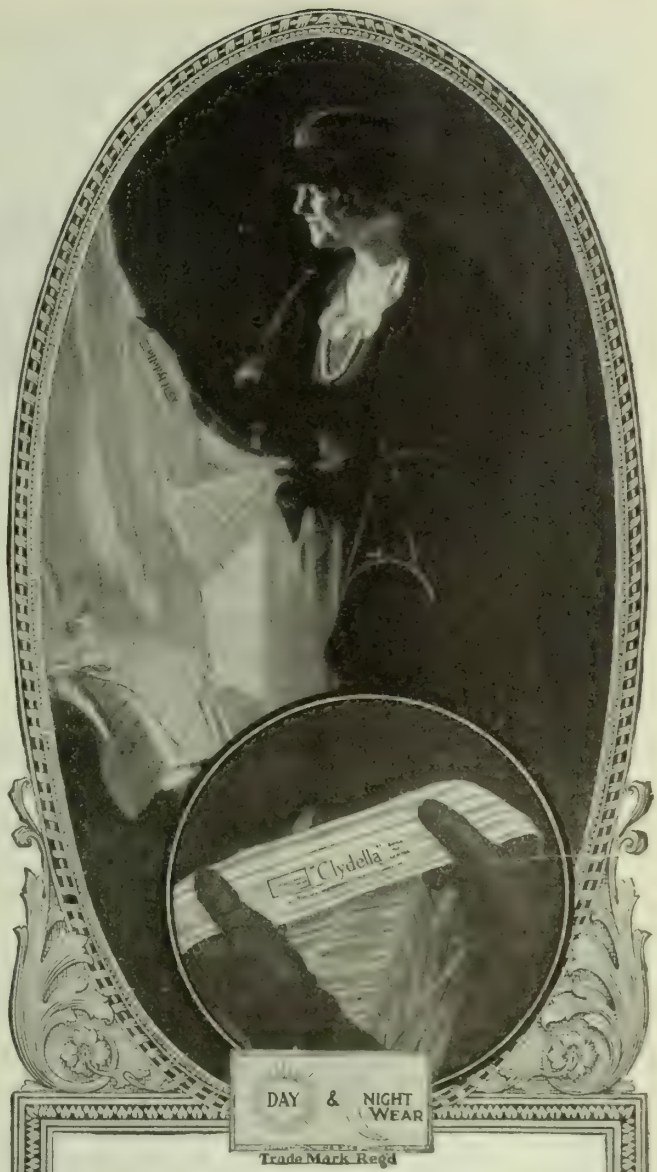
NEW YORK

is now in the territory with the Novelty Curve Lace that curves and lays flat without cutting. Ideal for collars, hats, round doilies, centrepieces and other decorative purposes.

Another ready seller is the popular La Jolie Flounce. A fine peroxide finish, twisted voile flouncing with imitation hand embroidery.

He is also showing a line of Printed Voiles, Organdies, all silk Chiffons, Crepes and silk and cotton Crepes of exclusive patterns and color combinations.

Notify his firm if he doesn't call—it will be to your advantage.



The Mark of Fine Merchandise

In these days the dealer appreciates the asset he has in carrying merchandise of the recognized quality of

"VIYELLA" and "CLYDELLA"
Unshrinkable Flannels

Imported for those dealers whose trade welcome these flannels of surpassing softness, richness and durability. Can be had in cream, plain shades—and beautiful stripings.

Be sure you get the genuine "Viyella" and "Clydella" with their names on the selvedge.

Imitations of very similar names may mislead you.

Our advertising appears in

MacLean's, Canadian Home Journal, Ladies' Home Journal, Literary Digest, Vogue, Harper's Bazar, Country Life in America, Town and Country, and Golf Illustrated.

WM. HOLLINS & CO., LIMITED
62 FRONT ST. W., TORONTO

New York, U.S.A. **London, England**



The Importance to You of The Shelton Looms Label

IT IS TO THE ADVANTAGE OF THE MANUFACTURER WHO USES SHELTON LOOMS FABRICS TO PLACE THE SHELTON LOOMS LABEL ON HIS GARMENTS AND TO THE INTEREST OF THE RETAILER TO SEE THAT IT IS THERE

The man who makes or sells garments in which Shelton Looms fabrics are used should be proud of the fact. He should not leave to chance the public's recognition of the high quality standard maintained in his business.

For a manufacturer or retailer to have the Shelton Looms label in his garments is like making or selling sterling silver products that bear the mark "sterling."

The Shelton Looms label adds nothing to the quality of these garments — but it indicates immediately that the manufacturer or retailer gives first thought to superior fabrics.

The value of the Shelton Looms label to the manufacturer and the retailer will increase with the expansion of the nation-wide Shelton Looms advertising campaign for 1920.

This advertising, which will appear in the leading women's publications, will bring forcefully to the attention of the public the fact that the Shelton Looms label in a garment is a guarantee of everything they want and have a right to expect in a material. The retailer who sells such garments is primarily interested in the customer's complete satisfaction.

Knowing the superiority of Shelton Looms fabrics as you do, make this known to your customer through the Shelton Looms label. If you have it in your garments, women naturally will find it, and in *their* minds, at least, the material used in *your* garments will be evidence of merit.

Shelton Looms fabrics have achieved distinction in the trade for their quality and beauty. In their manufacture we have always operated on the principle that "a product can never surpass the thought that creates it."

We have built an organization of expert workers, the most competent obtainable, and have encouraged the best work of their brains and hands by providing working apparatus as well as conditions that insure their complete contentment.

Sidney Blumenthal

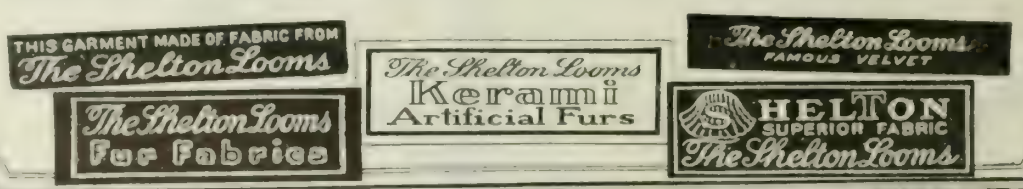
PRESIDENT.

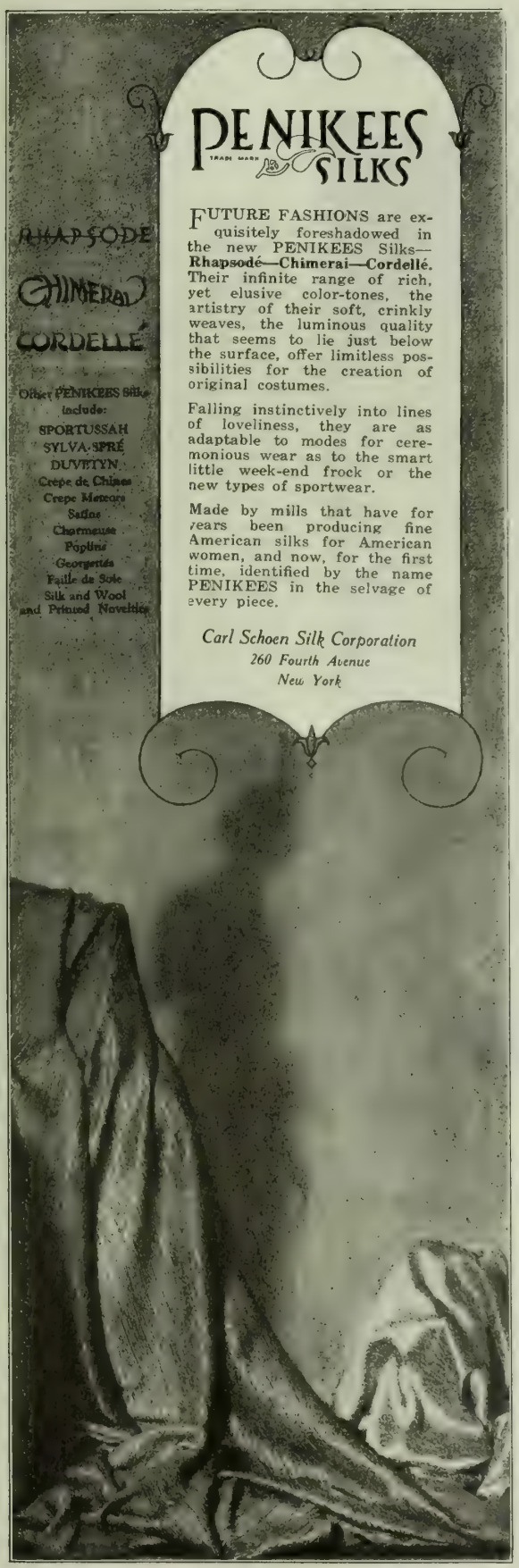
The Shelton Looms

THE SEAL OF DISTINCTION

SIDNEY BLUMENTHAL & CO. Inc.

395-401 FOURTH AVENUE NEW YORK, N. Y.





The advertisement here reproduced in miniature appeared as a half-page in black and white in the February issues of the Ladies' Home Journal and Harper's Bazar. Adapted to full page space, it appeared in the exquisite original colors in Vogue for February 15; Fashion Art for February; and Le Costume Royale for March. This advertisement is the second of a national campaign to introduce Penikees Silks to American women.

CARL SCHOEN
SILK CORPORATION

260 Fourth Avenue
New York

Bright Outlook for Montreal Auction

Majority of Buyers Are Optimistic Over First Sale — Good Fur Season Expected Next Winter — Coats Still Big in Spite of Price

EVERYBODY in the fur world is talking about the Montreal auction which opens its first sale on March 22. Big lots of raw skins from the West are already arriving to the extent of about $3,000,000. These include: beaver, marten, mink, fitch, fox, otter and lynx. But it looks as though fox is going to be the biggest item at the sale.

Eighty per cent. of the world's fox skins, it is reported, will be collected at Montreal for this event, amounting in value to over $1,000,000. This is due to the effort being made to corner the output of Prince Edward Island. The fur farmers there have taken a large block of stock in the company, and are therefore prepared to support it to the utmost.

Company a Necessity

That this company has been needed in the country for a number of years is the opinion of practically all dealers. It has always seemed absurd that Canada with its immense output of furs, should send them down to the States, and then send down its buyers to buy back Canadian pelts. Moreover, there was the danger of having inferior southern skins mixed with the northern. That it is bound to be an unqualified success is not unanimously agreed by the same dealers. One, interviewed by DRY GOODS REVIEW, was even afraid that there might not be enough big buyers in the country to support it; that the American buyers would stay with New York and St. Louis sales and not bother coming over; and that the American companies would outbid the Canadian in dealing with the trappers. But the majority believe that plenty of Americans will be in attendance and after a few years of struggle, the Montreal fur market will be an established fact and compete favorably with any other on the continent. The most optimistic are looking forward for immediate tangible benefits in the way of slightly lower prices on account of the decreased shipping charges. At any rate, there is bound to be a large gathering of furriers in Montreal at the beginning of March to take part in the christening of the Montreal Auction. And although actual prices are no lower Canadian buyers will save on transportation and customs.

Little can be hoped in the way of moderate prices to judge from the buying at the London and St. Louis auctions. At the London autcion, for instance, chinchilla sold for $200 a skin, which before the war brought only $4; and white foxes have jumped in the same time from $6 and $7 to $125. Briefly stated, the reasons for these exorbitant figures are the decrease in the numbers of fur bearing animals, the cessation of trapping over certain large areas, especially Asiatic Russia; and the increased demand for any kind of fur at any price. This shortage is all the more discouraging when one remembers that there are now reserves of furs available anywhere.



A Summer Number

The vogue for Summer furs is easily explainable when one considers the luxuriousness of this white fox stole.

It is expected that American buyers will be strong in the Montreal market for muskrat as supplies of these were small at St. Louis. This is said to have been due to a disease aongst the southern rats. Of course, the furs sold at Montreal will not be all Canadian but will include some of Australian and South American catch.

Present Prospects

So much for the Montreal Fur Auction; but even aside from this, prospects for next season are big amongst Canadian furriers. Already manufacturers are accepting orders for fall delivery at present prices from buyers who hope to reap an advantage when the augmented price lists come upon them a few months hence. Yet they are not buying even medium grades, but the very finest skins available.

Indications point to coats being as big this coming season as during the one just past, with preference given to the three-quarter lengths. Collars will be large and of the cap variety, many being shirred at the front. As for pelts, the American Furrier claims that "Hudson seal has come to be to the fur trade what navy serge is to garment manufacturers"; so that even if the consumer has to pay $600 next winter for a good coat she will not hesitate when it means a garment that is always conservatively smart. The only thing to keep prices down at all is to sell shorter models. They have been good this last season, too but "the long coats sold themselves," says a Toronto retailer.

Fox for Summer

Fox stoles of all varieties are selling well for the summer trade. So are those long scarfs with belts and pockets; but it is not so certain that the public is going to take them up for warm weather wear. They were seen last summer to a certain extent and said to be quite practicable as they could be substituted for a light wrap in the evenings and seemed to be more comfortable on cool days than the fox pieces which protected little more than the shoulders. These scarfs are selling now for prices ranging from $75 to $175 wholesale but there is no telling what they will bring in the fall.

Good business has been done this past winter in sets and pieces as well as in coats; but proportions are reversed from what they were a few years ago. Formerly it was a case of selling about 5 muffs to every 1 stole, stated a big store buyer; now they sell 5 stoles to 1 muff. The reason is the presence of pockets in practically all women's coats and also in the fur scarfs mentioned above. And then, such a large majority of women are at business of some sort nowadays and find woolen gloves are much less cumbersome than a muff.

Planning Already For June Fur Sale

Report From Montreal Before the Sale Gives Idea of Superb Canadian Pelts Ready for First Canadian Auction in 100 Years

Canadian furs, rich, glossy pelts of Canadian fur-bearing animals, are pouring into the warehouse of the Canadian Fur Auction Sales Corporation in thousands upon thousands.

The big building on Lagauchetiere Street is a storehouse of treasures. Bales rivalling in value those of Arabian Nights' fame are being opened daily, and daily more insurance is being taken out by the corporation to protect the immensely valuable contents of the warehouse, for there are close on $5,000,000 worth of furs, raw and dressed, in the big building. Every form of fire protection, the most modern and efficient methods of burglary protection, and an elaborate system of watchmen form a triple barricade for the defence of the great fur catch.

So optimistic are the promoters of the success of the auction that they are already preparing for the second great sale, to be held probably in the latter part of June, when they expect that another $5,000,000 worth of furs will be offered to the buyers of both continents.

There are over 400,000 muskrat skins stacked up on the second and third floors of the warehouse. At New York a few weeks ago good rats were bringing $4.60 a skin in their undressed state, so muskrats alone will bring an appreciable part of the $5,000,000. There are 15,000 rich brown Canadian beaver skins, and there are 20,000 mink pelts, the fur that was at one time considered peculiarly Canadian, but which will be eagerly bought up by American buyers for New York's Dame Fashion demaands mink for the apparel of the four hundred.

Foxes From P.E.I.

From Prince Edward Island has come a remarkable quota of fox skins. Other parts of Canada and the United States have also contributed foxes, with the result that there are some 10,000 of these pelts in the warehouse at present. Though the greater number of them are the less expensive red fox, cross fox, Australian fox, etc., there are yet some very beautiful silver and black skins.

Specially noticeable are two silver fox pelts which measure 55 and 56 inches respectively from the tip of the nose to the tip of the plume, and in quality surpass anything hitherto produced in foxes in Canada. They are the product of a P.E.I. ranch, and the litter from which they were selected was bred from a Prince Edward Island female, with a male from a ranch in Western Canada. A number of Californian fox skins show that American trappers and breeders are recognizing the probable success of the Montreal fur sales. There are some 40,000 American opossum skins also in the collection.

Skunk is Very Prominent

Martens number 3,000; there are 15,000 otter; 10,000 Persian lamb; 40,000 raccoons; 40,000 skunk, and 60,000 squirrels.

Skunk, when dressed and dyed, is known to the fur trade as Alaska sable. The weasel, which appears under the name of ermine after the skin has been dressed, is there in abundance, there being about 50,000 of the tiny white pelts.

Moleskins, a European product, and coming chiefly from Scotland, have been submitted in large lots by American and Canadian fur houses, and number about 150,000.

Captain Bernier's thirty musk-ox skins, great shaggy affairs of enormous size, have not yet found a place in the sample room, and lie heaped together not far from the buffalo skins that Maxwell Graham brought from Buffalo Park at Wainwright. The fine buffalo heads, also brought by Mr. Graham, are still uncrated, but through the bars may be seen the big powerful heads that are expected to bring somewhere around $1,000 each.

Fur Prices Double in Year

Tendency Shown Towards Shorter Jackets to Cut Exorbitant Cost —Linings as High as $21 a Yard—Attempt to Popularize Cheaper Furs.

MONTREAL.—Furs of all kinds continue to soar in spite of the fact that they will cost nearly twice as much this Fall as they did last. Fur manufacturers anticipate no lessening in the demand for Hudson seal coats, though it is expected will be 100 per cent. greater, approximately, than it was last fur season. The cost of the raw skins alone has doubled. Where raw skins cost $3.75 or $4.00 a year ago, they are now $7.50 per skin, and when it is figured that it will take from 65 to 80 skins per coat it will give a fair idea of what the coat will cost before it is finished. For a jacket, approximately 42 inches long, it takes an average of 70 skins to manufacture. Added to this is the cost of cutting and making the garment. In the case of the Hudson seal alone, a coat which cost about $300 last year will cost around $750 this year to the trade: Mink, which sold at about $2.25 a year ago, is now selling at approximately $5.50 a skin. Then there is the additional cost of the expensive silk lining, the value of which has increased along with the fur. Another item which adds to the cost of the finished garment is the increase in wages from this time last year, which is approximately 30 per cent., according to one large manufacturer, who stated that their workmen had received three advances of 10 per cent. during the last year.

The style tendencies are not definitely known at the time of writing, but it is pretty well agreed that the trend is toward shorter jackets, thereby lessening considerably the cost of manufacture. The designer is adhering more to simple lines, where hitherto he has been lavish in full, sweeping lines. In previous years, when he was less restricted in the quantity of fur he used, his scope was practically unlimited and he could get any effect he desired. To-day, however, it is a different story, and the wise designer is sparing of furs, and is careful to keep the cost of manufacturing as low as is consistent with quality and originality of style. It is expected also that the shawl or Dolman collar will remain in vogue.

This shortening of the jacket will effect a considerable saving in the cost of the material entering into the garment. For instance, on the silk lining alone the difference of 6 or 8 inches in length will effect a saving of approximately $15.00 or $20.00. The manufacturer is somewhat afraid that if the prices continue to increase, he will be unable to sell his garments; and so as a result, his profits have not advanced as has the value of the fur he uses. Moreover, he is willing to be content with a smaller profit, rather than kill the business with what would seem to be exorbitant prices.

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Trimmed, Ringtail Opossum, also Skunk and Beaver.

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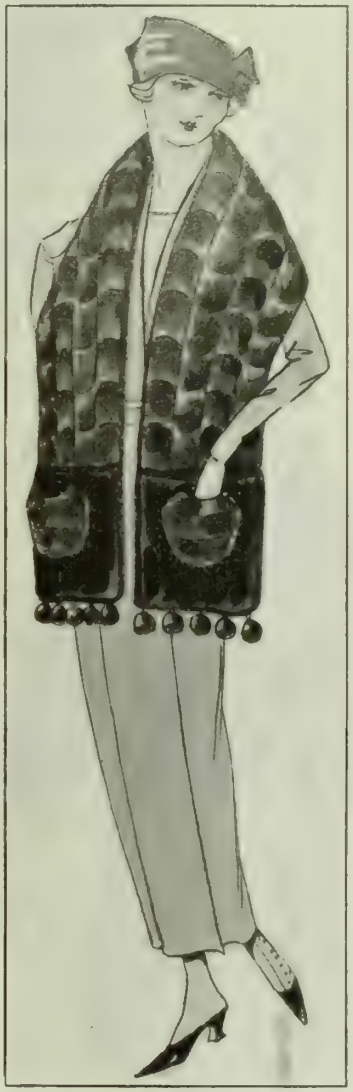
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By the way, be sure to carefully check prices at which goods are being offered.

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MONTREAL

The First Spring Flowers

As They Appear on Fashionable Millinery — Ousting Cellophane From Its Place in Favor — Early Demand for Transparent Dress Models — Raffia Used Considerably — Deliveries Better on French Trimmings.

"STILL going strong" is the latest word concerning cellophane, but for that very reason several wholesalers have issued a note of warning to the effect that there is a possibility of cellophane becoming too strong. In other words, if it becomes so prevalent that every second hat one sees on the street, whether it cost $5, $15 or $25 is adorned with this gleaming novelty, it will very soon cease to be a novelty, and milliners will have to look for something new to take its place for the highest class trade. One dealer suspects that this condition is only a matter of a couple of months away. And the question is, what's coming next?

For the matter of that, already flowers have literally blossomed out in a veritable burst of glory on all manner of Spring chapeaux. And even though there is still some snow on the ground "Hope springs eternal, etc.," when one "breezes into" a millinery showroom and sees the botanical displays which are meant to grace the crowning glories of our mothers, sisters, and lady friends, not to mention prospective customers on Easter morning or thereabouts.

Flowers of All Kinds

Flowers come in bunches and masses, as whole crowns or as brim facings. They are of all sorts and colorings, known and unknown to nature, and in all sizes. But the largest ones are inclined to be more conventional than the smaller and are appliqued to the brims with handwork in gold thread or silk. The smaller kinds are often lacquered or made of cellophane (colored) and are mixed with indigestive-looking fruits.

By way of securing further high lights and brilliant effects, millinery designers are employing considerable patent leather, or black oilcloth. This material has been gaining ground for the past several seasons but its use has been almost confined to sport models and strictly tailored designs. Now, however, it appears on all manner of shapes. It seems, too, that it has come to stay, according to a prominent buyer and will hereafter be as much a staple millinery fabric as taffeta, satin, or velvet.

Leather and Substitutes

French style experts have been talking about leather trimmings, so of course Canadian milliners have made a few attempts along this line. But when they have to pay $15 for a small piece of dyed leather it is easily understood that such a material can never be extensively employed where the bulk of the trade specializes on moderately-priced hats. Neither can any but the most fashionable Parisians afford such a fad, so their modistes have been at work devising substitutes, and we have heard that they have even designed models of surprising smartness trimmed with such materials as bright-colored oilcloth, Sanitas, or some other of those waterproofed wall coverings. But we must not let this information get past the trade or the millinery business may be seriously handicapped by its erstwhile customers making their own hats from odd ends left by the decorator when doing the kitchen walls.

The demand for large dress hats has started unusually early, stated a millinery wholesaler to DRY GOODS REVIEW. They are asking, he said, for extremely large shapes, featuring transparent brims of lace, mohair, tulle, or embroidered Georgette. There was a striking model on display in a semi-dress style. It was black, had a satin crown, a sailor brim turned up at the left side and faced with lisere straw. The right side of the brim was of black lace lacquered, and at the base of the crown rested a jaunty bow of black cellophane.

Raffia has Possibilities

For early Spring wear raffia is being shown as trimming and lacings, and it looks most attractive, especially in the bright colors. There was one narrow-brimmed sailor with a high crown made of patent leather. The brim was entirely of rows of raffia in an unusual color combination. Beginning from the base of the crown, they were sand, leek green, royal blue, and burnt orange.

"Raffia has great possibilities," said one millinery buyer, "and I wouldn't be surprised if the all-raffia hat, so popular about fifteen years ago, were to come back into favor in the course of a few seasons." Indeed, the Robert Simpson Co. had one in the window which attracted notice. It was a turban of raffia in various shades of red and yellow. There was no trimming of any sort but a draped veil in a soft shade of brown which was edged with several strands of the raffia.

A little glycerined ostrich and vulture is being shown but its importance is only secondary to flowers. Some very delightful youthful little hats may be seen in the Dolly Varden style with a curled tip drooping over the left brim to tickle the wearer's ears.

For early Spring they are still making hats with entire brims of vulture. Wings, too, are shown, but no definite style is being featured. Some designers are looking for a return to natural flowers for Summer, to the large loose bunches of blossoms scattered nonchalantly over the brim—the sort of miniature conservatories that women used to bur-



"For She's My Daisy"

Surely nothing could be daisier than this becoming turban embroidered all over in golden marguerites with brown centres



A Tulle Confection

The black transparency of this dressy model makes it a sure harbinger of Summer. Cellophane is used for the embroidery. Designed especially for Dry Goods Review.

The "Mitzi"

One of the smartest of Spring sailors—the essence of jauntiness. Shown by the Toronto Hat Mfg. Co., Toronto.

M. Sutcliffe

den their brains with at the time they wore bustles and leg-o'-mutton sleeves. This, they say, is indicated by the return of elaborate corsages into favor. In New York, it is said, women pay as high as $75 for a corsage of artificial posies.

Colors for Spring millinery are chiefly navy, sand, nigger, beaver, and pastel shades are good for trims.

French Trimmings

And speaking of trimmings, dealers in the latter are confident of a good season. Deliveries on French goods are better than might have been expected. Of course the prices are high, but that has come to be regarded almost as a secondary consideration. What with flowers, wings, fancy braids and straw cloths, tassels and ornaments being used so prolifically, the man that has the goods can generally get all the business he wants from the millinery trade. Flowers are the biggest item. They are being used more this year than last, judging from present tendencies, and last year was the biggest season in flowers since some time before the war.

Nevertheless there are some dealers who are hesitating at paying increasing prices for millinery materials as they believe that the point has just about been reached at which the consumer will stop buying if the price goes any higher, so they are making it their business right now to search the market keenly in order to discover fabrics suitable for their purposes which will make moderately-priced hats of good appearance and value.

PLUSH FOR FALL

One of the largest wholesale manufacturers of children's hats in Toronto advised DRY GOODS REVIEW that plushes were to be one of the biggest sellers in Autumn millinery for juveniles.

He urged the necessity of the trade buying plush without delay as it was his firm conviction that they would not be available at any lower prices. He stated that greys, browns and dark greens would be the leading Fall shades for these smart children's models. This manufacturer has also had an unusually large demand for tams for Fall. These will be shown for misses' and women's wear.

MARQUISETTES ARE LOVELY

Figured marquisette which was practically off the market last year, is being shown in handsome large floral designs of unusual charm, and only the most delicate tints are employed. Checked, striped and flowered marquisettes are equally strong and have been in tremendous demand already.

Cotton foulard is a newer material with as many possibilities as marquisette both in design and coloring. It is about as heavy as print and comes in a range of decidedly interesting patterns, copied from the better known silk foulard. The foulard prices range somewhat lower than voiles.

Baker Hats



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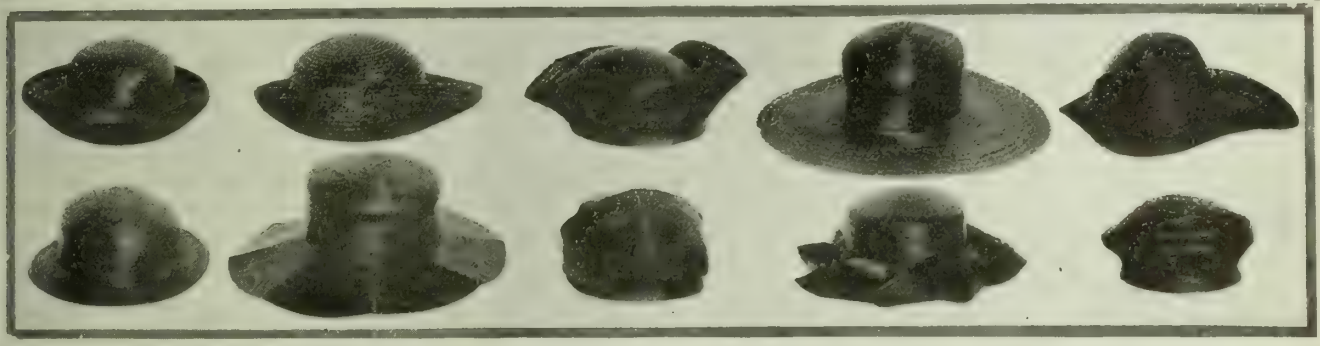
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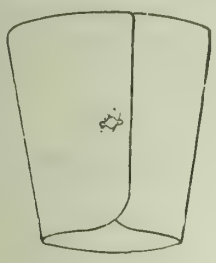


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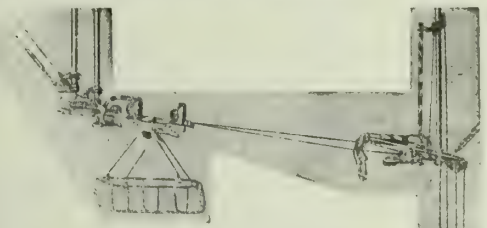
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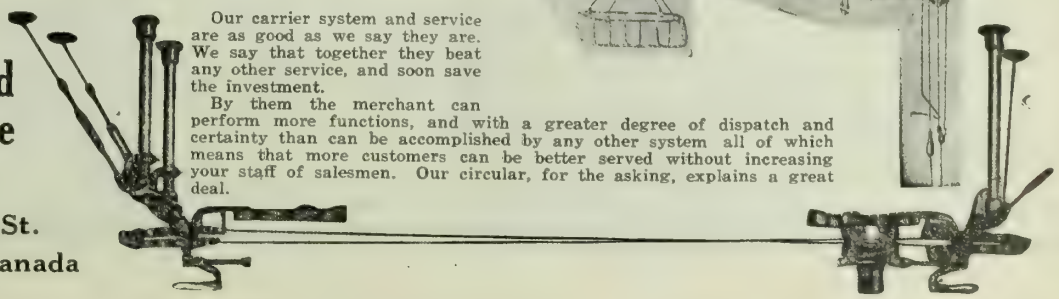
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Lace Trims New French Lingerie

Our Paris Correspondent Tells of the New Fabrics Employed in the Fashioning of Dainty Undermuslins — Linen Cloth Returns — Real Lace Generously Introduced — Simple Modes Prevail — Colored Embroideries Absent

Paris, France,
March, 1920

EDITOR, DRY GOODS REVIEW:

In these days of luxury, lingerie is among the leading articles for display of elegancy, and the present exhibitions show an extraordinary richness which you can't help admiring with all your might, although you feel somewhat uncomfortable when you think of all the distress still unaided.

We begin to see again some linen cloth, and the finest sets are made in that material (Batiste, cambric, linen, etc.)

Silk fabrics, such as crepe de Chine, ninon, etc., have the leading place in the lingerie department. Although the price is going up daily, yet it is not quite so expensive as linen and it is so much nicer than cotton.

Silk voiles are used as often as crepe de Chine, and have been improved; we now have the "voile triple" and the "trysilkine," a rather thick voile that washes in warm water and is comparatively strong.

To make combinations, chemises, bloomers of a very plain style, yet rich in appearance, we have the Milanaise silk. It is also a washable material which is very effective. It requires no trimmings except for a narrow band of silk at the neck and armholes for the chemises, and at the bottom of each leg for the bloomers, or you may have one or two rows of French knots stitchings. I have seen some sets with a very fine motif of Venitien lace, not big, but beautifully worked, inserted at the top of the chemise, just in the middle, and on each leg of the knickers. It was neat and very rich.

CHARACTERISTIC POINTS OF THE NEWEST LINGERIE

Fine linen cloth makes its appearance again in most exclusive models.

Silk fabrics, such as crepe de chine, ninon, etc., hold first place.

"Trysilkine," "Voile Triple" and "Milanaise" are new washable fabrics that are proving very effective.

Mercerized fabrics are used for "second best" wear.

Lace is enjoying a tremendous vogue.

Colored embroideries are strongly in favor.

Combinations of camisole and chemise have replaced the corset cover and petticoat.

Pyjamas are gaining in favor.

Individuality is expressed in teagowns.

Brevity imparts the chic note in combinations — none reach below the knees.

Lace Trimmings Abound

In cotton fabrics, which are used for common lingerie (which does not mean cheap lingerie), for I consider that the prices of fine goods are much cheaper in comparison than that of the very staple articles), we have mostly mercerised fabrics which look more elegant than shirting. Cotton voile is less in favor, while cotton crepe is extensively used for nightgowns and pyjamas.

Lace, which in the past years was rather neglected, has gained tremendous favor. All the varieties of real lace, Duchesse (a very fine hand-made lace similar to Bruges), Venetian lace, real Valenciennes are seen in almost every fashionable set. Duchesse and Venitien are the most prevalent, and the finest, too.

All the varieties of open work, specimens of which I sent you last year, are still much in demand. Jour echelle, hand made on cambric, is used extensively. I have seen a combination thus devised: A kind of yoke 5 inches deep, in Duchesse lace, slightly flounced on a skirt of linen fabric. From top to bottom, except at the waist where a ribbon was threaded, there was some jour echelle, fairly large, worked all around the skirt, from inch to inch. Quite at the bottom there was a band of lace as at the top.

There are also some specimens where the hem is openworked in Greek motifs.

There is not much embroidery on lingerie except on silk fabrics where the embroidery is in silk of the same color as the material. One attractive specimen has point cordonnet all around the



flower and leaves, and point de sable in the middle of the flower.

Embroidery is reserved for table linen. You can see all varieties of plumetis, broderie Anglaise, Richelieu, etc., often in colors.

Net is very often used in place of lace, and it is then embroidered or has some insertions of the material of the garment. Moons or squares or other simple designs are seen often. Not much braidings on lingerie.

Ribbons are seen, but in moderate quantities. Almost all shoulder straps are in ribbon, and generally there is also some around the arm just below the shoulder. It is also often threaded between two bands of thin material, through which it is seen, and it only comes out in a bow. Roccocco is neglected just now, except as trimming on corsets.

As to shapes, the enclosed samples will show you exactly what they are like.

No. 1 is the regular Empire set, in pink crepe de Chine with ecru net and material insertions. The chemise is very plain and has but a few tucks to give some fullness. As usual there is a pleat at the back to make it narrower at the top. It is still short. The shoulder straps are in ribbon.

The nightgown is quite simple, broad around the neck so that it can be slipped over the head and have no buttonings.

As to the culotte, it is the straight one we have seen for some time. Such shapes are perfect for silk lingerie.

The boudoir cap, now a very fashionable item in sets, is entirely made of net with insertions, and only some turned-up patches are in crepe de Chine.

No. 2 is made of cambric. We have there the shape already seen of a triangle bodice. The trimming is point turc as per sample herewith, which is a hem cut as to the line of stitching. You notice that the chemise and also the nightgown have a belt. In the latter a ribbon is threaded, as explained above.





As usual the bonnet is matched.

No. 3 is another set, similar in shape. It may either be in silk with embroidered net and a band of plain net across the skirt of the chemise, ended by an embroidered motif, or in linen with lace. The shoulder straps are also in ribbon and there is a tiny bow at the culotte which is open on the side.

Everyone, nowadays, has left aside the corset cover and the petticoat, and replaced it by a combination as shown in sketches Nos. 4 and 5.

No. 4 shows a very dainty one, made of crepe de Chine trimmed with Venitien lace. Venitien lace used in lingerie is very fine, being worked with thin thread, and the designs are lovely: birds, tiny flowers, etc., while the one seen on table linen is much coarser both in designs and thread.

We have almost the whole corset cover in lace (of course with an under bodice). The three frills that constitute the skirt are edged with the same lace. This shape is now required with the new tendency towards broader skirts.

No. 5 shows an instance where lace has the most important place in a garment. There we have a little ribbon to make up for the plainness of the front panel.

All combinations are very short; they never go below the knee.

Teagowns are all, more or less, a drapery of crepe de Chine and lace. They are as loose as can be, and show no precise shape.

Sault de lit and morning gowns follow the same line, as can be seen in sketch No. 6, which is a plain zenana garment, just fixed on to the body by a cord at the waist that tightens part of the dress. As a rule these gowns are long.

Pyjamas are getting more and more in favor. As can be expected of such garments, they are very plain:

No. 7 is in striped silk schappe with white revers at the trousers and at the vest, duly embroidered and braided. It has some very big pockets.

No. 8 in Japanese printed silk is similar, but for the revers that are of a dark silk, the belt which does not exist in No. 7, and the pockets of a peculiar shape.

Yours very truly,

Jeanne Gault

The Charm of a Modish Veil

A Becoming Mesh Tones Up the Whole Costume and Has the Power to Make or Mar Milady's Chapeau—The New Veils are Varied in Design, But Not Faddish—Prices Promise an Advance of 50% by Fall.

THE Easter veil will be a most important accessory, worn with the tailored shape it will serve to trim this type of chapeau besides imparting the desired note of smartness to the Spring tailleur. If milady intends wearing the more ornamental Easter bonnet, her veil must be just as carefully chosen for the beflowered hat needs a wise choice of mesh if an "overdressed" effect is to be avoided.

Light Shetland meshes with tidy motifs are the best sellers at present. Yardage veiling and finished veils are equally in demand. The wide chiffon borders are conspicuous by their absence, and even mourning veils run to narrower borders in hemstitched effects.

The hexagon mesh is again to the fore and the Sen-Sen spot so far leads, with an increasing vogue for chenille—the dots however, must be small. Some beautiful French veilings retailing from $1.50 to $4.00 a yard, have the figure formed by a very fine round cord, and it is a flower motif small chenille spots are used with realistic effect in the making of the petals. Odd patterns which tend to produce startling effects, or to distort the features are not shown, and there is no indication of the bug or beetle craze returning. The French and English makers both seem to favor conventional lines.

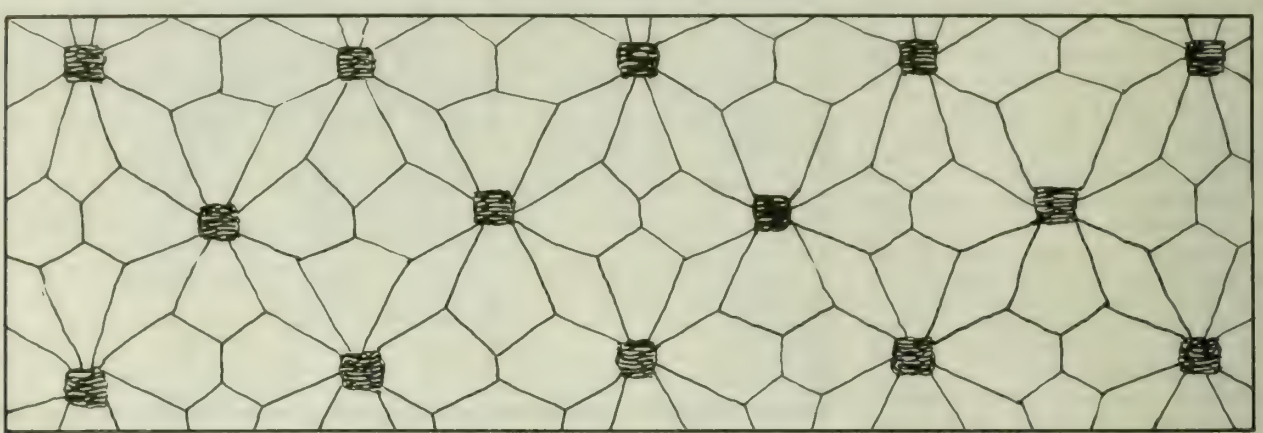
Geometric motifs woven on hexagon meshes of fine soft threads are very good and are shown in all-over effects mostly. Narrow borders in figured designs are shown to complete plain meshes, while one of the best selling veilings of the season is a plain, medium-weight with neither motif nor border. This veil is shown in black—always the reliable no matter how many novelties may be introduced.

As to popular colors, the present demand is for black, taupes, sands and navy in the order named, with a fair vogue for "veils to match." Some of the made-up veils have raffia applied at the edge when the hat is of raffia, but these effects are novelties for the exclusive trade, of course.

"Our biggest demand in Eastern and Central Canada is for black and taupes," said one importer of French veilings. "But in the West we sell a tremendous amount of purple. There is always a big demand for purple veiling on the coast." This importer is showing the "Mona Lisa" veil in new meshes for the present season with a very neat border about a quarter of an inch in width. These veils are ideal for the small close-fitting type of hat such as the "Mitzi" sailor or turban variety of headgear; and, the taper-

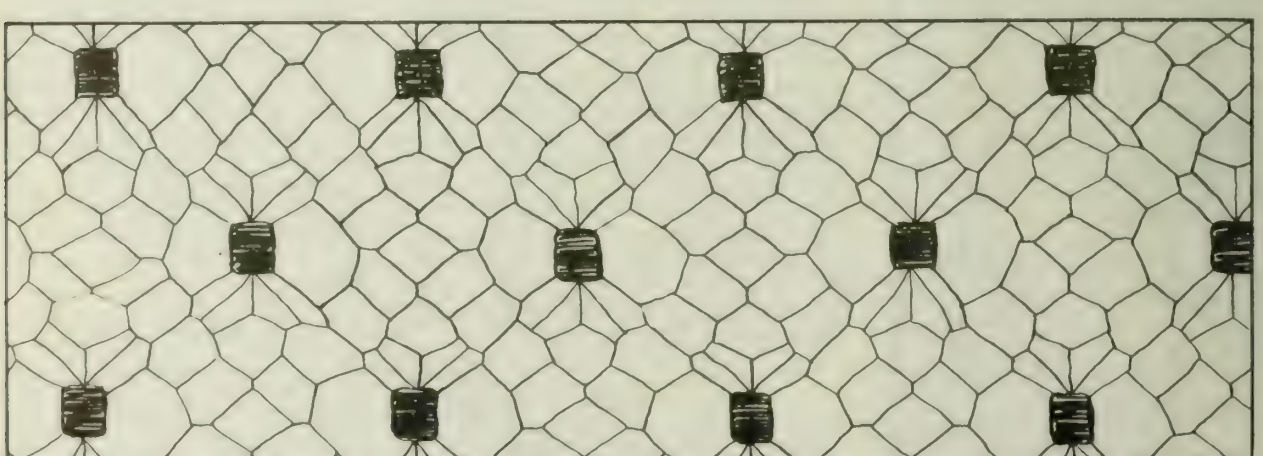
(Continued on page 97)

For the Easter Bonnet



A chic veil to be worn with the close-fitting Easter chapeau. A hexagon mesh assembles about a frequent square motif shown in range of good colors and black.

A Conventional Novelty



A delightfully attractive mesh with square conventional thread motif forming the centre of a flower design. This veil is shown in all leading shades.

Nothing New in Neckwear

Modes of Last Few Seasons Are Repeated This Easter in All Sheer Fabrics—Organdy and Net With Lace Lead—Some Colors Being Taken Up—Vestees Again Strong—Tabs and Ruches in Demand.

THERE is no radical change in neckwear fashions this Easter. The vogue of the new Eton bolero and box types of coat has renewed the possibilities of the elaborate and tailored vestee, but there is no indication of a new neckline, and the attempt to achieve a novelty by way of rushing to the fore versions of the high collar have met with the same disapopinting receptions of past seasons. The high collars sell to a few who run to fads, but Paris is quite emphatic about the simple round neckline with very few exceptions, and what Paris decrees goes for this side as well when it comes to up-to-the-minute accessories. The Spring neckwear has been disappointingly lacking in originality, but it has not failed in employing dainty crisp fabrics that convey the very essence of Spring daintiness. No fine sheer fabrics are barred—organdies and nets are introduced with trimmings of lace and touches of colored embroidery in wool or silk. The small round types of collars are shown with little frills of lace or flat lace edgings, while collars with vestees in sheer lace trimmed effects display little pearl buttons. Ruchings are selling fairly briskly and colored organdies in checked and plaid effects, although not strictly new, are very attractive at this time of year, and because the designs show a slight amount of originality and variation the demand is big.

Pink and "Toast"

There is a vogue at present for flesh-tinted neckwear. Although Georgette is not selling very rapidly it is in demand in this tint, and along with neckwear in dyed laces, organdies and even nets it is being persistently asked for. Touches of black wool embroidery appear on the smallest examples of this pink neckwear and it really is quite smart when worn with the navy or sand shades. Jade green, too, is being affected in some lines, but of the deeper shades, "toast" is the newest. Laces are dyed to match organdies in this new deep cream which was first taken up in Paris, and very smart collars and vestees are being shown. The single collars are showing at prices ranging from $1 to $3 while sets run up as high as $10 and considerably higher of course for the models of real lace designed for the exclusive trade.

Variations of the Vest

Sleeveless guimpes are shown in quite good variety intended of course for the little Eton jackets that require a slightly wider front than the vestees displayed last season. These are of batiste, organdy lace, net, and silk in the washable materials and also are shown in better class lines of unusual beauty. Beads—wooden, glass and metal—trim these handsome varieties of the vestee, while silk Oriental shades are employed in brocaded and embroidered designs. Tapestry, Paisley, and rich modern embroidered effects are shown, while metallic buttons assist in the decorative note. These vestees of course act as a compliment to the quite plain little suit models that have been introduced for immediate wear.

Embroidered Tabs

The tab and scolloped collar of lace or organdie with embroidered edge is good, for the neat little one-piece dresses of tricotine or silk require their own especial styles in neckwear. These small separate collars are developed in all the fabrics favored for the new neckwear and show delicate traceries in silk, wool and metal threads as well as solid edg-

(Continued on page 96)



With Filet Motifs

An exquisite example of lace neckwear is seen in this lovely vest of Venise with a filet motif.—Courtesy "Dress Essentials."

Spring Vagaries in Belts and Bags

The "School Strap Girdle" Arrives in Great Variety — Batik Work on Some New Bags — Swiss Ribbons Unusually Beautiful—Beads, Feathers and Tapestries for Smart Easter Bags

THE jaunty habit of keeping one's hands in one's pockets does not excuse the modishly-dressed woman from carrying a smart handbag. The only difference is that all bags must have handles that permit them to swing from the arm, and the bag must therefore present a most faultless appearance. Although the Spring handbag must carry a number of very important vanities in its compact pockets, its first mission, both now and throughout the Summer months, is to lend the final interesting touch to milady's costume. Batik bags are to sell very well to the high-class trade. These stunning new accessories come in the famous "Bluebird" blue (known to the trade as "Oiseau bleu"), soft forest greens and coppery browns and yellows. A process of "Batiking" is described elsewhere in this issue. These bags are mounted on handsome galalith tops in harmonizing shades, and later on will be seen accompanying scarfs or parasols, sets in this interesting work being promised quite a vogue in the more exclusive trade.

Fluffy Bags are Good

Silk moire lends itself admirably to the ruffly bags so suitable for Spring. Bags of moire in brown, blue, and black are shown with metal composition mounts and are selling very well, combining the season's requirements of fluffy silkeens and the sheen approved by the "cire" vogue.

The strap handle of self material is very smart and is illustrated on bags decidedly new of faille, gros de Londres, tricolette, silk crepe and duvetyne. Practically all these fabrics are introduced for the first time in bags this season. The favored shades range in browns from lightest fawns to tete-de-negre and in greys from French grey to taupe. Navy, henna, Pekin and black are also very strong.

Japanese Novelties

Among the more elaborate bags are those of Oriental metal brocade—the metallic effects are as resplendent as ever and new ideas in cords and tassels are adding to the beauty and attractiveness of the lovely fabrics being employed in their creation. In these gorgeous bags, intended for dressy wear of course, the mounts are very unusual. In place of colored or fancy knobs where the two frames clasp an odd little charm is featured this Spring in the form of a Japanese "netsuke," a squatty, fat little Oriental "Fu-dog," or a jade or ivory elephant of miniature but realistic stature. Other odd charms will likely follow, but these have already been adopted in Paris and are therefore eagerly accepted in this country.

Leather bags are shown in the smart Spring shades including navy, purple, and light shades of brown. The practical variations of "box" bags are shown as well as the slim versions of similar designs to the silk models.

Bead bags are shown and are worked out in very lovely designs for the better class trade. Feathers, too, are used to make some of the more exclusive novelty models. Bright shades are freely used in the making of these models.

Leather Used With Taste

The touch of leather on the Spring costume is the official seal of smartness. Leather trimmings are having a sensational vogue, and though this accounts for difficulty in securing a sufficient quantity to enable manufacturers to fill their Spring orders, the cost has not advanced as might have been expected, and smart little imported belts are selling as reasonably as 65 cents a piece retail. Canadian manufactured goods of very smart design sell away below this and the popular narrow belt of imitation leather can be had in a variety of designs at 29 cents and up.

Slender Belts

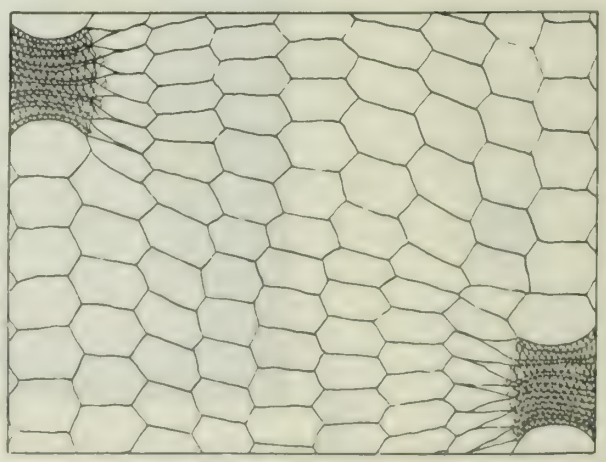
The "school strap" leather belt is the novelty of the moment. It comes in every fashionable shade of leather or suede and in patent combined with these leathers or good imitations. The combination of black patent and white kid is the best selling of the belt novelties, with Paris as the sponsor of this black and white fad.

"Although the demand has been very heavy for this class of goods resulting in somewhat of a shortage, leathers have not gone up during the past six weeks. Prices have been steady," stated a manufacturer of leather belt novelties a few days ago. "Another thing, our English deliveries are very much improved, and the materials being received are excellent. This condition greatly facilitates matters for us." This manufacturer told DRY GOODS REVIEW that the narrow strap belts with inserted steel eyelets placed all around the belt at intervals of three inches are very good sellers and also the models showing brilliant colored suedes piped with patent. Perforated effects are strong, and bright reds and greens of the narrowest strip type are selling extensively for dark navy blue frocks. No Spring sports outfit will be complete without the school strap; beltcoats, suits, one-piece frocks, sweaters, and cape shawls accept these smart narrow girdles as their own particular guarantee of smartness. Some of these belts are not a bit more than a half inch in width while others are as much as an inch. Some belts are shown a little wider but the demand is for the string effect. Mulberry, emerald, Pekin blue, bright reds and browns are shown with edges invariably of patent. Plain white kid belts with patent pipings are extremely smart while the introduction of steel links at side sections is considered very smart.

Fancy buckles are not featured, steel or leather or just plain brass color being shown. The polo coat favors a slim brown leather belt exclusively and is also introducing leather buttons and collar and cuff facings. By autumn much leather trimming can be expected for brown and grey kids and suedes will be introduced on the later editions of this practical outer garment.

Laces

The smallest of accessories are not too insignificant to have their dainty garniture of lace. The edging on a tiny mull handkerchief may be just a few threads in width but it must be dainty of pattern and very fine. The vogue of lace trimmed neckwear has increased to an amazing extent, and lace edgings are even making their appearance on fabric hats



In Black or Taupe

A neat version of the hexagon mesh with a formal motif introduced. (Cut shown reproduces veiling in exact size.)—All designs illustrated from Canada Veiling Co., Toronto.

for Summer wear. Shipments are now being received from Switzerland, and one large Toronto firm has just received a consignment of very fine narrow widths of guipure. The firm was informed that the next orders for the same laces would have to be placed at an advance of 65 per cent.

Nottingham laces are arriving a little better and there is nothing left to be desired in the quality of these British laces being received.

Lovely Ribbons

The ribbons this season are simply astounding. The Swiss products and French are superb, and such variety has never been matched before. There are plaids in unlimited designs, stripes, checks, shot effects, metallic combinations of rare design and colored floral designs in rich tapestry effects, as well as very modern combinations of vivid hues. The leading French ribbon houses are reporting a decided preference for deeper, richer tones as warm weather advances, and it is to be expected that ribbons used for dress trimmings will be quieter in tone than some bright hues launched early in the season. Jade green for instance is expected as Summer advances to give place to a softer shade which looks as if a dash of gold had been mixed with the more vivid jade. The result is a beautiful yellow-green tint that is ideal for Summer wear. This is known as meadow green. Some of the novelty ribbons are very interesting, having vivid stripes introduced on neutral grounds. Checks are quite startling in their combination of color and metallic effects are still very strong for evening wear, bags, etc. Prices are jumping higher in these novelty and brocaded ribbons, while the shiny effects and linen ribbons which are just arriving are also advancing.

The extensive use of novelty girdles is responsible for a big demand in Roman stripes and metallic Oriental effects. Contrasting borders are also good. Cire effects in 2-inch widths retail from 75-cents up and feature sparrow brown, bisque, pottery red, nasturtium, grotto blue and marrow brown. Ribbon prices begin at a little less than a dollar and end—dear knows where!

ENLARGE PREMISES

The John Murphy Co., Ltd., Montreal, has acquired additional property adjoining their site, and their premises now extend the centre block on St. Catherine Street, bounded by Metcalfe and Mansfield Streets.

In acquiring the new area five stores in the block were purchased, giving the Murphy Company a total area of nearly 14,000 feet. The frontage on St. Catherine Street is 200 feet.

With a capital of $100,000 the Inrig Shoe Co. has recently been incorporated, with head offices at Richmond Hill, Ont.

New Umbrellas are Plain

Heavy Plain Silks, Straight Wooden Handles and Leather Straps Characterize English Models.

UMBRELLAS are a very essential Spring accessory and this season the novelty in the smart model is the price.

"Our umbrellas are more reasonable this year than they were a year ago," stated a buyer to DRY GOODS REVIEW. "We are getting a splendid line of English goods now, and although the British manufacturers do not cater largely to the novelty trade demands, they make very reliable lines, and put excellent value into umbrellas which we are able to sell very reasonably."

Among the very newest umbrellas from England are the heavy, dark silks mounted on severely plain wooden sticks and finished with smart little leather strap handles of the riding crop variety. Straight handles have the preference and these are invariably of light colored, highly polished wood, topped with little round nobs of ivory. Ivory tips and ivory capped ferrules are also widely shown on the better class of silk umbrellas, and these are reasonably priced from $9.00 to $12.00. There are some novelty umbrellas being shown priced as high as $25.00, but then there are equally durable though not so extravagantly finished umbrellas of the popular ring-handle order, priced from $7.00 up.

Children's umbrellas are selling well, and are miniature replicas of the models intended to complete their mothers' smart costumes. These range in price from $5.00 up at the stores which carry them in a variety of shades and new styles. The colors fashionable in umbrellas at present are purple, navy, green and brown with black considered good for all occasions. The T. Eaton Co., Toronto, is showing a stick and umbrella set for men which is a neat English idea that should appeal in Canada. The stick and umbrella handle are fashioned from the same wood, ash being considered very good, and the two come strapped neatly together.

Among novelty efforts which are promised a fair vogue are the amber, and colored composition handles made with ring handles and tall straight sticks. These handles usually employ colors with ivory or wood matching the silk used in the umbrella.



Well Designed and Dainty

This attractive camisole and bloomer combination is of very good quality wash satin, which comes in either white or flesh. One of the best points is that the camisole is cut so that it cannot fall off the shoulders. A strictly tailored model finished at top with a row of hemstitching. The boudoir cap is of georgette, trimmed with lace and ribbon. The slippers are of plain and brocaded satin.

FASHIONS IN STRAW

"Shiny" is the rule for straw shapes as well as for their more expensive hand-made sisters. And the styles are similar also, although sailors are more in evidence. Indeed there is little doubt that the straw sailor with few variations will always be the staple number. Its neat smartness and adaptability appeal to all types of women, and the best dressed are seldom without at least one of these walking models.

But each season brings its variations, and this year the sailor to be featured is that known as the "Mitzi." It is small and practical, and becoming to a number of contours.

Otherwise straws, as stated above, follow the lines already on the market. These include the chin chin, off-the-face, Napoleon and Watteau effects. This latter are quite new, in straw, have a dome-shaped crown and narrow brim which is lifted an inch or so at the back. Trimming generally consists of a bunch of flowers or ribbon bow with streamers placed under the brim at the back.

Cire ribbon, gay flowers, glycerined ostrich and fruits are the trimming features. Hats are small and show very little trim as is the way with tailored designs.

Colors are strong, but about 50 per cent. of the business is done in black as usual.

Corset Output Below Normal

Shortage in Materials Rather Serious—Attempts Made to Substitute Airplane Cloth—Few New Designs for Spring.

THE shortage of raw material is becoming more and more serious in the corset industry. Some cotton mills are sold up for months to come, and those that are not are frankly not looking for orders. It is in vain, manufacturers have found, to sit and wait for mill representatives which used to come along about now in former times. The only way to ensure deliveries is for the manufacturer to write ahead of time or else go after the goods himself. This applies to steels and other accessories as well as the cotton. Some factories complain of having whole shipments held up at times waiting for fasteners.

By way of relieving the shortage in cotton, one firm has been experimenting with airplane cloth. From its appearance and texture, it would seem to be well suited to the requirements of a corset material. In construction it is lightweight made of fine quality yarns, mercerized and closely twisted. This tends to produce a fabric having maximum of strength with the minimum of thickness.

The help situation is not quite as acute as formerly although few factories are operating to capacity, and still fewer are keeping up with their orders. "It is an unpleasant way to be doing business," said a manufacturer to DRY GOODS REVIEW, "writing every day to old customers and telling them we can't fill their orders complete."

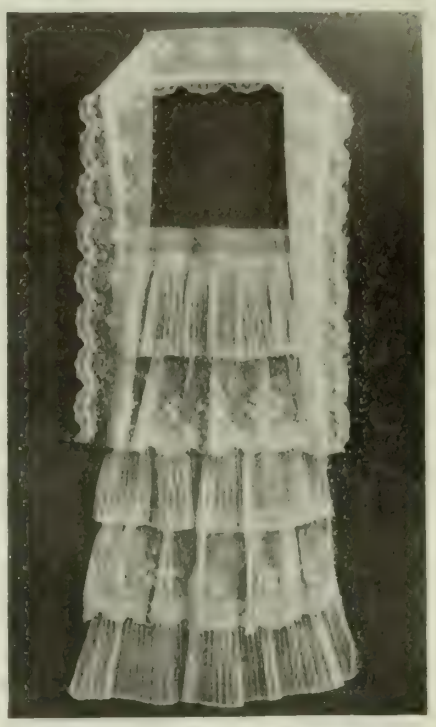
Little in the way of new styles is being introduced for this season, as the operators are too busy working on the established numbers to work on new models. The trade is keeping well to low-busted, lightly boned styles, except in the hygienic designs which are not liable to vary with the seasons.

A pretty novelty in corsets was shown by the Fairweathers' Ltd., Toronto, in a window display devoted solely to corsets and lingerie. This was a pink satin model on a slight youthful figure. It had few bones and its chief feature was the front fastening, which consisted of elastic tabs placed side by side, fastening alternately to right and left.

BUILDING ACTIVITIES IN B.C.

In announcing the contemplated erection of a new ladies' wear store by Herman's, Ltd., in Vancouver, it is interesting to note that Vancouver has already issued permits in 1920 reaching a total of $12,000,000

Herman's Ltd. has acquired the store formerly occupied by "Tom the Tailor," at 524 Granville Street, and has stocked exclusively ladies' suits, coats, dresses, and skirts.



Of Net and Lace

A dainty vestee of ecru Oriental lace and fine pleated net, one of the charming designs offered by A. Bruce Finnie & Co., Montreal.

NOTHING NEW IN NECKWEAR

(Continued from page 93)

ings on the scollops or Vandyked points.

All lace effects are selling well and some of the novel ideas in silks are creating a fair demand, too. Patch effects in the toast-tinted collars are very successful introducing squares of filet, Bruges and Val. lace. These lace motifs are very smart and are retailed from $2.25 up. Ruffles and shirrings of net for the gilet with the suit costume are priced from $1.75 up.

The Etor jacket has introduced the wide Eton collar, and this style is shown in the sheer fabrics and in some cases worn on a smart little blouse with a bow instead of the vestee.

Some of the organdie vests are being shown with the wide organdy sash which is intended to tie in a big bow at the back when the short jacketted suit is worn. Georgette ruffles are promised quite a vogue a little later, and already pleatings and ruches are in great demand for the dressier types of costume designed for Spring.

METALLIC NOTE STRONG

There is no indication of a disappearance of metallic effects for a season or two longer — and they will in all probability be just as strong a year hence. Metallic threads are very strong and are required for decorative designing on smart one-piece frocks in wool or silk.

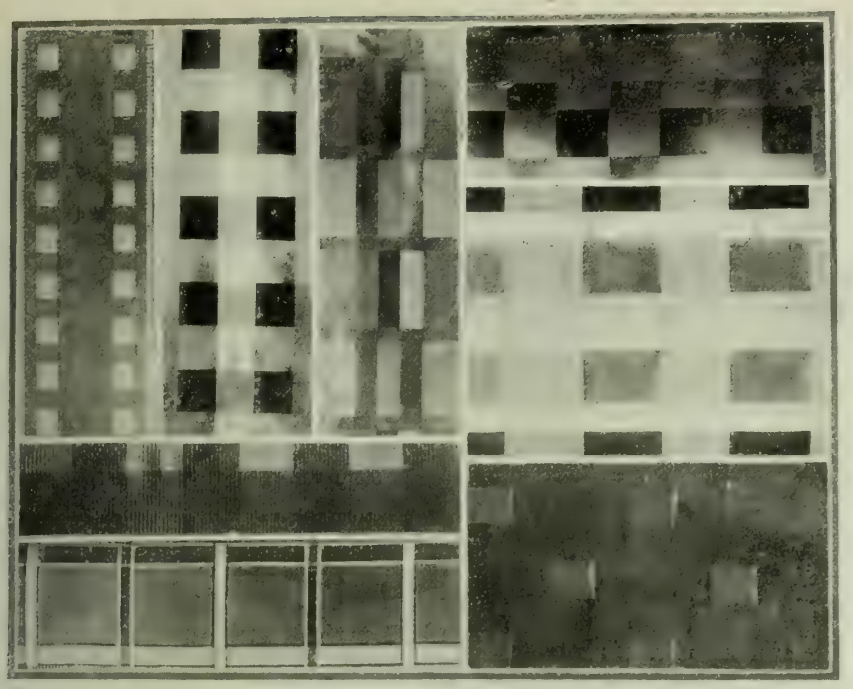
Metallic braids are considered very good, and metallic buttons have joined the array of tinsel and gilt effects.

Gold, silver and bronze galoon, and metallic bullions are promised a strong season.



Easter Neckwear

This number made of navy Georgette embroidered in white silk is among the Spring lines of the H. P. Ritchie Co., Toronto.



New Swiss Ribbons

Ribbons are playing a vital part in the fashions of spring. These smart designs illustrate the fad for stripes and checks, and are examples of ribbon from Switzerland.—Courtesy of Harold F. Watson, Foster Co., Montreal.

THE CHARM OF A MODISH VEIL

(Continued from page 92)

ing ends tie smartly in a saucy bow at the back. The Mona Lisa is decidedly chic, being cut to shape about the hat and face, without any clumsy width where the veil fastens. The border runs all the way round and assists in holding the veil just where it has been adjusted about the hat.

FOR THE EXCLUSIVE TRADE

The more elaborate designs in finished novelties are being shown, but only with a view to supplying a limited demand. These veils are retailing from $6 to $15 and even $25 for some of the very elaborate designs, and there is a certain class of trade with which this line is always in demand. The big majority of retail stores do not care to risk carrying accessories as high priced as these, and find better profits in the veilings that do not retail beyond $2.50, and the finished veils that can be sold at $4 or $5. It is anticipated that draped veils will enjoy a certain vogue for the dressy occasions, but the veil for the present is the neat inconspicuous mesh that fastens smartly about the close fitting hats for immediate wear. The drooping brimmed hat naturally creates a demand for the veil which hangs loose, but when this style is adopted, the smartest effect is seen in the arrangement which allows the border to come just above the chin.

UP 50 PER CENT. BY FALL

Veilings will advance at least fifty per cent. by Fall, according to advices received from the Canadian importers of French and English meshes. Veilings that retailed only a very short time ago at 40 cents a yard, are now selling for 75 cents. Yardage veilings in plain hexagon meshes this Fall will retail from $1.50 to $2.50.

FRENCH LIKE BLACK SATIN

Every Frenchwoman who makes any pretence at all to a smart wardrobe includes among her dresses one of black satin regardless of what other materials may be in the limelight of fashion.

Umbrella Handles From Paris

Paris, France—Umbrellas are no exception to the do-as-you-please spirit which has taken possession of the fashion world. Handles are carved in wood to represent all kinds of allegorical figures — Grecian, Sphinx types, Assyrian, monstrosities of all sorts, quaint middle age gargoyles, and museum inspirations. The figure forms the handle of the umbrella, while the ends of the ribs are in colors, either jade, coral or heliotrope usually, with the ferrule to match.

Other umbrellas have the handle made of a worked bronze metal representing all kinds of animals, from elephants to mice. Painted ivory, of course, is also much in evidence.

Parasols tend to become more and more lavish and rich. Made in lame and brocade, they have handles in colored stones forming the same designs as the material.

Silk and Chamoisette the Thing in Gloves

Kid Too High-Priced for General Trade —Interesting Points in the Manufacture of Chamoisette Lines

REPORTS are that silk gloves will see a big advance for Fall and kid gloves will be practically dead so far as the bulk of the trade is concerned. This is due to the unprecedented rise in the price of skins, and the fact that kid lines that once were sold for $13.50, are now labelled $60.00 a dozen. The long sixteen button lengths have jumped to $100.00 which were once sold for $24.00.

For popular priced trade, silk and chamoisette are the best lines shown, although some stores are stocking up with lisle gloves in a variety of colors, which can be sold at a trifle less than the chamoisette.

Little that is new is seen in glove styles except here and there a new point. The gauntlet wrists are still good with strap fasteners, elastic, or back button effects; with different finishes on the cuffs in the way of tucks or bands of contrasting shades.

A trip through a factory making a well-known brand of chamoisette gloves was most interesting to a DRY GOODS REVIEW representative. The material is specially woven of number 80 thread and then it is shrunk to one-half its width, which provides the "give" in the finished article. It is woven, moreover, in such a way as to make it "give" only when pulled in one direction and not in the other.

After the scrubbing and dyeing processes it passes through a set of rollers covered with different materials which give it on one side a satin stripe effect and on the other a smooth 'mousey" feel.

The cutting is done by machinery, and then the gloves come to the operators who accomplish the 24 different operations through which they must pass. These include pointing, inserting the thumb, sewing up the fingers, fourchetting, putting on the fasteners, steaming and examining before being boxed. Certain operations have to be sent out to be done by hand such as finishing the finger tips and tying the threads of the points.

One can easily understand that the operators of the various machines must be highly skilled as the work requires particular care and accuracy. In these days of labor shortage, too, it is small wonder that the glove factory is generally sold up six months ahead.

Another matter that is inconveniencing the producer of gloves is the difficulty of getting fasteners. These really look like small things in the manufacture of the product, but delays in their shipment can easily hold up the output.

CIRE SATIN USEFUL

Cire satin is quite as popular in hats as it is in dresses. Because it has so many qualities that will contribute toward its success, its continued use in Spring and Summer millinery is assured.

Phoenix Novelry Company

TORONTO

154 Pearl Street

Neckwear

of unusual charm and distinction

PATCH LACE COLLARS

ROUNDING and TUXEDO COLLARS

LACE VESTEES

Short and long lengths

COATEES

For wearing with Bolero Coats

LACE POINTS

by the yard

Venise Oriental
Batiste Organdy
White and toast color

QUICK DELIVERIES FOR EASTER SELLING



GOSSARD *Front Lacing* CORSETS

never have been produced in sufficient volume to satisfy the demand.

This condition rests upon the intrinsic merit of the merchandise; and it is a significant fact that the enormous demand of to-day is a *natural* development of the universal and steadily increasing preference for these original front lacing corsets.

Certainly nothing less than unquestioned superiority could account for the intensity of favor in which Gossard Corsets are held the world over. It is certain that in the maintaining of this enviable reputation, Gossard quality will never be sacrificed in the slightest to our intense desire for increased production. You may sell every Gossard Corset with the assurance that it will safe-guard the high reputation of your store by rendering the unequalled service every wearer of a Gossard has a right to expect.

> We are devoting our whole energies to the problems of meeting your demands. The recent opening of another factory at Drummondville, Quebec, is but a further evidence of our best efforts. The production of corsets and brassieres has been increased prodigiously. It will continue to increase. The quality will be maintained consistently. The demand will grow steadily.

Upon such merchandise you can build with confidence a corset department that will profitably share in the unparalleled popularity of Gossard Corsets that assures you an even march of satisfactory sales.

The Canadian H. W. Gossard Co., *Limited*

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TRADE MARK

This Easter Time---

—prominently display your Acme fine gloves for men and women.

Their elegance, fitting qualities and exquisite finish are sure to please the most exacting.

CAPE - SUEDE - MOCHA

ACME GLOVE WORKS
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For special events—openings, sales drives and exhibits, Van Raalte supplies artistic show cards, attractive display material and real advertising aids that hundreds of merchants, have found highly valuable. All is typically Van Raalte in character, all built on an experience of years in producing display material and advertising aids that are of practical use to the merchants. Write for complete information on Van Raalte selling aids.

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Silk Gloves—Silk Underwear—Silk Hosiery

"ERL" Brand Laces

We are the exclusive agents in Canada for these superfine lace edgings and insertions, manufactured in Great Britain. They embrace a wide variety of designs, and are put up in pieces of six yards, each piece in a transparent envelope, three dozen yards to pattern.

Plain and Fancy Voiles

We have a wide variety of imported voiles in exquisite shades and patterns. Just the thing to meet the present vogue for frocks of combined flowered and plain effects.

Thompson Lace & Veiling Co., Ltd.
111 Wellington Street West
Toronto



Waists

A New Department featuring many new styles in fine voile waists, and introducing the new Ritchie embroidered smock — "distinctly different," yet popular priced.

Undergarments

of refreshing charm and personality. Every type of sheer material of the vogue—and they can be delivered promptly. We invite your inspection before making your Spring selections.

Laces

Have you ever seen laces in the process of manufacture?

We extend to you an invitation to visit our plant and see the Canadian-made line being produced.



Manufactured by

H. P. RITCHIE & CO.

38 CLIFFORD ST.
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Have you seen samples of our



Laces and Embroideries

for Summer Selling?

Large stock of Vals., Torchons, Clunys, Fi e s — a Camisole and heavy Bra ve effects.

Immediate delivery and efficient service on all orders.

Give us a call when you are in the city.

Mail orders receive Prompt Attention.

Comprehensive range, including all styles, from one inch insertion to 27-inch flouncings.

VOILE and ORGANDY FLOUNCINGS are a feature for this Season.

Travellers are now out with samples of our

LARGE AND WELL ASSORTED RANGE OF HANDKERCHIEFS

THE HOUSE OF B STYLE & SERVICE

Westlake Brothers, Limited

24 Wellington St. West - - Toronto

THE "JULIAN SALE" LINES ARE EXCEPTIONALLY ATTRACTIVE IN DESIGNS, VARIETY and VALUES



Every order that comes in from our travellers these days has an extra note of appreciation to it of these new lines for the Spring trade. We were confident that it would be so—and for that reason are all the more keen that you should be on the lookout for the **Julian Sale man.**

HAND BAGS AND STRAP HANDLE PURSES

Are leading lines for the spring trade and we certainly have the largest range of them that we have ever made—the merchandise—of especially high order in quality and finish—the assortment will make a most desirable variety in any man's shop and the values are unusual.



Hand Bags of silks and serviceable leathers of which the new stock grain will be very popular. There are many decided novelties in this season's lines.

Strap Handle Purses—We can only repeat what we have said before—no lines we have made in years have had greater sale and this will be a big season for them.

Wait For Our Traveller—Order now and order plenty.

THE JULIAN SALE LEATHER GOODS COMPANY LIMITED

WHOLESALE FACTORY, SAMPLE ROOMS & OFFICES:

600 KING STREET WEST, TORONTO

In the new, colorful, distinctively patterned

"J. C." RIBBONS

lie the many possibilities for Individual salable dress ideas.

"J. C." RIBBONS charm and delight and multiply the elegance and originalty of creation.

The pictured dress worn by Faire Binney, appearing in "He and She" owes much of its charm and appeal to the ribbon girdle and sash.

There's a "J. C." Ribbon for every dress need—buy them by name.

LADY FAIR
SATIN DE LUXE
TROUSSEAU
VIOLET
SANKANAC
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(All registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.

"America's Best Ribbons"

40 East 30th Street New York

J.C.
AMERICA'S BEST
RIBBONS







Marabou at its best

Our Marabou Capes excel anything on the market, for attractive shading, downy softness and rich quality. The designs are most appealing, their popularity everywhere proving their smartness and utility.

With the prevailing high prices of furs a Marabou Cape quite nicely assumes the role of a fur. Its vast superiority over a cheap fur has gained it a prominent place, in Milady's Wardrobe, which is destined to be permanent.

Our range includes many delightful styles in rich tones of Natural, Black, White, Grey and Taupe. Let us send you an assortment at once, for Spring selling.

DOMINION OSTRICH FEATHER CO.
Limited
78 Wellington St. West - Toronto
MONTREAL REPRESENTATIVE:
H. B. TAYLOR, 202 MAPPIN BLDG.

DENT'S D GLOVES

DENT'S GLOVES
ARE THE BEST

200 Years' Reputation

DENT, ALLCROFT & CO., MONTREAL





RIBBONS

that will add delightful touches

to

Summer Costumes

In our comprehemsive range of RIBBONS you will find all the Season's best sellers—from the narrowest and daintiest Lingerie Ribbons to the most brillant and elaborate wide Ribbons. Our connection with all the foreign Markets enables us to offer you the most extensive range you could find in Canada.

Wide	Narrow
Plain	Fancy
Striped	Flowered
Subdued	Brilliant

Be sure
to see
our
Representative



RIBBONS LIMITED

100 Wellington Street West. TORONTO

McDermott and Arthur Streets, Winnipeg

"Society" Sport Veils

TRADE-MARK REG. U.S. PAT. OFF.

The National Advertising Campaign Is Launched

From the moment "SOCIETY" Sport Veil advertising appeared in the newspapers and magazines—sales started climbing.

With merchants who have an attractive cabinet of "SOCIETY" Veils on their counter—every sixth sale is a veil.

Women find the motifs fashionable—the elastic band sensible—and the price (25c) irresistible.

Merchants find "SOCIETY" Sport Veils easy to handle—and the generous margin of profit, particularly satisfying.

Act now—while the veil season is on.

Your wholesaler will supply you. If he cannot, write us.

HERBERT B. LEDERER CO.
A CORPORATION
91-93 FIFTH AVENUE
NEW YORK CITY



FLATO



Finnie Neckwear

is designed with a view to combining t l greatest value, the newest chic styles and the most bewitchingly beautiful patterns.

Boudoir Caps, Tea Aprons, Camisoles

Write for catalogue with illustrations and prices

A. Bruce Finnie & Co.
Corner Craig and Gosford Streets
MONTREAL

In the face of a growing demand

Only by placing orders now can we promise Prompt Shipment

Independent Silk Limited
Manufacturers of
Silk Thread, Shoe and Corset Laces
360-380 St. Paul Street East
MONTREAL



WHEN YOU

stock GRIFFIN GLOVES you know you are able to satisfy your customers.

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REGISTERED
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84 Wellington Street West, Toronto

Lace on Household Linens

Trimming Motif Strong on Towels, Tablecloths and Scarfs — Merchants Believe Peak in Towel Prices Has Been Reached — Embroideries Are Plentiful and Novelties in Art Needlework Are Many

THIS is the season for the appearance of novelties in art needlework, and the manufacturers have shown a lively individuality in their recent efforts. Some very fine work in towels, dressing table scarfs, table runners, pillow slips and scarfs has been designed, and because of the prevalent scarcity of all grades of linen some decidedly artistic numbers have been developend in cotton.

Plain cotton face-towels are being offered by the wholesalers at $8.50 per single dozen. This means that they will probably retail at about $2.50 a pair.

"Towels are very scarce," was the universal announcement made by the wholesalers interviewed this month. Deliveries are slow and prices are up considerably.

"Our huck towels have gone up at least 30 per cent. and Turkish towels are a third higher than last year," declared a buyer for a large departmental store. "But I believe that the peak in this line of goods has been reached. I do not think towelling will go higher."

Some of the best numbers showing have dainty hand crochet vandyked edges worked in soft Dutch blue or pale pink with delicate traceries worked above the border ends. These are shown in the accompanying illustration.

Scarfs and Covers Show Colors

Table cloths and centre pieces of "satin jean" embroidered with coronation braid are showing, while sets of table covers, bouffet scarfs, and sofa cushions in crash materials displaying stencilled designs are considered very good for summer cottage use. These sets are also to be had in white patterned in blue and other colors.

There is to be a big call for lace trimmed dresser scarfs and dressing table and chiffonier runners—cotton lace of delicate design being arranged in square and circular insets in scarfs of cotton or linen on which are embroidered delicate traceries in tinted silks. All white is rarely seen, but embroideries in color are not heavy and favor dainty French patterns of baskets with trailing flowers and vines strewn the length of the panel, with the motif interest centered at the ends or in the centre. The lace insertions and edges are often two-thirds the width of the scarf, and cream tones are very strong, though pure white is seen with a very pretty cotton material in which four-inch squares are made by a hem-stitching design.

Fringe and Unbleached Linen

Bedspreads also feature considerable lace insertion and edging in cotton and mercerized effects while fringes of the same fabrics are very strong. One Canadian wholesaler is buying the entire output of one fringe manufacturer, and selling it as fast as it comes in. These fringes are used to border all kinds of scarfs and cloths and will be utilized on the new bedspreads of unbleached linen which are promised a very strong run. Lace bandings will be introduced in insertions of 4 or 5 inches width.

Stamped Designs Popular

Stamped designs appear on all manner of cotton and linen goods from dainty little initialled handkerchiefs to baby's rompers. Nursery rhyme figures are embroidered on children's play smocks and tiny eyelets, lovers' knots and single posies are stamped to be worked on the most attractive suits and frocks for small boys and girls. Aprons, pillow slips, towels and table runners, all show many of the stamped designs and when embroidery is not introduced stencilled effects are substituted.

Turkish towelling is being put to a novel use this season. One large bath towel is folded with the long ends together. One-half is slashed from the centre of the hem to the centre of the fold and a circular piece is then cut out on the fold. When the side edges of the towel are caught together, a very simple straight hanging jacket is the result and when the cut edges and the neckline are trimmed with colored silk or wool blanket stitching the completed article is a very neat little combing jacket which will launder splendidly.

One Toronto importer of novelties is having a great demand for "Sanitas Sets," artistically designed luncheon sets of 13 pieces in a fine suede-surfaced white oilcloth. Rich, conventional designs in flowers and fruits are applied in fast colors, and the sets wash easily, retaining their bright-hued patterns indefinitely.

Cushions and Embroidery

Cushion tops of wool tapestry in animal and floral designs worked on penelope canvas are exact replicas of the quaint furnishings of our grandmothers' times and are enjoying a fair vogue. Cushions in tapestry, silks, cretonnes and combinations of fabrics are in greater demand though they have advanced 25 per cent.

The "Taffting" needle has introduced a new and simple process of embroidery, explaining the increased sales in art needle work supplies, such as stamped cushion tops, dresser scarfs, library table runners, etc., and embroidery silks. The taffting needle is the invention of a Canadian who spent 10 years perfecting this unique little embroidering device. The inventor claims that when his needle was turned down in Canada, he took it to the United States, where it was immediately snapped up and patented. The needle is now being shown by the T. Eaton Company, in Toronto, and is retailing at $1.35. The demonstrator told DRY GOODS REVIEW that the demand had been big.



For the Pretty Home

Four dainty designs in towel ends shown by Jennings and Wilson, Ltd., Toronto. The illustration shows a scollop and a Vandyke edge in both pink and blue, while the dainty embroidered motifs in conventional and floral designs are effectively worked in mercerized threads in Dutch blue, rose and rose with lavender. Colored embroidery and edgings are used on a variety of household linens.

The thread is inserted in an eyelet like an ordinary needle and then drawn along a slot in which it sinks to the full length of the little hand device. The article to be embroidered is placed on embroidery hoops and by means of inserting and extracting the needle in the same perforation, the design is covered. The needle carries the thread into the perforation, and as it is "extricated" a little loop of thread is left on the under side. The neat little hole is made as near to the one before as possible, and so on. The back on which the loops come through is the right side of the design when the work is completed.

By this simple procedure, solid embroidered designs are accomplished by the novice that only an expert could create in the better known method of embroidering.

In the art needlework department of Eaton's, the DRY GOODS REVIEW representative also found a delightful little novelty in a cardboard package containing carboard dollies and stamped materials, all ready to be made into dresses and complete outfits for these quaint paper toys.

Very artistic work bags and "market bags" are being made from circular leghorn plaques. These circles of straw are daintily lined with pretty flowered silks and are caught up in envelope style so that they assume most practical dimensions. Ribbons are knotted so that the bag can be swung jauntily over the arm.

The homely wooden bread board has taken a fancy to the craze for decoration and now appears quite harmoniously on the luncheon table, having added bright touches of color which transform it into a most interesting table accessory. The handle of the bread knife should also display a trailing floral or conventional painted decoration so that the board and knife may carry out the idea of the set which is so much in vogue.

MADE PRESENTATION

Mr. A. E. Alexander, local manager of the A. J. Alexander store, Sparks Street, Ottawa, was the guest of honor at a supper party held by the store employees on February 21, when he was presented with a beautiful clock and a pair of candlesticks. The gathering was in honor of Mr. Alexander's forthcoming marriage to Miss Beatrice Morris, of Montreal, and during the evening warm tribute was paid to the splendid way in which Mr. Alexander had built up this splendid business in the comparatively short space of seven years. He had come to Ottawa with two assistants. Today the staff numbers thirty-five.

Mr. Alexander and his bride will spend their honeymoon in New York, England, and Europe, during which time Mr. Alexander will keep in touch with the fur situation at these points. They will return to Ottawa in May.

Art in Packing Notions

Attractively Put Up Articles Sell the Quickest, and Badly Displayed Goods Get Dusty on the Shelf.

THE "Notion and Novelty Review" recently published the following article on the packing and displaying of notions, written by Otto R. Rick. It contains some excellent suggestions for the merchant who realizes that up-to-date methods mean better business.

Mr. Rick is a buyer for a big Buffalo departmental store and has learned the value of innovations in show cases, etc., through years of experience. He says:

"The putting up and packing of notions is a very important part of the manufacturers' business. In some cases it reflects the class of the factory. Smallwares that are made in a first-class, workmanlike manner, tied, banded, carded and boxed tastefully, not alone help in keeping stocks attractive and in good shape, but also appeal by their fresh, clean appearance alike to the wholesaler, retailer and consumer.

"It is a fact that salespeople, as a rule, put forward the perfect or more desirable articles because they are more readily sold, and leave the unattractive numbers to become shop-worn, neglected, and finally dispatched to the job lot table. This means a loss to the store and a blow to the manufacturer, for, if his products do not sell, there are no repeat orders in his mail.

"Notions must be put up and displayed to suggest their usefulness to the looker-on.

"If they are concealed in the packing or placed in stock boxes in the shelving or otherwise kept out of sight, you cannot expect increased sales. The mouth waters more readily when the peaches are in sight. Many of our notion and kindred lines are made and packed very much better than formerly, and sales have increased wonderfully.

"The button cabinets have outdistanced the open stock. The banded shoe laces are preferred to the old-style tangled bunches. The stuck-on-card hooks-and-eyes are forgotten. Tooth brushes in individual, sanitary boxes and toilet articles in their beautiful containers are showing a marvellous growth in sales.

"In imported lines the French are past masters in the craft of box making.

"Proper packing is quite essential to protect smallwares in transit. Cartons should be of correct size and strength to preserve the contents. Buyers plan to use large quantities for effective window displays and many times are exasperated by receiving damaged boxes.

"There is an opening for better items in notions. We seem to be short articles to retail around a dollar and also of new things to create interest.

"Manufacturers are making too many lengthy price lists, which require the time of the buyer, road men, stock keepers, billing clerks, and others. The notion price-book is too voluminous. There are lines made in four or five sizes in white, each priced separately, and the same numbers in black, with another range of prices where the difference is quite insignificant, perhaps a few pennies per gross or great gross, as the case may be, which could very easily be made one price averaged without any loss to the maker and thereby save a lot of time all around. Corsets, shoes, knit goods, and many other lines are sold in various sizes at one price. The same system could be applied to equalize the price on notions.

"The new putting up of spool cottons with the numerous lengths and sizes has caused a great deal of confusion and should be corrected."

Cartridge Silk For Pretty Modes

Wonderful Display of Models Fashioned From This Fabric Shown at Bush Terminal, New York

The first public demonstration of the uses of cartridge silk for garments and draperies was given this month at the Bush Terminal in New York. Living mannequins attired in gowns, coats and frocks of the new fabric walked on a decorated promenade, in sports suits, embroidered negligees, riding habits, opera cloaks, street dresses, evening gowns, hats. Suits for men and boys were shown in the material which represented the surplus of silk originally manufactured by the United States Government as wrapping for high explosives for shipment to the war zone.

Thirty million yards of this material was left on the hands of the U. S. Government at the signing of the armistice. Like the aeroplane linen which is becoming fashionable for women's costumes in England and here, cartridge silk is necessarily a first-class product. The use to which these two materials were put originally necessitated absolutely the highest quality fabric—and the silk is by no means an exception in appearance. It is a lustrous silk and has shown itself to be successfully adaptable to the dye pot. It was shown at this unique display in New York in most fascinating colors both in garments and draperies for house furnishing purposes. It is ideal for the smart midseason coat and makes the most attractive overblouses as well as practical and pretty frocks for children.

Big Season for Notion Trade

Manufacturers Putting Full Time on Staples — Shortage in Nearly All Lines — Elastics of Superior Quality Now Coming From England — Jewelry Prices Asked for Hair Ornaments

THAT the approaching months are to be good ones in the notion trade is the general opinion expressed by the buyers for this line of commodities who have been obliged time and time again to repeat orders that they thought would last them well over the Easter rush.

"I stocked everything I possibly could in the way of hair ornaments, with prices running as high as $85 retail, and last week I was obliged to make a special trip to New York for a fresh supply," was one buyer's admission. "Our stock was practically depleted in a brief two months, and this in spite of the heavy trade at Christmas time."

The demand for all kinds of notions seems to be increasing daily judging from the large orders pouring into the wholesale houses. In many cases price is not a factor in the purchase at all, it is simply a matter of getting the merchandise, regardless of cost.

In a recent bank report attention was drawn to the very apparent fact that the volume of wholesale and retail trade, measured in terms of price, continues at a remarkable level, and is plainly outstripping production. There is a steady depletion of stock which manufacturers state they cannot replace because of the shortage of raw materials.

Specialize on Staples

There are very few novelties in notions this season, DRY GOODS REVIEW was informed, for the very good reason that the manufacturers cannot begin to get out all the staples required.

"Elastic is one of the hardest articles to get" stated one buyer. "There is one advantage, however, we are getting practically all our imported elastic from England now, and it is better and cheaper than that which we have been getting from other sources during the past five years. But only about 25 per cent. of our orders are being filled as England supplies elastic very extensively elsewhere as well as to Canada."

A Way of Getting Around It!

Needles which used to come in packages of 25, now only come in packets of 15. The price is still five cents, and one buyer went so far as to say that there was a considerable saving at that, as women would lose enough out of the old packages to even it up, in spite of the recent change in the number sold per package! That the shortage in needles is acute is proven by the fact that ten and fifteen cents per package is being asked in the United States. England is increasing her output of this commodity, too, and is shipping as fast as possible to many foreign markets.

Fan-Shaped Combs

Probably the most sensational demand is for hair ornaments. The prices soar and the purchases mount accordingly. All kinds of combs and pins in tortoise and a new glazed grey shell are bringing very fair jewellery prices, and in fact these combs are more like jewellery than anything else. Encrusted with gorgeous blue, green, amber and purple stones, as well as white rhinestones, they have the lustre of precious stones. Among the handsome novelties is a handsome fan-shaped comb in tortoise, spreading very wide across the head more after the order of the ornaments worn by the dainty little ladies of Japan. This comb is expected to rival—and perhaps succeed—the very high Spanish comb, which has had such an unquestioned vogue. Dark and light tortoiseshell is used, and bright-hued blue, red, green, and purple brilliants encrust them, outlining very handsome open-work designs. The grey combs introduce a very new idea in the way of contrast when worn against either dark or golden tresses. The fan sections are outlines in midnight blue stones, while tiny discs of varicolors deck the panels. The miniature sizes are moderately priced at $17.50, while larger ornaments are priced as high as $50, and jet and rhinestone trimmed glazed combs are selling as high as $85. Even coiffures are growing more elaborate, and milady must see that the buckles on her dainty shoes do not outstrip the combs which repose in artfully-arranged tresses.

"When you consider that $35 and $45 is a fair price for rhinestone and cut steel buckles, you can understand why hair ornaments of a very high quality are selling so well, "explained one importer of this class of goods when displaying these latest conceits to a DRY GOODS REVIEW representative. The Spanish comb and the French roll comb studded in brilliants are also selling very well this Easter, and the amber single pin studded with topaz is very chic.

There is still a serious shortage of cap hair nets, which are by far the best selling variety. The demand for bone hair pins and small clasps is also very good, due, it is said, to the fact that bobbed locks are being permitted to grow long again.



New Rubber Goods

Rubber goods and oilcloth novelties are very strong. Rubber lined cretoone touring cases equipped with pockets to hold the damp wash cloth, soap, toothbrush, etc., are very complete, and most practical. Silk threads have advanced 20 per cent. in three weeks, while most beltings, lingerie tapes, etc., are in big demand.

Buttons

The manufacturers of buttons have done themselves proud, and it would almost look as if they had made a successful attempt to gild the lily. Buttons are quite as decorative as the printed taffetas and Georgettes with which they must inevitably be worn, yet there is nothing to offend the artistic eye, for dainty hand-painted effects have their contrast in severe black or white ivory when the tailleur requires a finishing touch. Only the plainest of buttons must be used for frocks or suits of tricotine or serge. Pearl buttons are very good and there is the usual strong demand for the galalith in coral or blue for light wraps or darker tints for polo coats.

Certainly the best-looking buttons produced in many seasons have made their appearance. There is a tremendous amount of hand work in the manufacture of the buttons for Summer time wear, and a very new button looks like a dainty bit of French enamel. These little buttons are square and show bandings of coral or French blue with tiny touches of gold or silver in narrow bars through the centre of the button. These are especially designed for the delicate silk and cotton voiles or other lightweight Summer fabrics. There are gilt buttons a-plenty for the chic metallic touch on the vestee, while painted wood buttons, bead buttons and colored glass buttons are available at not too exorbitant prices considering the amount of work upon them. For instance, a tiny square button with considerable hand work retails at the modest price of 30 cents per dozen.

Shortage in All Lines

Buyers of notions state that crochet cottons are very much in demand and very hard to get owing to the shortage of raw materials. There is also a great demand for double stretch silk elastic. The T. Eaton Co., Toronto, have a splendid new elastic with a long hook on one end and a catch on the other. The hook is flat and shaped so that it can be run through a casing without the use of a bodkin, and these complete little elastic waist lines can be slipped in petticoats, blouses, camisoles or knickers, and removed again when the garment is to be laundered, without necessitating a single stitch. They come in black and white, with non-rustable steel hook and clasp.

NEW BUTTON MACHINE

Max Menkin Has a Device That Will Improve Button Centres

Max Menkin, inventor of the improved counter-balanced button covering machine, has successfully brought out another device which will enable the owner of a button machine which makes plain, flat, or half-ball buttons, to fashion a combination button in two colors without the need of new dies or implements. This new attachment is known as the patent combination button moulds, for which the inventor was granted a patent on February 3, 1920. It is claimed that this new method will make a button, the centre of which will not unravel.

It has been suggested that the use of one of these machines in the dress goods or novelty department would greatly convenience customers who wish covered buttons made to match the material of the costume. The buttons could be made the desired shape and size right in the department where the customer makes her purchase, thus giving satisfaction in service and saving her time.

PURCHASE BIG LACE BUSINESS

An advice from England state that Sir Ernest Jardine and Sir William Hicking have acquired the lace curtain manufacturing business formerly owned by W. E. and T. Dobson, Ltd., Meadows Mill, Queens Road, Nottingham. The new owners have also bought the mills owned by the company at Beeston, and at Darvel, Scotland.

It is understood that there will be practically no change made in the running of the business by the new owners, and the present staff with a very few changes will be retained under the personal supervision of Lieut.-Col. D. J. Jardine.

One more reason why Canada must speed up on production. Belgium recently tried to buy 500 tons of flax from the Dominion, according to an advice from Ottawa, in which it was also stated that there was none to be sold. Canada's total production of flax last year only aggregated 600 tons.

A DICTIONARY OF DRY GOODS TERMS

(Cotton Continued)

Picking — Removing odd threads, lumps or similar blemishes from woven fabrics. The movement of a loom as it drives the shuttle across. In cotton or wool spinning a preliminary opening up given to the stock to prepare it for carding.

Bleached Cotton Goods—A variety of goods comes under this heading. All of them are woven and purely sized in the grey state and bleached afterward. A few are longcloths, cambric, lawn, nainsook.

Denim—A very heavy warp twilled cloth composed of hard twisted warp and usually coarse weft. The warp is mostly composed of one color.

Twill—A simple type of weave, resulting in a fabric with fine lines or ribs traversing the cloth diagonally from selvedge to selvedge. Broad classification is that of warp and weft twills in which the warp and woof respectively make the face of the cloth.

Gingham—A plain weave of cloth, medium to heavy make, usually of fine warp threads and coarser weft. Generally made in check patterns.

Lawn—A light plain-texture linen fabric somewhat like cambric, but more open and having a more gauzy appearance.

Cotton which is used for warp in woollen and worsted goods, also for knitting into underwear, is usually Sea Island cotton, used particularly for its length, evenness and strength.

(Cotton Spinning)

Backing Off — The reversing of the spindles on a mule so as to unwind the short length of spun thread coiled round through the operation of twisting and drawing out, previous to again winding on to build up the **cop.**

Back Stops — Buffers used to prevent the mule carriage from going beyond a certain point during its inward run.

Bale Breaker — A machine used in the blowing room for loosening the matted fibres in the compressed bale. There are two kinds, (1) the spiked roller, (2) hopper feed.

Ballooning — A defect in ring-spinning caused by the high velocity of the ring traveller. This has the effect of causing the spun thread to fly outward as it winds round the bobbin. Guards are fixed to counteract this, of which there are several kinds.

Blowing Room — That department of a spinning mill where opening and scutching are carried on.

Carded Yarns — Yarns which have only been carded; not so valuable or so strong as combed yarns.

Coiler — A mechanism attached to the carding and drawing machines for coiling the strands or slivers in a special tube-shaped can.

[To be continued]

BATIK DESIGNS MADE WITH WAX

Ancient Japanese Art Comes to the Fore —Costumes and Draperies Exploit Exotic Colorings

Batik designs on bags, scarfs, costumes and dress fabrics, as well as draperies for house-furnishings, have aroused considerable interest in the processes used in creating these attractive patterns. Batik is a Japanese word meaning "painting in wax." The pattern desired is drawn on or stopped out by applying molten wax to the part of the fabric on which the worker wishes to create a design. When the wax cools and hardens the fabric is dipped in a dye bath. The part that is protected by the wax is not penetrated by the dye, and therefore a light pattern is always achieved on a darker background. Because of the wax covering method this particular process is often known as "wax resist."

After the fabric has been dipped, the wax is then boiled out, leaving the light pattern in contrast to the newly dyed grounds. A skilled worker in Batiking can dye and redye any number of colors on the fabric, always "stopping out" the design completed, in other words, covering it with the hot wax so that the new color will not take on that portion of the cloth. Light shades must be done first, and the dark colors and black introduced in the last processes to get the best effects.

Art authorities state that the Javanese native costume, the "sarong," made of homespun cotton, was covered with these decorative designs, exotic in coloring, centuries before the coming of Europeans to Java. The colors used in those times were brewed from plants, and were fast to light, water and time. It is a well known fact that antique Batiks treasured in museums, have retained the clear mellow quality of their coloring. Though colors are more easily obtained to-day, Batiking is intricate in process and requires patience on the part of the worker if good work is to result.

Pugh Specialty Co. Ltd.

38-42 Clifford Street, Toronto, Canada

Manufacturers and Manufacturers' Agents

We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

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Goodasilk
Globe
Universal
Nufashond
(Fabric tipped)
Vogue

BUTTONS

Pearl, Glass, Celluloid, Horn,
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SPECIAL PEARL BUTTON CABINETS

1920 (Freshwater)
Velvet Lady (Ocean Pearl)

VEILS
With Elastic

Celia Glad
(Plain mesh)

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Harmony
SNAP FASTENER
FORGET - ME - NOT SHAPE

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Bull Dog
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J. Bonas & Son,	Derby, Eng.,	Tapes, Etc.
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Star Pin Co.,	Derby, Conn.,	Pins and Hair Pins
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Winwal Button Co.,	Rockford, Ill.,	Winwal Button Moulds

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Will P. White, Limited

TORONTO—65 Simcoe Street
MONTREAL—489 St. Paul St. West



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By making **buttons** of the same materials you sell to your customers for dresses and suits, and in that way assure them of **buttons** that match perfectly.

"Your store is not complete without a Menkin complete **button making outfit,** and **interchangeable button dies."**

It helps the sale of dress materials and makes it possible for you to reduce the size of your finished **button stock.** No left-overs—or sale of **buttons** at the end of each season.

IMPORTANT

If you now use a **button machine** tell us its name and a list of what buttons you are now able to make. We will send you sample **button moulds** and show you how to make PERFECT BUTTONS the MENKIN way.

"Service" That's Our Motto

S. MENKIN, Inc.

Creators, Promoters and Producers of Covered Button Supplies for over Sixty Years

143 West 28th St. New York

STAMPED GOODS

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Children's Dresses, Gowns, Towels, Combinations, Pillow Cases, Centres, Doylies, Runners, Cushions.

Embroidery and Crochet Threads.

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TORONTO

WRIGHT'S BIAS FOLD TAPE

The sewing basket's steady companion

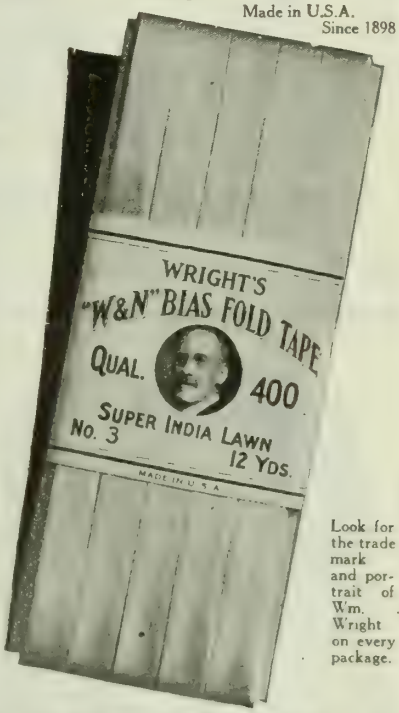
Made in U.S.A. Since 1898

"W & N", Monarch and Meteor Brands

for binding, piping, fancy work and trimming, in white, black, and colors.

Reliable fabrics from first quality stocks, cut on true bias, selvages trimmed, seams opened and pressed.

Easily sold because easily used



Look for the trade mark and portrait of Wm. Wright on every package.

WRIGHT'S E-Z-TRIM

Makes home sewing a pleasure



All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment, collar, cuffs and yoke.

Made of Wright's Tape, stitched in parallel rows on fast-colored percale,

Wm. E. Wright & Sons Co.,
Mfrs.
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Stocks carried at all Agencies

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BEADS OF ALL DESCRIPTIONS.

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"FOUNTAIN BRAND" LEADS

The best linen thread for wholesalers and manufacturers, yet costs no more than the less reliable brands.
Absolutely dependable
Combining strength and durability with
Reasonable price

½-lb. and 1-lb. Patent Wind Cops; 1, 2 and 4-oz. Spools.
Colors — Black, White, Whitey Brown.

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Beautiful Buttons are always noticed

In your Button Department—and on the Costume

We can give you the lines that always prove popular for their artistic coloring and designing, and their obvious quality and good taste. The great choice offered in our range ensures your being able to meet every demand for BUTTONS.

Also Tailors' Smallwares and Fancy Trimmings.

THE ONTARIO BUTTON CO., LTD.

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Cap Shape Hair Nets

NO Pins Ends Worry nor Drawthread Elastic



Made from the finest Human Hair

The Most Popular Hair Net at Present

Strong Invisible Neat

Price **$15.00** per gross.

COLORS: Blonde, Light Brown, Medium Brown, Dark Brown and Black

The "Smartset" Veil

Self-Adjusting

Best Quality Silk



Assorted Patterns

COLORS:- Black and Browns

Hexagon Mesh the correct design for Spring

Wrinch-McLaren, Limited

THE EXCLUSIVE SMALLWARE HOUSE

77 Wellington St. West - - TORONTO, Ontario

The Newest Sweaters

Striped Effects and Brushed Wool Good—Filet Pullovers Smart—Leading Colors are Mist and Turquoise—Deliveries Fair

MANY are the sweater designs being shown for Spring wear, but nothing strikingly different from the established lines has made its appearance. Striped effects are shown in the "sportiest models" and will probably appeal to a large class of the trade.

Sailor collars are a feature of many of the regulation wool sweater coats. They are generally made of brushed wool to match the cuffs and fancy pockets, or else of striped fabric in contrasting colors.

One new sweater of raspberry colored brushed wool showed raglan sleeves. They looked exceedingly neat fitting. Its further attractions were a sailor collar, two-inch belt and novelty pockets with tabs extending up to and buttoning over belt.

The Tuxedo coat collar is still good being especially interesting when it extends to the bottom of the coat. But short Tuxedo or Dutch collars appear on a large number of designs in both sweater and pullover lines.

Many fancy ribs are used and novelty pockets, but usually just for a part of the garment, the skirt, collar, cuffs or pocket.

The only 1919 number which is missing on the shelves this season in a large number of cases is the fibre sweater. Little reason can be found for this except that Dame Fashion has said so.

Filet and Knitted Pullovers

If any line is to have a decided vogue, it is the opinion of buyers that it will be the filet and knitted pullovers. These may be made of wool or artificial silk. The filet especially gives a lightweight lacy effect that is very pleasing and appropriate to summer wear.

As for the regular pullovers—"We can sell all we can get," said the buyer of a Toronto department store. They seem to pay little attention to seasons and have just as ready a demand in the winter as in the summer, and in the spring as in fall. Ripple skirts with bell cuffs appeal to the slim young girl. The fish tail pullover seems to be more becoming to the woman of firmer proportions.

Mist and turquoise are enjoying much popularity among colors; but there is a good deal of the flame and raspberry shades to be seen.

Deliveries on Canadian goods are fair and there is an odd shipment coming across the ocean, but its arrival is always uncertain. Stores that cater to the exclusive trade are able to exhibit now and again a Swiss model in silk with a fancy rib, but they are not at all common or likely to become so.

Underwear 25% Up

Some Mills Filling Immediate Orders Before Those of Long Standing at Lower Prices—Pink Underwear a Staple

KNIT underwear prices are due for a 25 per cent. increase this Summer over last year's fall underwear likewise, is the verdict of dealers. Deliveries are showing little improvements, which, of course, is only to be expected as long as the help and raw material situations remain the same.

Some buyers claim that certain mills are acting somewhat unfairly in the matter of filling first the orders of longest standing. For instance, one buyer might place his order in September for December delivery, but if another buyer came along the last of November and ordered goods for immediate delivery at the current price (probably 40 per cent higher than those of September) the latter would get delivery first.



Tailored Undergarments

Strictly tailored is this flesh colored crepe de Chine undergarment with matching Georgette plaited top and straps. Tiny rosebuds and a narrow ruffle of Georgette add to the attractiveness of this exquisite model.

Silk Goods Out of Sight

Pink cotton knitted wear can now be called a staple line for the larger stores claim to be selling almost as much as of the white. But when it comes to the pink and white silk knitted underwear, the price of raw silk is almost putting it off the market. When raw silk was about $4 a pound it was possible to sell a silk vest at $1.95. To-day with the price of raw silk wavering around $20, the same garment will have to retail next fall at $6.50. And the women who will pay this price for one small vest are very much in the minority.

Hosiery Production Low

Mills Behind With Orders—When Will Consumer Stop Buying Expensive Thread Silk?

IT is evident fact to practically everyone interested in the trade that the production of hosiery is still far below normal. One jobber states that his balance of orders due from the mills is exactly twice what it was a year ago to-day; which goes to show that the situation is really more serious than ever. Deliveries from two to eight months behind are not at all unusual.

Those manufacturers who claim to be in any way caught up with their orders are those who sold last year on the allotment system and are planning to repeat the process.

There seems to be little falling off in consumers' buying for orders from the retail trade are as numerous and as large as ever. "They surprise me," said one dealer, "but they are inclined to sell higher priced lines, especially silk, where the prices are high, very cautiously because they are not sure that the retailers can dispose of the same quantity of high priced silk hosiery that they can of medium priced goods."

It is admitted by retailers that the demand for fancy woolen hose has cut into that for the plainer staple lines; but the feeling seems to be that the pendulum will never swing back to where it was before this vogue arrived. General opinion amongst the trade is that fancy woolen hose will stay with us indefinitely as a staple line for sports wear.

Summer Sport Hose

To be sure, the warm weather has meant a falling off of sales in the heavy hose, but a desirable substitute is being introduced in the way of lisle hose knitted with the Richelieu rib or crop stitch. These are very similar in construction to the silk hose that were so fashionable last summer, but when the latter will sell this year for $3 or $3.50, and the lisle will retail at $1.25—a moderate price to-day for a sheer dainty stocking suitable for wearing with canvas shoes—there is little doubt that the latter will have a ready sale.

There is real reason to look for a falling off of sales in pure thread silk when prices of the plainest lines begin at $2.50 and go to $3.50 or possibly $4.00. Clocked and fancy knit lines run even higher. There is a satin or vertical stripe hose amongst the higher priced lines that is attractive to the best class of shoppers.

The good colors in silk hose at present are black, white, Cordovan and navy.

BOOTS FROM BRAZIL

Figures from the Association of Harness and Leather Products of Rio de Janeiro, show that 10,500,000 pairs of boots are manufactured a year in Brazil. Of these, Rio de Janeiro contributes 17,500 pairs a day, and the rest of Brazil equals this output.

The Glove Situation is Aggravating

Prices Have Doubled in Year—Importations From France Have Fallen Off and Canada Pays High for Leather in the U.S.

THE glove situation in Canada is in a very complicated state as it is in fact almost impossible to get the skins necessary for manufacturing gloves, whether of the less expensive or the finest grade. All the leathers which go into the manufacturing of these gloves in Canada are bought in the United States. An illustration of the difficulty caused by duty and the exchange, etc., is illustrated by the following instance. Cape of the first quality costs 90 cents a foot in the States, plus 10 per cent. duty and 15 per cent. exchange, bringing the approximate cost in Canada of one foot of the best grade cape to about $1.15.

Cost Doubles in Year

The cost of material and leather which enter into the manufacture of gloves for Fall, 1920, has approximately doubled over that of a year ago. Silk threads used for stitching have doubled in cost in the last couple of years. Fine kid gloves, which are manufactured exclusively in France, are almost impossible to get in quantities sufficient to even begin to satisfy the demand that exists for them in this country. And again, Canadian importers are obliged to pay duty or tariff upon the normal value of the franc, which is 19.20c. As the value of the franc in this country to-day is about 8 cents it will be seen that this tariff obliges importers to pay 2½ times what would normally be the duty on gloves. This condition does not exist in the United States as the American importer pays duty only on the exchange value of a franc and pays $24 for the same quality of gloves which cost a Canadian importer $41. A cape skin which cost 50 francs one year ago is now 300 francs. The cheapest grade of kid gloves imported, which cost $27.30 one year ago now costs $48, and pique kid which cost $36 one year ago now costs the importer $56 per dozen pairs.

The advance is general in all grades of cape, lamb, buckskin, mocha, suedes, and special skin gloves. This is excluding many other grades of gloves which cannot be enumerated.

French Kids Impossible to Get

Importers find it absolutely impossible to satisfy the demand that exists for the fine grade of kid gloves which are made in France. An average yearly import to-day is 15,000 dozen pairs. A good year is reckoned at around 20,000 dozen. This is nothing like the quantity which was imported in the pre-war years; for instance, the firm which gave these figures to DRY GOODS REVIEW imported in 1913 55,000 dozen pairs, which was the highest record ever made for this firm of importers.

Added to the difficulty in securing suitable grades of leather is the present labor situation all over the continent. This question is more acute in France even than it is in Great Britain or the United States or in Canada, where the trouble is comparatively little as compared with the Continental labor problem. Shorter hours, more money, the general unrest, and state of dissatisfaction which exists among the workers do not tend to lessen the difficulty of the situation. The general tendency among the workers is to give less care and attention to the making of the glove.

Silks and Chamois Better

Manufacturers, however, find the fabric glove situation in a much more satisfactory state as they know pretty well where they are at. The material is manufactured here in the country and there is a strong and steadily growing demand for this class of glove, which has proven to be highly serviceable and popular. Then again, the advance is not quite so great in the cost of fabric gloves as in the case of kid and other leather gloves, being only 33 per cent. higher approximately than they were one year ago.

THE POWER OF SUGGESTION

The biggest sales in ribbons are being made in the stores where novelties made from ribbons are displayed. The power of suggestion goes a long way toward selling the goods stocked by the dry goods merchant.

Quite expensive lines of wide brocaded ribbons can be safely carried if the ribbon department displays a number of good-looking, dressy handbags of these ribbons prettily mounted on galalith or metal frames, or merely finished with guimps and silk or ribbon cords. Little lingerie conceits made out of pastel ribbon bows and rosettes, when daintily made, assist greatly in the sale of narrow widths of ribbons, so plentifully used on negligees, camisoles, boudoir caps and undergarments.

Customers will want to "try out a pretty idea" if they see an attractive little lamp shade all made of ribbon or a pleasing work basket trimmed in a new way with pretty ribbons. The show case should be utilized to excellent advantage in the ribbon department. Countless accessories can be made by the novice — give her the idea by displaying a pretty girdle, a bag or a cushion, along with the bolts of ribbon from which they have been fashioned and the results will not be disappointing.

Manufacturers find that the workers are growing more and more unreasonable in their demands, and even though every demand is met with, it is impossible to get them to work as they did in pre-war days. To make matters worse, there is apparently no let-up in sight. All in all, however, the business is on a more permanent basis than it was a year ago.

SOMETHING TO WORRY ABOUT

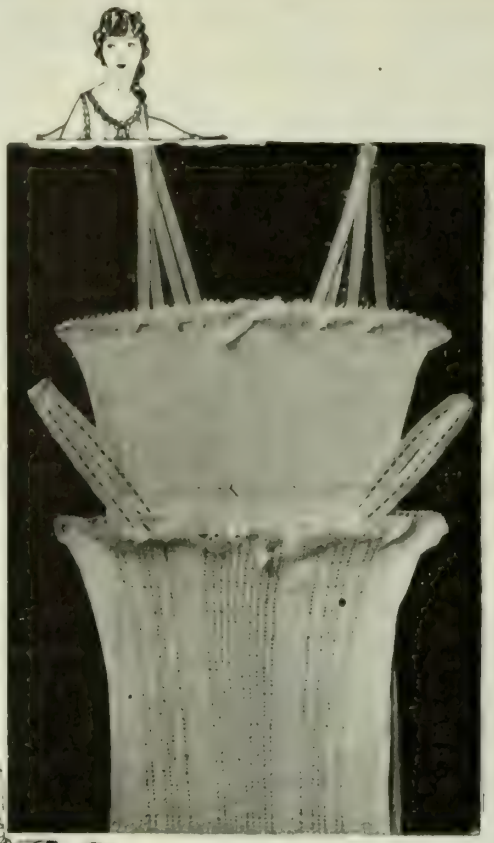
The high cost of dressing assumes alarming proportions when hose sell for $350 a pair — but this is a trifle compared with a lace coatee listed at $21,000.

THE O'Connor and Goldberg shoe shops of Chicago have sold a pair of silk hose for $350. When it is considered that these stockings required nine months of expert work for their creation the price paid hardly seems exorbitant. It is not customary for the ordinary retailer to stock merchandise worth $4,200 per dozen, and even though lacey open-work hose are promised a considerable vogue with the new French short vamp ties this Summer, it is not likely that many Canadians—even if the goods were available—will care to lay out several hundred dollars on one small item of dress.

Not Too High Considering

Nevertheless, the pair of hose referred to represents an artistic achievement, and the completion of nearly a year's intricate and very exacting labor. The stockings are of the finest silk, with inserts of pure Chantilly lace let in by means of fine hand-wrought silk net. The lace design reaches from just below the knees to the edge of the low-cut vamp. The pattern is exquisitely worked over the instep and fashioned to give the slimmest effect at the ankles. The pattern widens as it continues towards the hem, and just below the knee extends almost the whole way around, leaving only a narrow section of plain silk at the back.

It is interesting to note that at the recent opening of a famous French couturier, a simple afternoon gown of silk was listed at $1,000. Some time previously a blouse was priced at $3,000 in a New York exhibit, and a lace coatee at $21,000. With these two or three items of milady's wardrobe so highly priced a fairly staggering yearly allowance would certainly be required to furnish the balance of her dress essentials at corresponding prices.

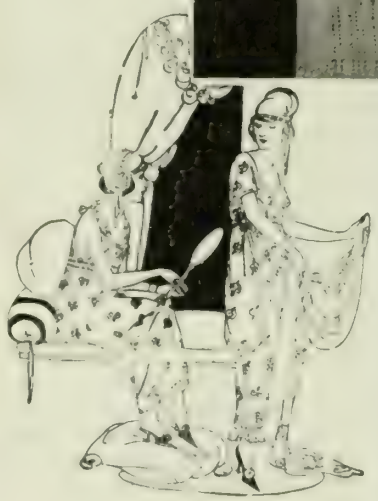


Distinctive

OXFORD UNDERWEAR

for

Ladies



Summer or light-weight

VESTS

DRAWERS

COMBINATIONS

— Complete Range —

You will appreciate the genuine value shown in Oxford lines. Your customers will appreciate their comfort-ensuring features and artistic finish. Every detail has been carefully designed and finished. Oxford garments are at once distinctive and durable; they are sure to please.

See samples in the hands of your jobbers, or write us direct.

The Oxford Knitting Company, Ltd.

Woodstock -- Ontario

Western Representative: T. H. Wardell, 102 Hammond Block, Winnipeg

Sericulture—

WHAT'S THAT?

IT is merely the technical name for the culture of silk—an art handed down through the ages. Sericulture was considered so important in ancient China that the Empress herself personally engaged in it.

Silk culture has been jealously guarded by the Chinese throughout their long history. Nevertheless the secret has been obtained by nearly every country of the globe. But China still leads in the successful development of the industry.

To-day most of the silk used in making Monito hosiery comes from the Far East. In a day when substitutes are rapidly springing up, dealers are always glad to learn that, figuratively speaking, our mills carry the sign—"None but **real** silk need enter here." When you sell Monito Silk Hosiery you can say with full confidence—"Here is **real** silk."

Moorhead Knitting Co., Inc.
Harrisburg, Pa.

Monito Sales Service radiates from the following offices:

NEW YORK—
200 Fifth Ave.
(428 Fifth Ave. Bldg.)

BIRMINGHAM—
12 Potter Bldg.

BOSTON—
31 Bedford St.

ST. LOUIS—
520 Wainwright Bldg.

COLUMBUS, OHIO—
260 Thirteenth Ave.

ATLANTA—
225 Peach Tree Arcade

KANSAS CITY—
506 Ridge Bldg.

DALLAS—
1019 Commerce St.

PITTSBURGH—
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STOCKINGS *for* WOMEN
SOCKS *for* MEN



ATLANTIC

LIGHT-WEIGHT
UNDERWEAR

Offers Coolness With Comfort

Your customers will like these light, form-fitting union and two-piece garments.
Every point of strain is amply reinforced in order that the garments may give the utmost in satisfactory wear.

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Atlantic Underwear Co., Limited
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E. H. WALSH & COMPANY . MONTREAL, TORONTO
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The Select Underwear

YOU can offer Peerless Underwear to your most particular customers as a garment which will give supreme satisfaction.

Peerless Underwear has the appearance, quality and durability which makes friends—and keeps them.

From your jobber.

MOODIE'S *Peerless* UNDERWEAR

For Women — Children and Infants

Peerless Underwear Company, Limited

Controlled by
J. R. Moodie & Sons, Limited
Hamilton, Ont.

MONARCH YARNS
IN 3 WEIGHTS & 38 SHADES



Canada's Pioneer Balled Yarn

Preferred By Canadian Women

ALL things being equal, there isn't a woman in Canada who wouldn't rather knit with Canadian yarns.

And in Monarch Yarns you offer the women of Canada a genuine Canadian product, which wins out on a quality comparison with any fingering yarn made in the world.

In Monarch Yarns you offer your customers the choice of 38 beautiful shades and 3 weights—Monarch Floss, Monarch Down and Monarch Dove.

Feature Monarch Yarns big in your window and store displays—it will pay you handsomely.

Write for latest shade card, showing the season's newest shades.

Have you placed your order for "Art in Knitting Monarch Yarns," Book No. 4? These books retail at 25 cents each and pay you a liberal profit besides helping materially to increase your yarn sales.

MONARCH-KNIT SWEATERS-HOSIERY

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

The Monarch Knitting Company, Limited

Head Office: Dunnville, Ont.

Factories: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.





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KNITTED GOODS

Make Effective Displays

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To make sure you get your set, write us.

Ballantyne Knitted Wear for Spring will provide you with material for splendid displays this Spring and Summer. Take full advantage of this by making frequent Ballantyne Displays.

R. M. BALLANTYNE, LIMITED, Stratford, Canada

Attract the "Best" Custom by featuring "CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.
Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.



THIS TRADE MARK IS ON EVERY GARMENT

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Circle-Bar Hosiery Brings Customers Back

"Can you recommend a good make of stockings?" asks your customer.

If you offer merely nameless stockings, she may buy them, but does she return for more?

If you say "Circle-Bar Stockings are good"—she takes them, finds them perfect in style and fit, splendid value, and durable.

The next time she wants stockings for any member of the family she returns to **you,** certain of the same satisfaction.

You can honestly recommend Circle-Bar Hosiery to your customers, for quality, durability and value. Every pair seamless, form-fitting, with reinforced heels, toes and soles.

Certain Sale—Good Profit.

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HOSIERY.

The Circle-Bar Knitting Company
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Kincardine, - Ontario

We Stand Behind This Trade Mark

PRISCILLA MADE IN CANADA QUALITY

It means highest quality in children's woollen garments—best materials and painstaking workmanship.

We will not lower quality to hasten or increase output. But we are doing all we can to keep up with demand.

We ask you to be patient and keep a place for Priscilla Quality goods when we can supply them. It will pay you.

HENRY DAVIS & CO., LIMITED, 259 Spadina Ave., Toronto



Beaver Underwear

Fleece Lined
For Men and Boys
Combinations
Two-piece

In BEAVER Underwear you can offer your customers not only all those advantageous features that ensure neater fit and longer wear, but an absolutely dependable garment. We GUARANTEE Beaver Underwear for

Quality
Size
and
Workmanship

This is your protection.

Children's
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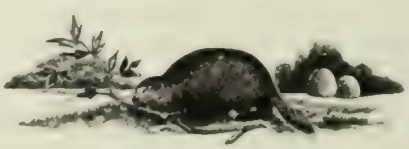
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HAWTHORN FABRICS

Jersey Cloth

THIS is the season when **"Hawthorn Jersey Cloth"** is one of the best sellers on the Canadian market.

Extremely suitable for the sport suits, one piece frocks and the new casaquin blouses which are the vogue for the coming summer wear.

These cloths may be procured in the made up garments or by the yard.

HAWTHORN FABRICS

Wool Jersey

Knitted Suitings

Knitted and Velour Cloakings

HAWTHORN MILLS, LIMITED
WOOLLEN MANUFACTURERS
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The Trade Mark

identifies a product which is even BETTER than before the war.



The Inside

is the fleecy "Woolnap" which has always been so popular a feature with a large number of your customers.

The Outside

shows evidence of the extra-careful workmanship and high-grade yarns which mark every garment we make--unsurpassed in Canada.

"St. George" WOOLNAP

will enhance your reputation as a judge of underwear values. Stock it, for the customers who want warmth, wear and comfort. Judge for yourself and we are confident you will find it worthy of your strongest recommendation to your most particular customers.

AGENTS:

COYLE & RODGER, 230 McGill St., Montreal; R. COPPING & SON, 31 Melinda St., Toronto; A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



Distinctive Smartness

is always the outstanding feature of knitted garments made with—

BONWORTH KNITTING YARNS

BONWORTH MADE IN CANADA BRAND TRADE MARK

This is made possible by the delightfully soft, elastic quality of the yarn, and the large variety of colors from which to choose those stunning combinations that stamp the finished garment as unusual.

Their Beauty Appeals
Their Quality Satisfies

36 Colors

"SUPER" and "ELECTRA"

are our two special lines, the former a 2-ply Floss sold in balls, and the latter a 4-ply fingering yarn sold in skeins. None better for your stock.

CANADIAN WOOLLENS, LTD.

Worsted Yarn Spinners and Dyers

Peterborough - - Ontario

Knitted Goods

of

genuine value



Send for our prices on

JERSEYS AND SWEATERS
FINE CASHMERE
ELASTIC RIB UNDERWEAR
HEAVY WOOL SOCKS
TWEEDS AND ETOFFES
ETC.

MITCHELL WOOLLEN CO.
LIMITED

MITCHELL - - ONTARIO

FOR SPRING ASSORTING

SEE OUR RANGE OF

Misses' and Children's Dresses

Our range is complete
Ginghams, Prints, Lawn, Voile and Organdy

Blouses and Shirt Waists

Having placed our contracts when the market was 10% to 20% below to-day's price, we are in a position to give you exceptional value.

Pullovers and Sweaters

In great demand
You will find our stock large and well assorted

INFANTS' WEAR
CAMISOLES
BOUDOIR CAPS
APRONS

BRICKENDEN & McCRIMMON

Manufacturers and Importers

LONDON, ONT.

Gain Your Customers' Goodwill with Buster Brown Stockings

BUSTER Brown Stockings for boys have the three essentials demanded by mothers today:

Good looks—long wear—economy.

Good-looking—because they're smoothly knit and shaped to fit.

Long wearing—because they're closely knit from extra-long yarn, with double-ply legs and feet and three-ply heels and toes. *Reinforced where the wear is hardest.*

Economical—bcause of their longer wear.

Your customers will appreciate the opportunity of buying these durable stockings for their boys, and thus lowering their clothing bill. If you already carry Buster Brown Stockings, display them prominently. Show them to your customers. Point out just why they give longer wear.

If you do not carry Buster Brown Stockings, order from your wholesaler.

Buster Brown's Sister's Stockings are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade, Tan, Pink, Blue and White. Well shaped and moderately priced. Order a supply.

The Chipman-Holton Knitting Co., Limited

Hamilton, Ont.

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED

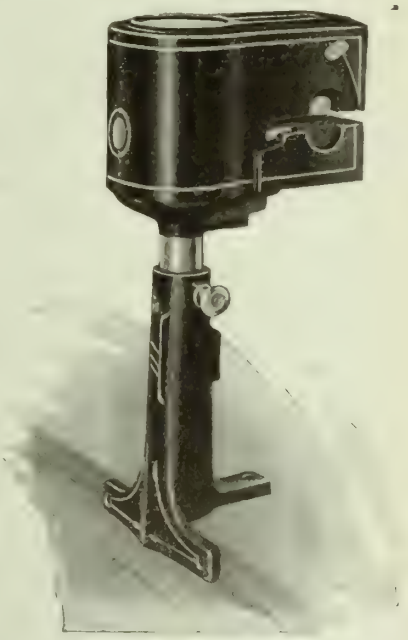


If You Sell
ONE YARD
the customer receives
ONE YARD
—if measured on the
MEASUREGRAPH

There's satisfaction in that! Yes, a good deal of satisfaction — satisfaction for you, Mr. Merchant, and satisfaction for your customer. Customers as a rule are entirely satisfied if they get exactly what they pay for. They have no use for an inch or two inches, or three inches more than they bargain for — it's a clear waste. Into the scrap bag it goes. Yet think how many yards and yards those inches amount to in a day—an absolute loss to you. A big percentage of your *net* profits from this department of your business.

One the other hand: Once in a while one of your salespeople will unintentionally cut a piece of goods just a little less than the yardage called for—not often, but occasionally. That customer has estimated her needs to a nicety, we'll say. She finds you have given her undermeasurement. What does she think? You may never know why you lost her trade. How costly are mistakes like this we cannot even estimate.

Why, then, take chances? Why continue to sacrifice uselessly your legitimate profit when the means to put an end to both is at hand?



Surely if the big representative dry goods stores of the country have found it profitable to purchase Measuregraph equipment, you will. Certainly if the small piece goods dealers in very small towns have found it to their advantage to invest in MEASUREGRAPHS, you will, too. All classes and all sizes of piece goods merchants *have* found it well worth their while to purchase the MEASUREGRAPH and we shall gladly submit letters endorsing its use. Don't hesitate to ask us to do this.

Remember, the MEASUREGRAPH measures and counts the yards; it computes the amount of the sale.

A post card will bring our representative.

THE MEASUREGRAPH COMPANY OF CANADA, LTD.

88 Bay Street, Toronto

Warns Against Deceptive Trade Terms

Your Good Name is Your Greatest Asset in Business, So Do Not Trifle With It or Endanger It by Destructive Influences in Fraudulent Claims — How to Avoid Creating Handicaps Which You Cannot Overcome

NEW YORK.--Decrying the use of comparative price advertising and warning against deceptive trade terms, Richard H. Lee, Special Counsel of the Associated Advertising Clubs, in an address before the convention of the National Retail Dry Goods Association, in New York, Friday afternoon, February 20, urged the elimination of practices which undermine confidence in advertising and business and jeopardize the goodwill of a retail store. Mr. Lee said, in part:

Costly Carelessness

"One of the enigmas to me in present-day business life is the careless way in which business houses treat their greatest asset, their own good name. You insure your building; you insure your stock; you bond your employees; you even insure your accounts; you protect yourself as to all of these tangible assets; yet any of them could be replaced in the open market. But what are you doing to protect your own good name—the biggest asset in any business?

Obviously Fraudulent

"In my opinion one of the most destructive influences in retail merchandising is the use of comparative prices and comparative values—'$125 suits, $79.50; worth $50, our price $37.50, etc.' Comparative values are fraudulent on their face. They bespeak a fact which is nothing more nor less than the opinion of the merchant. And comparative prices involve changes in season's styles and other matters which are very apt to create dissatisfaction with the customer. But the real evil which lies in both of these practices is the avenue you open for the use of your illegitimate competitor.

Field is Open

"Assuming that you are perfectly honest, that your comparative prices are fair, and that your comparative values are based on your best judgment, you must realize that your competitor, who thinks less of the future of his business than you do of yours, has thrown open to him a field, apparently legitimatized by you, in which he has no limits. It only takes a pencil to send his former sales price up and his present sales price down, and while I would concede that this is a practice, which will eventually relieve you of his competition, you must admit that it is confidence-destroying in character and that the shopper who loses confidence in his advertising is very apt to lose confidence in all advertising.

Don't Do This

"Another of the crying evils of present-day merchandising is the use of deceptive names. What possible purpose can there be in calling a product 'Union Linen,' 'Silk Lisle' and names of that sort? Such names merely reflect on the price you charge for the real product. When one gets into the field of furs, he almost wonders if retail merchandising has genuine regard for public confidence. Someone has suggested that trade names of certain furs are no longer deceptive, because their meaning is so thoroughly understood by the shopping public. Then why in the name of commonsense is their use continued? More and more, the smart merchant is instructing his advertising men to tell the truth and nothing but the truth about every piece of merchandise. He is calling everything by its real name so that there will appear over his door the words, which no sign painter can efface, 'This is a Safe Place in Which to Shop.'

The Correct Policy

"The far-seeing and successful merchant to-day believes in pyramiding on his advertising investment. He looks forward to the day when his institution will be so well advertised as to begin to advertise itself. Advertising is but a means of contact with the public. It is a method of bringing the public into your place of business. Any merchant can pyramid on his advertising by taking just as great pains in satisfying a customer as he does to get a customer into the store. The satisfied customer is an advertising asset. A dissatisfied customer, a heavy liability. Where pains are taken to satisfy the customer, the strength of your advertising is pyramided.

"The merchant who depends on his copy to get a new crowd into the store each day is playing long on a falling market. It should be the aim of every business man who expects to stay in business to so firmly establish his own good name that his business house becomes an institution. When he can get the public to saying that his place of business is a safe one in which to shop, he has established an advertising value which will go on and on and continue to pour dollars into the till long after he ceases to use the printed word.

"That kind of a reputation cannot be builded on a foundation of deception. The merchant who advertises a bargain which he cannot produce when the customer calls, has created a handicap which he must overcome if he desires to stay in the good graces of that particular individual. It is far better for any institution to lose a sale than the good will of a possible customer."

THE WINDOW'S THE THING

This is what the owner of a big retail business says with regard to his opinion of the value of good window display:

"You can't get away from it, the show window is the most powerful selling factor in the retail business. It arrests the attention; it show the goods; it should name the price. After the window gets in its work effectively, nothing remains but to wrap up the goods."

Handkerchiefs Make Miniature Warships

Dry Goods Merchant in Southend Introduces Originality in Window Display—Fleet Provided Good Idea

Through the courtesy of the "Drapers' Record," DRY GOODS REVIEW is in a position to reproduce a unique English window display the inspiration of which was supplied by the presence of part of the British fleet anchored at Southend.

Mr. A. F. Maitland Keddie, of the firm of G. J. Keddie and Sons, 140-146, the Broadway, Southend, England, conceived the idea of presenting the fleet in miniature by a clever arrangement of handkerchiefs. H. M. S. "Queen Elizabeth," "Tiger," "Orion," and other famous British battleships were shown, measuring from seven to eight feet long, while torpedo craft and submarines were shown close to the warships, and overhead was shown the giant airship "R-34" and several miniature aeroplanes.

Owing to the great depth of the window in which this display was arranged, the lighting effect was poor for photography and it could not be successfully reproduced. The photo was therefore taken after the models had been rearranged in the firm's goods' yard, and gives an excellent idea of the original display. Mr. Keddie has captured many prizes in England for successful and novel window display.

GIVES BONDS TO EMPLOYEES

To commemorate his entrance into the dry goods business twenty-five years ago this month, D. V. Sinclair, of Belleville, has distributed $2,500 in Victory Bonds amongst his eighteen employees, the gifts being proportioned according to the years of service. Mr. Sinclair also celebrated the anniversary, which occurred on the 8th inst., by taking into the firm as his partner, his son, Grenville R. Sinclair, who has seen service in France, having been wounded at Cambrai.



An Artistic Easter Display

Spring is embodied attractively in this display of children's attire. The draperies show a pleasing combination of Nile green chiffon and deeper green velvet at the hem. The flower stands add a pretty touch and the toy dogs are novel.
—Courtesy of T. Eaton Co., Ltd., Toronto.

VETERAN MERCHANT DIES

David Spencer Sr., pioneer merchant, died at his home in Victoria, B.C., on March 2. The late Mr. Spencer owned one of the largest dry goods stores in Vancouver as well as big businesses in Victoria and Nanaimo. The trade joins DRY GOODS REVIEW in expressing deep regret to the family in their sad loss.

TAFFETA IMPROVED

Fabric makers are improving taffeta. The only real objection to it in times gone by was its stiffness, which made it difficult to evolve graceful models from it. Now taffeta is being made thin and soft like satin, some of it having a highly-glazed surface



The Navy in Handkerchiefs

Warship design display shown by dry goods merchant during fleet's visit to Southend.

Big Addition to Chatham Store

Business Will be the Biggest West of Hamilton, When New Premises Are Completed

The Charles Austin Company, Ltd., of Chatham, Ont., have announced their intentions of enlarging their business at once and when the new structure is completed this firm will be operating a store covering the largest area of floor space in any departmental store west of Hamilton.

Work begins at once on the new structure and the company announce that they hope to be occupying their new premises sometime in July.

The new building to be erected by the Austin Company will be a steel frame structure. It will be four stories high and will be thoroughly modern in every way. It will give what is needed an additional floor space of 15,000 square feet. It is calculated to have the new addition well lighted. With this intention in view a large proportion of the side walls will be constructed of wired glass so as to make the added portion correspond with the present building. This, it is calculated, will make the store, when the improvements contemplated are finished, uniformly well lighted.

The new addition, it is planned, will have installed as part of it, a copper front, duplicating in almost every detail the one in the present store.



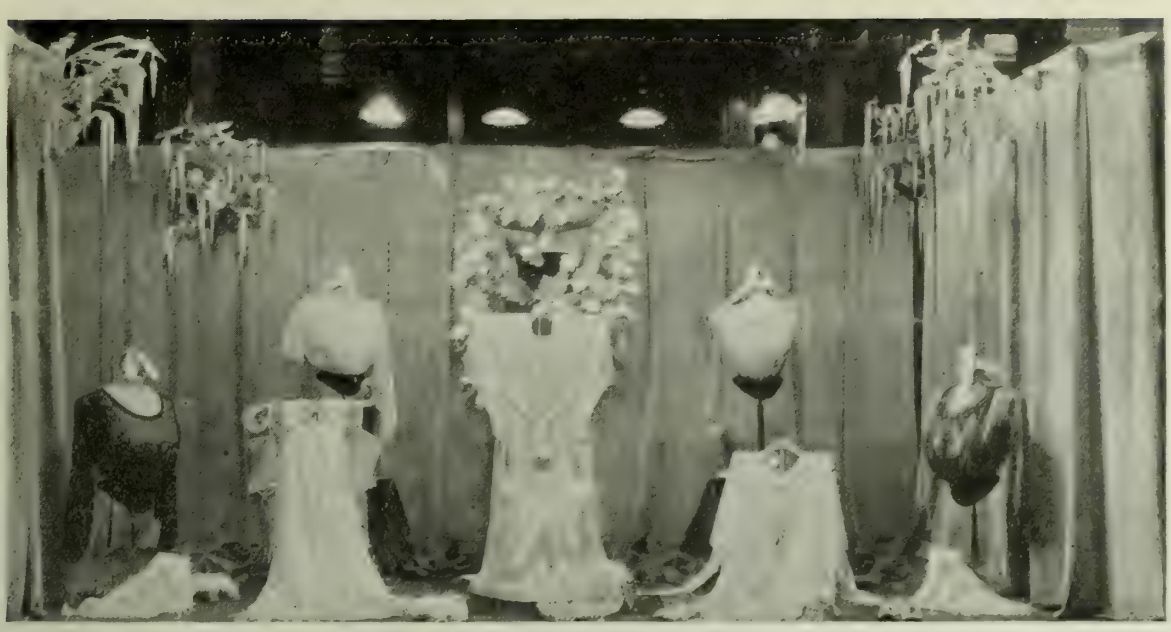
A Stock Window

Duncan Ferguson Co., of Stratford, Ont., had this window display, which exhibits great attention to detail and a fine sense of symmetry throughout the whole.



A Fine Knitting Wool Display

An excellent showing of fancy knitting wools. The two huge fans were made of alternate rows of grey, rose and blue balls, the outer row having the same colors in rotation. The row close to the window alternates rose and dark purple.—Courtesy of T. Eaton Co., Ltd., Toronto.



Some Easter Suggestions

This window of Smallman and Ingram, Ltd., London, Ont., had an appealing color harmony. The background was grey-blue. The decorative leaves were Copenhagen blue with silver frosting on the edges, and the chenille tassels were grey.

COMING OF AGE CELEBRATED

The Cressman Co., Ltd., Peterborough, celebrated its 21st birthday this month and offered some very attractive sales in connection with their anniversary. The store has grown from a small dry goods concern, employing a staff of five, and occupying a little over 2,000 square feet of floor space to a huge departmental store embracing many departments and occupying a floor space of 50,000 square feet. The staff at present numbers 75 and a complete stock of merchandise, including household needs and men's, women's and children's wear, is carried.

FIRE IN CANNING, N.S.

On Sunday, March 2, fire broke out in the A. S. Burgess Building, which houses the biggest departmental store business in Canning, N.S., and although the fire department responded promptly they were forced to wage a hard battle against the flames from 4.30 to midnight.

The building was badly gutted and the roof destroyed. Part of the stock was salvaged in a damaged condition, and it is estimated that the loss is very heavy. The building was insured for $7,500 and the stock for $7,500.

MILLIONS DIVERTED

Charles Coolidge Parlin, speaking before the Robert Morris Club, at Cleveland, recently, said that in the year 1912 the total departmental stores sales in the United States were $2,100,000,000, while the retail liquor bill was $2,450,000,000. A Toronto newspaper points out that these figures indicate why the people of Canada and the United States are able to buy far more clothes, and far more expensive clothes than ever before. The general store now takes in vast sums that formerly went across the bar.

FIFTIETH ANNIVERSARY

On Monday, March 8, the prominent Ottawa firm of Bryson-Graham, Ltd., celebrated its fiftieth anniversary. The business, which has grown to be one of the biggest commercial enterprises in Ottawa, was founded by the late Charles Bryson, who formed a partnership with Joseph Patterson in 1870 and operated a dry goods business on the site now occupied by 110 Sparks Street. After two years Mr. Patterson withdrew from the company and Mr. Bryson continued alone, working hard to carry the business in which he had set such stock. In 1880 he was joined by Frederick J. Graham, and for thirty-six years they worked steadily to build up one of the most highly reputed businesses in Eastern Canada. In 1917 Mr. Bryson's death left Mr. Graham to carry on the traditions of his friend's life work.

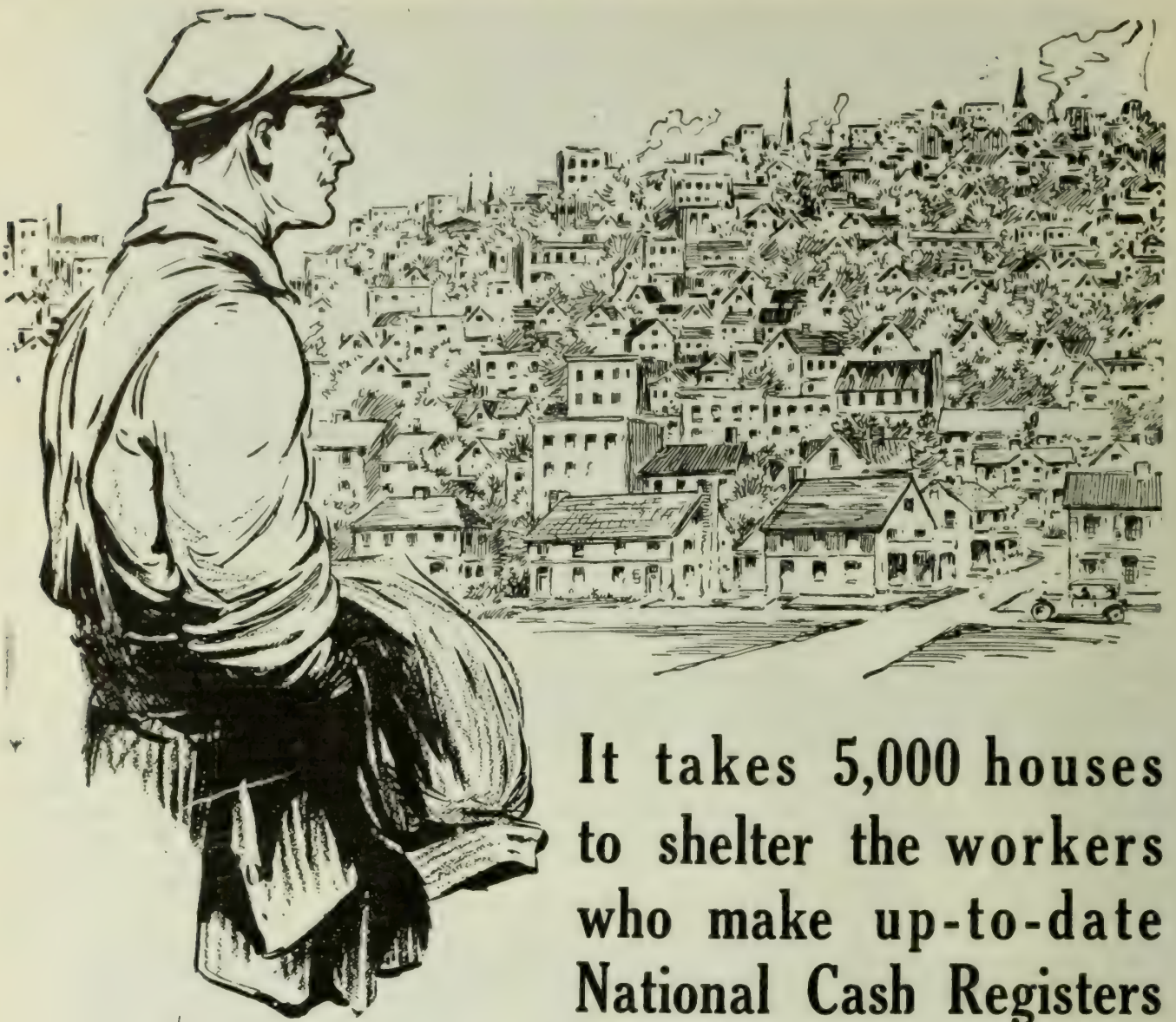
The Bryson-Graham store occupies the block bounded by Sparks, O'Connor and Queen Streets.



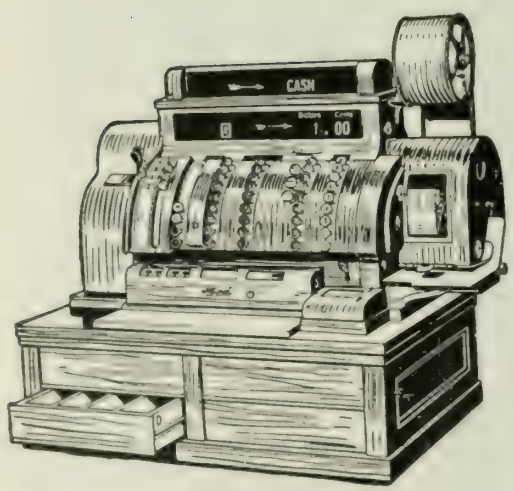
Spring Accessories

A good display grouping shoes, bag and sweater with suitable costumes. (Courtesy T. Eaton Co., Ltd.)

A new wholesale and retail hat business has recently been incorporated with head office in Toronto, to be known as Allen Hats, Ltd.



It takes 5,000 houses to shelter the workers who make up-to-date National Cash Registers



THESE 5,000 houses are the homes of more than 25,000 people—a city in itself.

They are good homes, too, because the workers at the N. C. R. factory are intelligent, skilled mechanics who are able to demand exceptionally good living conditions.

The factory in which they work comprises 21 modern buildings, providing over 40 acres of floor space.

It has taken 35 years of the hardest kind of work to develop this tremendous organization—an organization engaged solely in the manufacture of labor-saving machines that help merchants all over the world.

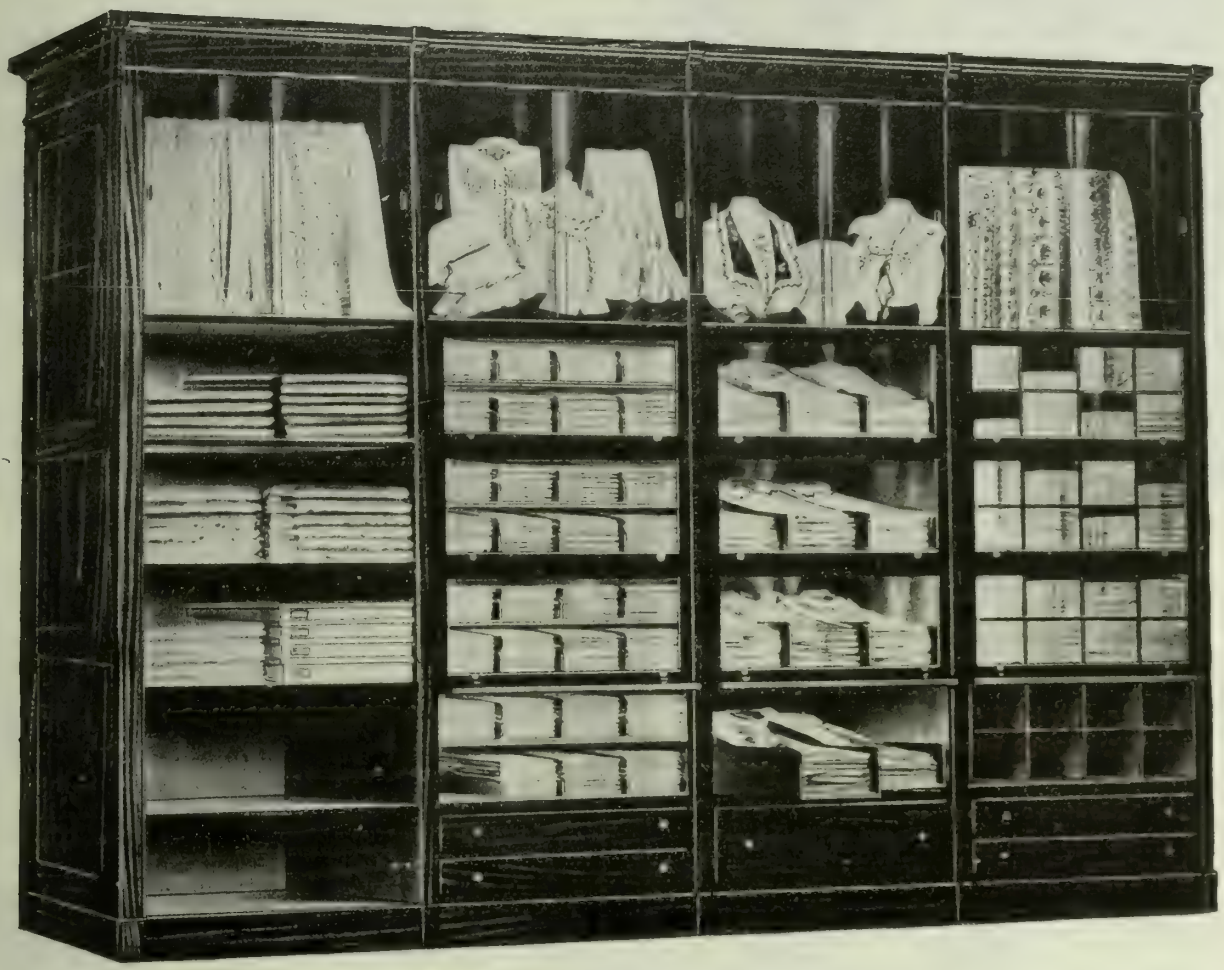
The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	744 Second St. W.	Edmonton	5 McLeod Bldg.	Halifax	63 Granville Street	Hamilton	14 Main Street E.
London	350 Dundas Street	Ottawa	306 Bank Street	Quebec	133 St. Paul Street	Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street W.	Toronto	40 Adelaide Street	Saskatoon	265 Third Avenue S.		
Vancouver	524 Pender Street W.	St. John	50 St. Germain Street	Winnipeg	213 McDermot Avenue		

FACTORY: TORONTO, ONTARIO

Sectional Fixtures



This is Effective Display

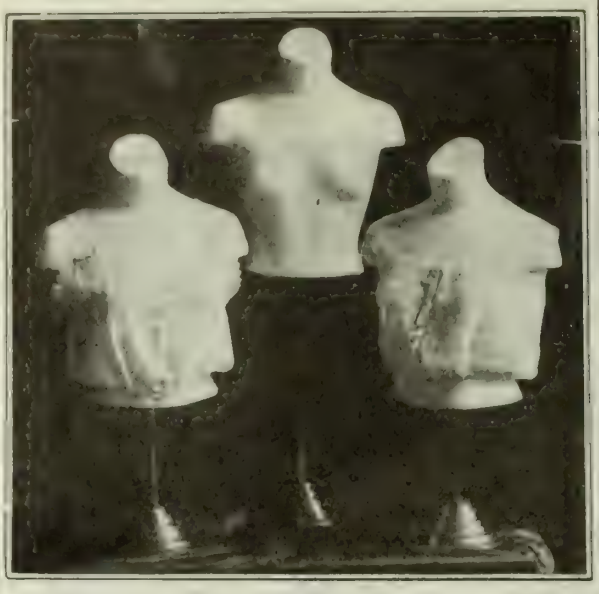
All your goods working for you all the time and without getting shop-worn.

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

181 to 199 Carlaw Avenue, TORONTO

Write for particulars.



CANADA'S LEADING DISPLAY FIXTURE HOUSE

Everything for the better display of merchandise.

DALE

quality always means

PERFECTION

Write for our new Catalogue showing our new lines of Art Display Fixtures.

DALE WAX FIGURE CO.
LIMITED

86 York St. - TORONTO

Agents:

P. R. MUNRO
150 Bleury St.
Montreal

E. R. BOLLART & SON
501 Mercantile Bldg.
Vancouver

High Grade Wax Figures



Display Forms of all Kinds



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system.

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

Palmenberg EST 1851 — Norwich EST 1879 — Kindlimann EST 1887

Ivory finishes, white and gold, French gray, gray and ivory, gold, antique silver, etc., etc.

Everything to Display the Latest Thing in Window Dressing

Of fine wood.

Decorations of beads and wreaths.

Many new things for your millinery department.

Write for particulars.



J. R. PALMENBERG'S SONS, INC.

NEW YORK, 63-65 W. 36th St.
BOSTON, 26 Kingston St.
CHICAGO, 204 W. Jackson
BALTIMORE, 108 W. Baltimore St.

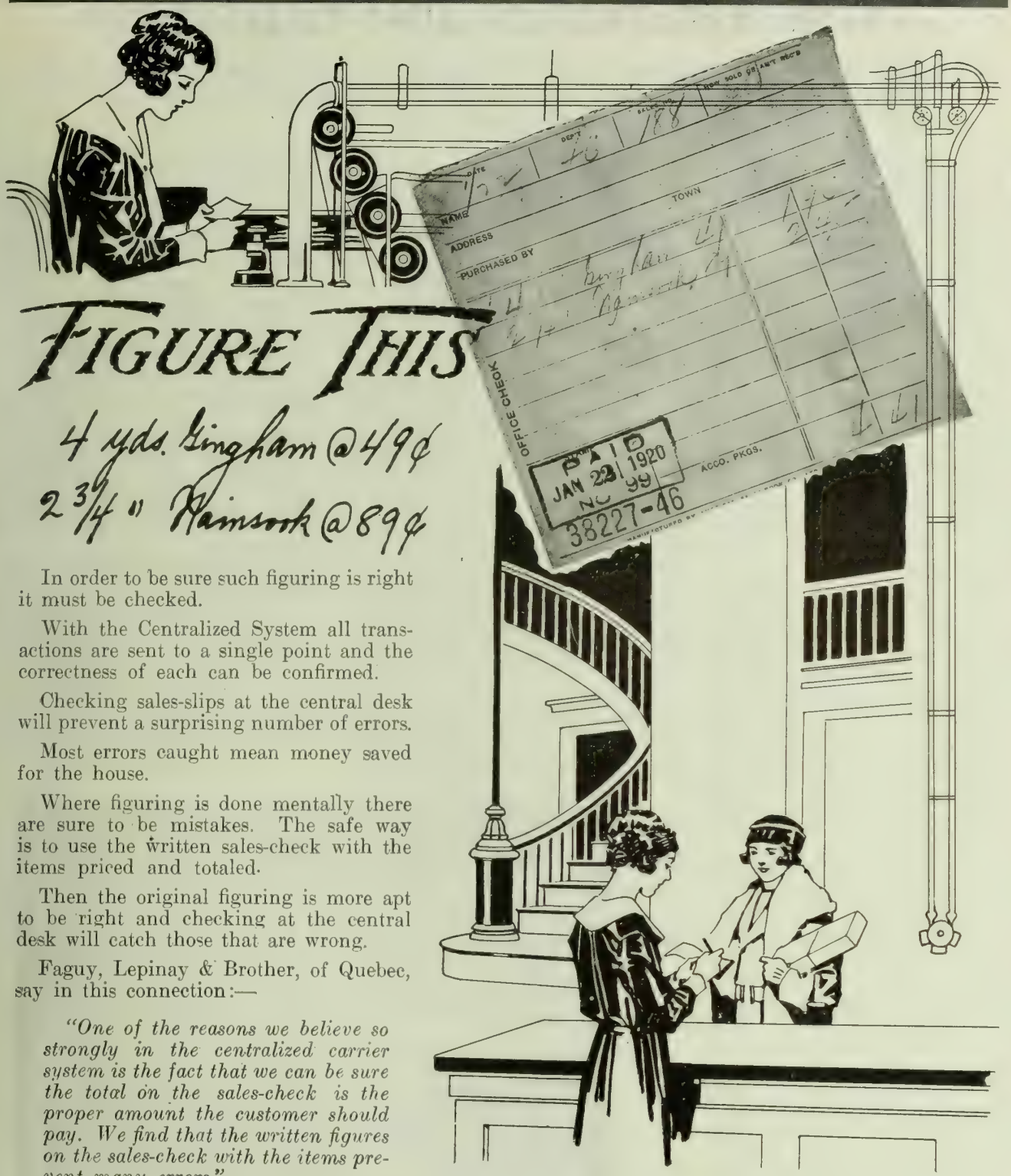


FIGURE THIS

4 yds. Gingham @49¢

2 3/4 " Nainsook @89¢

In order to be sure such figuring is right it must be checked.

With the Centralized System all transactions are sent to a single point and the correctness of each can be confirmed.

Checking sales-slips at the central desk will prevent a surprising number of errors.

Most errors caught mean money saved for the house.

Where figuring is done mentally there are sure to be mistakes. The safe way is to use the written sales-check with the items priced and totaled.

Then the original figuring is more apt to be right and checking at the central desk will catch those that are wrong.

Faguy, Lepinay & Brother, of Quebec, say in this connection:—

"One of the reasons we believe so strongly in the centralized carrier system is the fact that we can be sure the total on the sales-check is the proper amount the customer should pay. We find that the written figures on the sales-check with the items prevent many errors."

THE LAMSON COMPANY

LAMSON SERVICE

136 SIMCOE ST. TORONTO

General Offices at Boston, Mass.

New Draperies and Curtains

French Damasks, First in Five Years, Arrive at Reasonable Prices—Special Novelties Offered High-class Trade—Curtains From England and Scotland—Lace Trims Marquisette, Net and Scrim.

RETAILERS should prepare for one of the biggest seasons for house-furnishings since the beginning of war. In another month redecorating will commence in small homes and large and there will be an unusual demand for all kinds of draperies, wall coverings, and furniture cover fabrics. Work on interiors that was postponed during the war and again last Spring because of a certain lack of variety in good, attractive materials, must now be gone on with this season. There is no excuse for a further delay, for new materials of exceptionally fine quality are appearing every day.

The first shipment of French damasks to arrive in Canada since before the war was received this month, and it is understood that from now on a supply from this old reliable source will be forthcoming.

"Do you guarantee that these colors will not fade?" asked a lady who was inspecting a shipment of very handsome drapery fabrics in a large departmental store in Toronto recently. "We do not, madam," replied the clerk. "We cannot guarantee the dyes in woollen or silk fabrics. We can in cotton, but not in all shades."

"It is a peculiar things that so many of our customers think that a material is not good if it will fade," said the clerk turning to the representative of DRY GOODS REVIEW, who happened to overhear the query. "As a matter of fact it is the cheap fabrics that hold their color the best. This is illustrated in the value of the old tapestries and rugs. They are all the more beautiful and costly when they are mellow in tone from age."

Demand for tapestries is very strong although the cost of some lines has increased as much as from 50 to 100 per cent. in the past six months. Others have been slightly lower. A buyer for this line of goods stated to DRY GOODS REVIEW that he had ordered three pieces of a very high-class wool tapestry several weeks ago. The next day every yard was sold.

Cretonne in shadow effect is one of the best selling drapery fabrics, and along with damasks is selling very reasonably. The shadow cloth gives a very interesting effect. The fabric is printed before it is woven, and then a filler in a soft purple or white or rose is introduced to give the toned-down effect similar to a tapestry. The beauty of this material is in the fact that it is reversible, the pattern being the same right through. In the plain cretonnes the material is woven first and printed afterwards, so that the design is only taken on one side.

The imported damasks are very strong for wall coverings, window draperies, and furniture coverings, and are used only in very high-class interiors. They come in two tones in large floral brocades, combining grey with blue, mulberry with grey, and two tones of grey. For similar uses are the shot silk repps in heliotrope and gold, gold and deep purple, and blue with mahogany.

Velours and velvets are also selling very well. A wide range of colors is obtainable in cotton, silk and mohair finish. These materials wear splendidly and look well in most types of rooms, while velvet fabrics are successfully combined with some leather pieces, cushions of brown velvet being used on settees of brown leather and wood.

Colored Gauze for Windows

One of the newest departures in window coverings is a beautiful soft silk gauze which does away with the white or cream-colored net or lace curtain which usually covers the window rather severely, relying upon the supplementary side draperies for the decorative note. This new gauze is shirred on, not too full at the top of the window, and a self-tone fringe of the heavy lampshade variety is applied at the bottom to weight the gauze and hold it in place. These gauzes come in gorgeous tints of rose, purple, or blue, with gold effects also. Of course they will only be chosen for the more extreme forms of decoration would require very careful treatment in order to assure an effect of any artistic value.

Drapery Satins

Also among the more elaborate materials which are now selling very well are the drapery satins, all of which have a lustrous surface similar to the Baronette satins, showing a backing always of black. The satin comes in a brilliant orange, a vivid mahogany, a wine and deep purple. A reversible material of the same order, only in a ridge effect, is known as "crinkle satin," resembling Kumsi Kumsa, and is showing in mahogany, orange and blue, in light and dark tones.

Shot silk repps are shown in helio and gold, purple and gold, and blue and mahogany. Casement cloths for the popular trade are to be had in all the good colors, and are in demand for all purposes of drapery and coverings.

Lace Trimmed Curtains

Many scrims, marquisettes and voiles are being shown for window curtains

Continued on page 163



An Artistic Design

An example of the beautiful lace work introduced in curtains. An exquisite Marquisette novelty panel shown by the Biltmore Curtain Co., Montreal.

Canadian Made Toys Improve

Manufacture Necessitated by War Fast Becoming an Art—Canadian Dolls Growing Prettier —Iron Toys Well Made and Reasonable—Big Demand for Wheel Toys— More Help Needed.

THERE will be no shortage of toys for out of door play this Spring, according to the appearance of shops just now, for the departments devoted to children exclusively are overflowing with gaily painted wooden scooters, smart models of the "Army Service Car" order and various types of two, three and four wheeled toy vehicles designed for the use of girls and boys both from three to twelve years of age.

The Canadian-made toy has improved in leaps and bounds during the past four years, and big strides have been made in the manufacture of certain lines that were left to the European makers before the war necessitated home production—or nothing. The demand for made-in-Canada toys has been most encouraging to the toy manufacturers, resulting in higher class products, as is invariably the case when the demand is big. The home manufacturers have been kept busy, as a result, providing the needs of the pleasure-loving juveniles of the country who, quite unconsciously are giving encouragement and added zest to an industry that already gives promise of turning out examples of toy-craft that compete with the products of countries where toy-making has been an art for centuries.

Wheeled Vehicles for Out-of-Doors

Retailers report increasing demands for all classes of "wheel" toys, while mechanical devices and iron toys also made in Canada are selling splendidly. These include iron tanks in various novel designs, fire reels, engines, autos, trains and cars, strongly made and well designed. They are painted in suitable and attractive colors and sell from 25 cents to 65 cents.

Boats are promised a big sale this season of course. Would-be mariners who have graduated from the paper-boat in the tub period will be well provided with all types of Canadian merchant marine and pleasure yachts selling from 50 cents to $75, the high figure being asked by the T. Eaton Company of Toronto for a handsome big sailing racer, fully rigged for a lake cruise.

Toy aeroplanes and accessories will catch the popular trade, and these toys have been expertly designed and have a great appeal, naturally.

April showers will necessitate a good supply of indoor games—and the manufacturers have not overlooked the needs attending such a catastrophe as a day indoors. Therefore in stocking for Spring the retailer should also consider this very important point and the utmost care should be exercised in the choice of the smaller class of toys for indoor play. These may be made to play a very important part in the development of the child, and as the demand for educational and constructive toys has increased very much in the last few years the store dealing in this line of merchandise should take advantage of that demand.

Instructive Games

For the child who has reached the stage where he demands something of a sensible nature to occupy his play time an excellent variety of spelling and building games are available. One such educational spelling game consists of placing lettered discs in round holes so as to spell out the names of animals or flowers contained on an accompanying card. This game is both instructive and entertaining and retails at the reasonable price of 65 cents. The colors keep the child amused, and at the same time he unconsciously becomes acquainted with the names of the dwellers in the jungle and the blossoms which he finds at the edge of the wood.

Canadian Dollies

Manufacturers of dolls in Canada are doing a splendid business—besides catering to a tremendous demand in the Dominion they are doing a bustling export trade to the Motherland. Canadian-made dolls have also improved in appearance to an amazing extent and are available in splendid variety. The indestructible dolls are proving the best sellers today, and the dressed doll is the favorite with the popular trade. The explanation is that the doll made with a dress or suit already fastened on it, can sell more cheaply than the undressed doll.



The undressed doll must be more expensively made and have considerable finishing, if it is to sell well, and the dressed doll, though it may be even stronger and better made, can be finished more roughly and because of the attractive little bit of a costume covering it, sell at a lower price and still give as good a profit.

The "Baby Grumpy" is the latest addition to the "knock-about" family of doll babies. These dolls are of the indestructible variety—they break of course with very rough treatment, but they can stand up splendidly under a lot of attention provided they are not too carelessly handled. These dollies have appealing little faces that win the child's immediate approval. (A child is very quick to pick out a pretty doll.) "Baby Grumpy" wears a slightly peevish expression but he has a most appealing way in spite of the fact that he seems to be on the verge of tears. He has already found his way into many good homes and can be secured with other Canadian-made dolls at modest prices, ranging from 75 cents to $2.00. Baby dolls with little sun-bonnets, or saucy, big bows on yellow curls cleverly painted are included in this class of dolls, and real hair is imported from England and artistically dressed on Canadian dolls of excellent appearance.

France, where it is recognized the best dolls in the world are made, has sent some appealing soldier dolls to Canada. These sturdy "poilus" are wonderfully made in cloth, with their faces most realistically painted and china eyes equally life-like in expression. The costumes are copies of the French Army uniform, and these little imported products of war-time France should appeal as a most attractive souvenir. The beauty of them is that they are so practically made, and can be dropped without fear of their breaking.

Teddy bears, large and small, are still big sellers and one Toronto toy manufacturer has found such a demand for Teddy that he has ceased the manufacture of all other lines with the exception of "Baby dolls" and "Teddies." Some idea of the rapid strides being made in the Canadian toy industry can be ascertained from the fact that almost all the toy-makers interviewed complained of a serious shortage of help in view of big orders and increased demands.

D. R. Campbell, advertising manager of the Alphonse Racine Co., Ltd., Montreal, has just returned from an extended trip to England and the Continent.

GEO. H. HEES, SON & CO. LIMITED

52 BAY STREET
TORONTO



Has Your

Furnishings Department everything necessary to give the artistic effect obtained in this delightfully attractive room? A selection from our stock will enable you to offer these lines to your customers in wide range of inviting designs—and HEES unexcelled quality.

If you want a complete stock for Fall, we advise selecting NOW.

WINDOW SHADES
TAPESTRY COVERINGS
NOVELTY CURTAINS
VELOURS
CRETONNES
SCRIMS
CURTAIN CLOTHS
TAPESTRY CURTAINS
LACE CURTAINS
NETS
TABLE COVERS
PILLOWS
COMFORTERS
EXTENSION RODS
and
BRASS GOODS

GEO. H. HEES, SON & CO. LIMITED

NOVELTY CURTAINS

DRAPERIES

Of Original Design and Unusual Charm

The choosing of artistic draperies for your curtain department is greatly simplified when you make your selection from the Biltmore Range, which comprises the best and latest ideas in the art of tasteful decorating.

Our new Spring lines include the latest patterns in Marquisettes, Scrims, Panels, etc.

DRAPERIES

BILTMORE CURTAIN CO.

334 CRAIG STREET WEST
MONTREAL

PRIME AND RANKIN, LIMITED

FALL MERCHANDISE

Our salesmen are now out on their various territories, with a complete showing of our usual lines, and we invite your early attention to our range, when buying for your Fall requirements.

Conditions are such to-day that early buying is more than ever important, to ensure reasonable delivery of Fall merchandise. We can now offer you splendid assortments and assured deliveries.

McLintock's Down Quilts
White Satin Bed Spreads
White Crochet Bed Spreads
Windsor Scrim Curtains
Windsor Net Curtains
Point Arab Curtains
Filet and Lace Curtains
Bungalow Curtain Nets
Filet and Motif Nets
30-in. Cretonnes and Art Sateens
50-in. Cretonnes and Casements
Fancy and Plain Scrims
White and Colored Bath Towels
Fancy and Staple Pearl Buttons

PRIME AND RANKIN, LIMITED

74 YORK STREET, TORONTO

CREX
GRASS RUGS
TRADE MARK REG. U.S. PAT. OFF.

FALL OPENING

Crex showrooms a bright oasis
in the desert of disappointment

The fall opening, generally recognized as April 1st this year, will make New York the mecca for a tremendous influx of buyers, each one hungry for merchandise and anxious to place orders far in excess of possible allotments.

Disappointment will follow disappointment until they visit the CREX office and showrooms.

Here we will not only accept orders in "lots to suit," but visiting buyers can return home with the knowledge and assurance that shipments will go forward with a promptness to insure receipt in time for their heavy spring and summer business.

There should be no hesitancy in ordering liberally as prices will remain firm for some time to come. Wise, indeed, is he who can predict or foresee a trend in the opposite direction.

Our full lines of DE LUXE, HERRINGBONE and REGULAR weaves are on display. Masterpieces in grass rug production and extensively advertised to a mighty army of readers through **home-reached** and **home-read** publications appealing to thoughtful, thrifty, God-fearing people whose love of home comforts is quite as strong as their love for the great U.S.A., where CREX rugs are made.

May we have the pleasure and honor of a visit from you while in the market?

CREX CARPET COMPANY

212 Fifth Avenue, New York, N.Y.

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

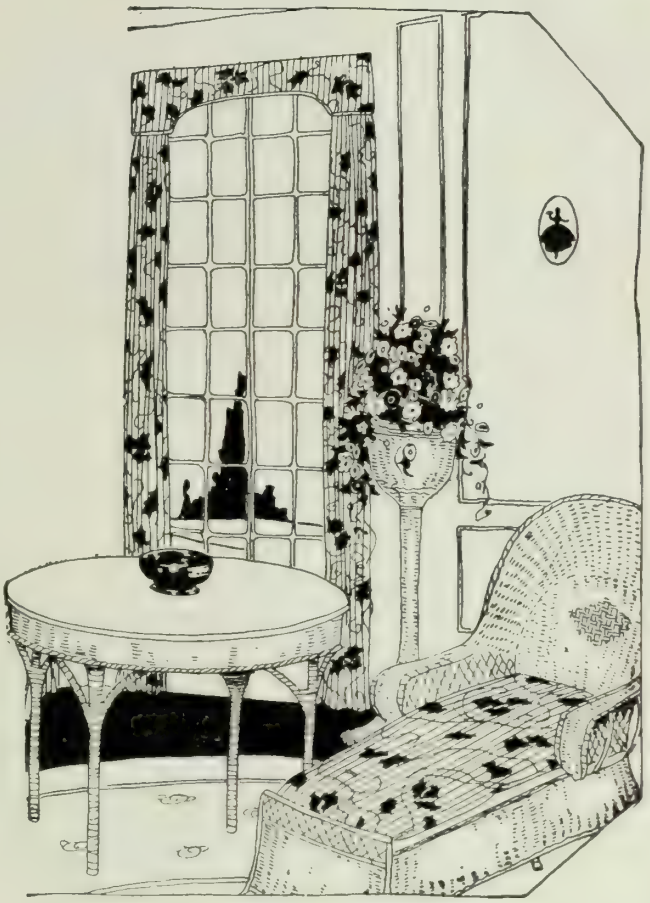
Draperies

that
Appeal through their beauty
and
Satisfy through their quality

Our Travellers are now out with samples of our extensive range of attractive

Curtain Nets

Shadow Cloth
Plain
Casement Cloth
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Poplins
Also Chintz, Cretonne, Scrims and Madras Muslins



We are

"The Handkerchief House of Canada"

If you have not made your selection of Handkerchiefs, for Christmas selling, our advice is, DO SO WITHOUT DELAY, if you want to ensure deliveries. Nowhere will you find better-selling lines and better value than in our large range.

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79 Wellington St. West--Fifth Floor Wellington Bldg.

.....Just across the street from our former address.....

The
LACE GOODS CO.
Limited

IMPORTERS and MANUFACTURERS' AGENTS

TORONTO



Winsome Maid
PURE THREAD
SILK HOSIERY
MADE IN CANADA

IT'S A CASE OF CHANGE OF NAME AND ADDRESS ONLY.....

"THE WILSON MFG. CO."

Under the same management
will now be known to the Trade

as

ALLEN SILK MILLS
43 DAVIES AVE., TORONTO



Superb
in
soft, even texture—special
form-fitting features.

Famous
for
splendid wearing qualities.

"Winsome Maid"
Pure Thread Silk Hosiery
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"CANADIAN GOODS ARE BETTER"



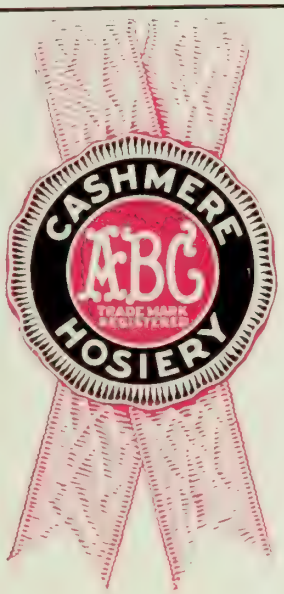
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Finest Cashmere Yarns for Warmth	Elastic Rib for Form-Fitting	Spliced Heel and Toe for Wear

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Spring Time is Veil Time

New Hats need new Veils.
Make your Veiling Department prominent
for the biggest Season of Veils and
Veilings yet known.



NEW VEILINGS JUST RECEIVED

Large Plain Meshes, Scroll Patterns, Woven Dots,
Chenille Spots, Beauty Spots.

"MONA LISA" VEILS

Black, Navy, Taupe, Nigger, Prunelle.
This Veil has proven to be the biggest Seller
yet produced.

They fit snug—invaluable for motoring.
Have you tried them?

ELASTIC VEILS—HAIR NETS

"CANVELCO"

Veils and Veilings will increase your
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BLACK MALINES IN STOCK

Tell us right now to send assortment.

BIG STOCK OF
NETS and LACES

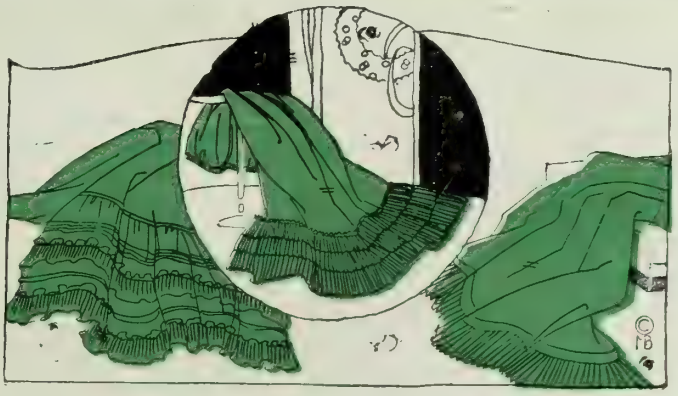
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CANADA VEILING CO.

UP TO THE MINUTE

LIMITED

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Underskirts

in a wide variety of materials and colorings

A highly attractive line for Summer Selling

Manufactured by

The Canadian Converters' Co. Limited

Montreal



The best-known trade mark in the "world of gloves"

PERRIN'S GLOVE

makes your sales climb

The discrimination exercised in the selection of our leather and expert glovers we employ co-operate to bring our output to the highest standard of perfection.

By displaying "Perrin Gloves" you will accelerate sales on the reputation which the name Perrin enjoys.

P. K. Company

Feature

"PERRIN'S" GLOVES

The gloves from our new factory will bear a special trade mark brand, which brand will identify them as the best goods made in Canada

For Fall and Winter

The gloves that have stood the test of years and are now firmly established as representing

The Utmost in Quality

We have opened a new factory in the new Wilder Building at Montreal where we are manufacturing cape and suede gloves.

The facilities of this new plant enable us to produce a line equal in every way to the well-known products of our American factories.

These "Made-in-Canada" suede and cape gloves embrace all essentails of quality, materials and correct workmanship.

Our representatives are now carrying the complete line. Be sure to see these new samples.

Limited, Montreal

CLATWORTHY & SON, LIMITED

Established 1896 — TORONTO — Incorporated 1908

Manufacturers of the most complete line of DISPLAY FIXTURES and artistic WAX FIGURES made in Canada.



No. 264. Skirt Rack.

Dur-Enam

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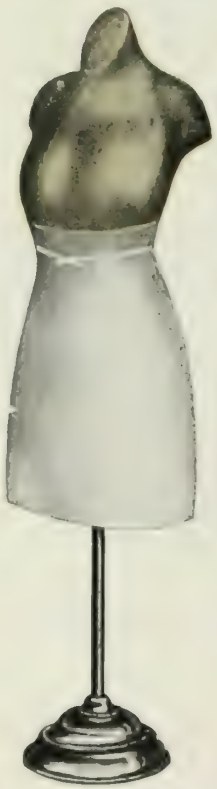
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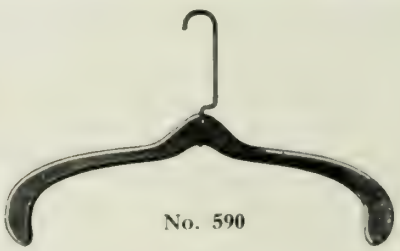
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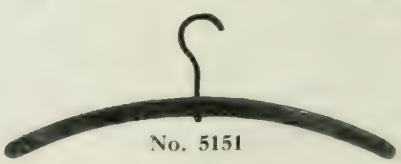
No. 265. Rack



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No. 590



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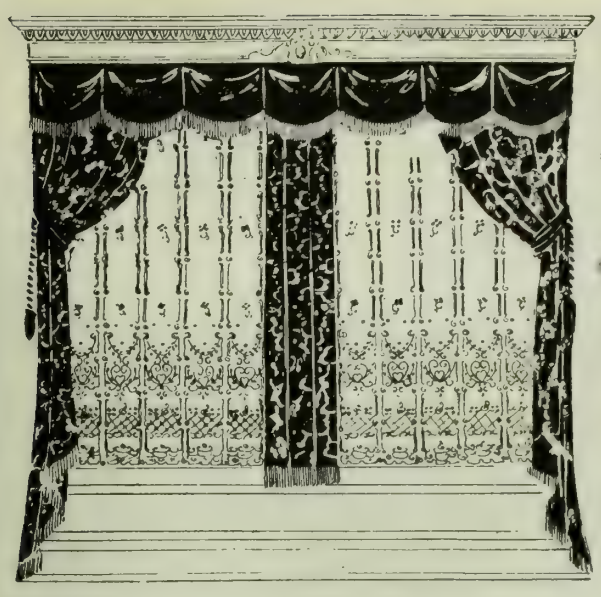
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NOVELTY CURTAINS

Marquisette and Scrim Curtains

From the soft, filmy Curtains of exquisite beauty to the more substantial and simple lines; from the richest and most elaborate designs to the perfectly plain scrims, we have a comprehensive array of Curtain lines to show you for Spring.

Our Travellers are now out with samples. You will be interested in our lines. Unusual value in design and quality will prove their desirability for your Drapery Department. Our Trade Mark is your guarantee of satisfaction.

CANADIAN DRAPERIES LIMITED
145 Wellington St. West
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QUALITY, SATISFACTION
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Dalmor

Canada's Leading Line of

ART NOVELTY CURTAINS, PIECE GOODS, PANELS, ETC.

"*Dalmor*" Products:—Made in Canada!
By Canadian Workers!
For Canadian Homes!

DALY & MORIN LIMITED MONTREAL



GREENSHIELDS LIMITED

ARE HOLDING THEIR FORMAL

HOUSEFURNISHING SPRING OPENING

April 12th to 17th

when all the latest novelties and conceptions known to the Housefurnishing Trade will be on display, including:

Tapestry, Brussels, Axminster, Wilton, Squares

Mats, Runners and Stair Carpets in all Qualities

Blankets	Pillows	Quilts	Comforters
White and Grey	All Feathers	White and Colors	Cotton and Down

DRAPERIES:

A collection of *Hand-Blocked French and English Prints* is shown in new and exclusive designs and color effects that convey a distinctive individuality.

We feature

French, English and American Cretonnes

31", 36", 50" wide—single and reversible.

Sateens, Scrims, Marquisettes, Lace Curtains, Marquisette Curtains, Bungalow and Filet Nets, Madras, Coin Spots and Art Muslins, Upholstery Coverings, Casement Cloths, Tapestry Table Covers, Rope Portieres.

DO NOT FORGET THE DATE.

Wholesale Distributors of Carpets and Draperies

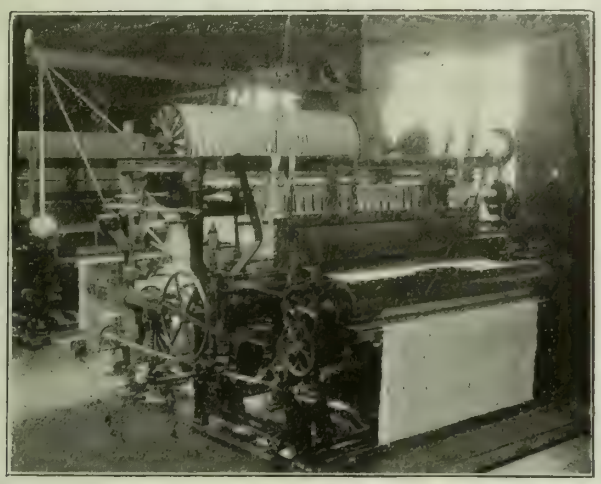
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SEVENTEEN VICTORIA SQUARE

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The Oriental Textiles Co., Limited

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We weave, dye, and finish

Silk and Cotton

VELOURS

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Salesrooms: 33 Melinda Street, Toronto



Your copy is ready!

Right now is the time to send for your **free** copy of our "Guide to Better Window Displays!"

It's full of the latest creations in artificial flowers, decoratives and wicker-ware — and contains a multitude of new window display suggestions that will prove real business getters. There are so many original conceptions you will find it difficult to choose.

Simply request your copy on your business stationery — we'll mail it immediately — it will end your display troubles!

The Adler-Jones Co.

206 S. Wabash Ave., Chicago

Easter Greetings To All Our Customers



Display Your

SPRING AND SUMMER GOODS

on

DELFOSSE FORMS

and they will look their best.

Wax Figures
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Quality and reasonable price is our motto.

We are now mailing 15,000 of our latest illustrated catalogue. If you do not get yours, write us.

No. 2009. Our New Human Body Waist Form for fine Lingeries. Flesh color enamel. Sizes 16 years and 36-in.

DELFOSSE & CO.

247-249 Craig St. W. Factory, 1 to 19 Hermine St.

MONTREAL

Easter Arrives in the French Capital

Our Own Correspondent Sends First-hand Information on the Approved Creations Launched by World-famous Designers—Trains Are of Net, Evening Bodices Are Very Brief and Trimmings Are of Ruches and Ruffles.

Paris, France
March, 1926

EDITOR, DRY GOODS REVIEW, I have just seen the last couturier's collection, and am very pleased to be able to give you some interesting details on the Fashions that will prevail during the coming Summer.

First of all, I must mention that, for the first time I have found the same ideas worked out in every place of course differently, according to the personal taste of each couturier. These ideas I can describe as follows:

EVENING DRESSES.—Are all very important as far as the skirt is concerned for the bodice is next to nothing; a scanty piece of silk, with straps on the shoulders, a very bare back as a rule, or for the most decent ball dresses, veiled with lace. Most skirts are very wide, short, with panniers on the sides, flounced if net or voile and held up by the horse-hair carcases, or iron wires, to imitate the crinoline of a more or less large size, sometimes, when in taffetas or broche or other stiff material, gathered into bouillonnès in the same manner as in the drawings of Greuze, or simply draped in very dainty loops on the sides. I have seen in one house nothing but loops in net, lace, voile; the skirt then had a narrow silk fourreau over which were 6 or 8 huge loops that constitute the skirt; at the back two of these were cut and let sweeping the floor in a narrow train, and retroussè drapings right at the back. Somewhere else, I saw some flat fronts, and retrousse drapings right at the back.

As a rule, there are no trains to speak of: in fact the few there are, cannot be taken into consideration, for they are in net, and very few ladies are likely to adopt them, as they won't stand two hours dancing without being soiled and torn to pieces.

Amongst the evening coats there are a good many made of frilled or bouillonnè taffetas. Quite a few of them have a hood that can be put on the head when coming out of the theatre: in two houses, I saw some instances of this kind of collar that were quite effective.

For the full Summer we shall see plenty of lace capes and mantles especially for the race meetings.

TAILORED COSTUMES.—There are two different kinds of costumes, and both are shown in the same house:

The regular suit, tailor-made, that is neat in shape, shade and material. These are half-fitting, that is, while still loose around the waist, show a tendency to fitness by means of a curved underarm seam. Most of them have a "basque" flat in some cases, otherwise with basque cut slanting with a godet effect, or a pleated frill. As a rule, the jackets are much longer at the back than at the front.

The skirts are narrow, short, with hardly any trimmings, but some tiny pockets.

Such tailored costumes are worn with regular chemisier blouses, with high collars, finished by a frill Mary Stuart style; the sleeves may be either full length, or very short.

The fancy tailored costume is composed of a wide skirt, short, either entirely pleated, accordeon or flat pleating, or only with some pleated panels and flat bands of material alternating; in other instances the same skirt is composed of three or four frills on the top of each other. I have noticed one entirely cut slanting.

The jacket (if one may call it a jacket), is a very loose coat, going sometimes a little below the waist line, with pagoda sleeves that just cover the elbow, no collar, and no other fastening than a ribbon around the neck, which is, or is not tied.

With such garments we have either very elaborate waistcoat blouses, with high collars, and low necks in "U" instead of "V," as previously, or we have some long chemise like tunics.

AFTERNOON AND WALKING DRESSES.—While the panniers and elaborate drapings have their full display in the evening dress department, the walking dress manufacturers stick to the robe chemise. It is still straight, more fanciful than heretofore, thanks to the prevailing fashion for pleatings, and gatherings of all kinds, also with some drapings here and there, but still it is straight enough to be worn with the old travelling coats, quite flat and with large sleeves we have had for some time.

A great luxury, however, is being displayed in these dresses; when they are in serge, navy blue trimmed with current pink color, or green. In taffetas, which is one of the most fashionable fabrics of the season, it is generally black, with white organdie trimmings.

There seems to be a strong tendency towards white and black mixtures, and when the full Summer time comes, we shall have it displayed mostly in lace dresses.

Foulard, in printed designs small or big, is also much sought after, and also casha, in white, a fabric of which you have had several samples already(it is in wool with camel's hairs).

Of course, linen, St. Gall embroidered organdie, white or in other shades, and also plumetis, whether all white, or white ground with colored spots, will be extremely fashionable by and by.

Shantung, tussah, and all silk fabrics, will make some costumes for the seaside; all light shades, and dark ones, too, will be wanted. Jade green appears to win favor daily.

In the cloak department we shall have some more comfortable material, such as: velours de laine, fairly thick for travelling purposes, broadcloth, all kinds of nattes and tartans.

The shape mostly favored is the cape, or Manteau cape.



The Longer Suit Coat

Drecoll is responsible for this charming little street tailleur of blue cheviotte with its buttoned straps and high collar rendered most becoming by the dainty ruching of lace. The coat tunic is gathered at a slightly below normal waistline. The skirt is strictly plain.

The latter is not very much different from the one we had last season, that is the long narrow at the bottom coat, very wide around the hips, with small sleeves, and huge collar fur-trimmed.

The novelty in the cape lies in the fact that it is now generally a kind of "collet," more or less long, but very much like those we wore just before the war. Some are but a piece of broad cloth cut perfectly slanting, with no gatherings, and only a few tucks on the shoulder to keep it in place. Others are gathered on a tiny yoke, have no collar and are tied by means of a ribbon. I have seen some, and not the less pretty, in my opinion, that were entirely pleated (that wide pleating which we call "Soleil" that is like the rays of the sun), which allowed at each movement of the arm a very pretty display of the cape itself. I should be surprised if it did not win many suffrages.

Smaller "collets" are worn with tailored costumes in place of jackets.

TRAVELLING COATS.—Are always the straight convenient garment, easily put on or taken off, and there is nothing really striking about them. The collars are still very big and comfortable. There are always some big pockets, and sleeves with large armholes.

SUMMARY OF PARIS LETTER

Evening dresses have intricate skirts and bodices that are "next to nothing."

Frilled taffeta evening wraps.

Tailored suits have basques.

Fancy tailored costumes show pleatings.

Afternoon dresses have chemise lines.

Cape effects are seen in coats.

Variety of trimmings.

One house showed a few waterproofed coats, whose material was soft as satin, and allowed drapings of various kinds.

In the way of trimming, we have: all sorts of ruches, frills similar to the specimens I sent you. The chicoree sample would have been more like the preent fashion if it had been made with material cut in points or scallopped, which is very nice and effective. The others were just like what is being worn at present.

RIBBONS.—Mostly ruban cirè, like patterns sent you previously, and picot ribbon, whether frilled, pleated (accordeon generally) or flat, making a kind of frill not gathered, or sewn, so as to make stripes or squares on the material. In other instances, the same ruban cire was cut and inserted in taffetas of a different shade. It was original and effective.

PLEATINGS of all kinds and sizes find a ready use in every part of this Summer's fashions.



Satin, Gold and Jet

A handsome Drecoll creation typical of the formal French evening gowns which appeared at the recent openings. Black satin forms the wonderfully draped skirt, gold and black broche constitutes the draped bandeau bodice, and ropes of jet support the model and provide also a splendid trimming motif.

EMBROIDERY WITH BEADS used in connection, appear to have won much favor also this season.

All these hints will be fully developed as we go along, and they find a more ready application in fashion, but from what I told you above, you may conclude that:

All evening dresses will be full width, and draped.

Afternoon dresses, plain with pleating.

Tailored costumes, with long jackets, or small coatees, always loose.

Coats for afternoon or evening wear all capes or mantles.

At the end of this month I will send you quite a lot of patterns on furniture materials.

Yours very truly,

Jeanne Gsell

Egypt and the Orient at New York

The Smartest Clothes Betray Medieval Inspiration Suits for Spring Both Plain and Fancy Gorgeous Gowns at Fashionable Eating Places—Sports Wear a la Mode.

NEW YORK, March 13.—Should the Queen of the Nile rise from her sarcophagus she would immediately hasten to a certain specialty shop to get her new Spring bonnet. These hats are decidedly Egyptian both in style and trimming. One hat arrives at the desired effect by the unique placing of a bow at the edge of the brim, another, a smart sailor, is trimmed with crawling beetles worked in colored raffia and a big scarab embroidered in wooden beads at the front. One of the most striking hats is a turban, puffed out over the ears with green and red figured material. The front and back of the hat are made of red straw, and the centre is embroidered with an Egyptian beetle of beads.

Long strings of red wood beads are looped across the front and low at the sides to complete a toque that is startling in its newness.

Oriental influences compete with the Egyptian in all manner of apparel and accessories. Touches of the Orient appear in jewelry this season; bead necklaces are being worn and the favorite color seems to be jade. A lot of necklaces have both round and odd shaped beads. Complete sets consisting of beads, bar pins, and bracelets, in which the same design appears in all three are being shown. Some of the necklaces are beads and links, while others are made entirely of beads. Metal ornaments in oblong shapes of filigree work, when combined with beads make a pretty effect. Some more elaborate ones have beads larger than the average and set with tiny stones, thus giving the effect of balls of brilliancy. These small stones are pearls, emeralds, garnets, and sapphires. When worn for evening wear the small stones glitter brilliantly in the artificial light.

Odd shaped enameled pins are new this spring. Some of them have quaint little scenes painted on them. The colorings are in pastel.

Bracelets Returning to Favor

Again bracelets are coming into their own. The short French sleeves are responsible for this—and one bracelet is not sufficient for those who desire to keep with the fashions. Instead there can be as many as four on each arm.

Spring of course encourages the wearing of suits on the Avenue. Jaunty Eton suits are appealing to youthful femininity. One of navy serge was seen with the coat crossing over in front, revealing the corners of a white pique waistcoat attached to the short shawl collar of the same material. Tight fitting sleeves were three-quarter length with pique cuffs and the skirt had a long tunic. Narrow ciré cerise picot ribbon edged the tunic and outer edges of jacket.

Elaborate Suits for Women

One sees a goodly number of suits with rather elaborate trimmings on older women Silver cloth is used for pocket facings, vestings, etc. as well as heavy silver lace braids, for the inner side of high collars many of which are also coming to the fore. All sorts of novelty silk braids and beads of the iridescent and jet variety are among these showy trimmings which relieves otherwise strictly tailored styles.

At Russek's was a navy blue tricotine practically covered with jet bugles and having a jet fringe of about 12 inches in depth falling over the skirt section from hipline down.

Brilliant Sashes

Brilliant colors for sashes and also Oriental printed satin for lower part of bodice and yoke of skirt section, are features of new navy blue tricotines at the house of Franklin Simon & Co. Here they are also showing a new model combined with an imported navy blue fabric, striped with vivid yellow.

Worn at the Tea Hour

Some beautiful costumes were to be seen at the Ritz-Carlton the other afternoon. The craze for the gold and silver note does not yet seem to be on the wane. One of the smartest frocks had soft blue-grey chiffon velvet for a foundation. Over this was a tunic of the Russian coat effect, with a low-square-cut neck, and a collar behind of soft grey squirrel fur. The coat had a long basque, also edged with squirrel, which finished the cuffs



Batik At Its Best

Nothing could be smarter than this Batik scarf of Nile green with hat and bag to match. The sports blouse is called "The Adventuress," and is of Nile green embroidered in peach and dark green wool. The skirt is of white tan-ti-sev.



Sweet Simplicity

The very thing for a little school girl is this neat chambray frock with white pique collar, cuffs, and pockets outlined with a touch of handwork in contrasting color.

of the three-quarter length sleeves. The coat showed a wide girdle embroidered in dull gold and turquoise blue in a medieval design. The girdle was tied loosely at the left side, ending in a heavy fringe of tassels composed of tiny dull gold beads.

The hat was of the same shade, chiffon velvet, cleverly draped and having as its only ornament a large tassel corresponding to those that appeared on the girdle, and dropping near the edge of one side of the turban.

Black was very much in evidence at the Plaza, many of the smartest women being entirely dressed in black. Black charmeuse turban hats with wreaths of cross aigrettes were worn in many cases, and soft black charmeuse frocks with no other note of color than a brilliant swathed girdle of emerald or crimson brocaded gold cloth, tied loosely about one hip.

With some of these charmeuse frocks large black picture hats, covered in velours were being worn, and one especially was a rather flat shape with a good width of brim at the sides. Two curled black ostrich feathers were put on flat from the border of the brim, meeting together on top of the crown.

Striking Velvet Gown

Another striking black toilette was of black and silver striped net, made up over deep sapphire-blue chiffon velvet. It showed the new apron effect in front being embroidered in heavy silver braid hand-work, placed on the edge of the apron. The underskirt was of plain sapphire blue velvet, and the three-quarter sleeves showed a line of the same silver embroidery.

The woman who prefers a wrap instead of a suit for street wear will have a variety to select from this Spring that ranges through many colors and styles.

The wrap may be full length or it may be abbreviated to the three-quarter mode that permits a glimpse of the frock beneath it. As a rule, it is cut quite full and occasionally is full enough to permit one end to be thrown over the opposite shoulder. This is a particularly graceful style when developed in charmeuse or the soft silk duvetyn that lends itself so well to fulness.

For Sports Wear

Sports skirts this year are brighter and more interesting than ever before, if that is possible. There is no limit to the colors and materials that are used. Heavy corded silks and sheer printed georgettes contribute their loveliness to make the sports costume of the Summer Girl undeniably captivating.

A smart shop on the Avenue shows an odd accordion-pleated skirt of white baronet satin figured with a futuristic design in black. Another skirt is of pink kumsi-kumsa, laid in one-inch box pleats. Pleated skirts of dark figured chiffon are attractive, even though they are not especially practical for all outdoor sports.

With the sports skirt, dainty stockings must be worn, especially when white oxfords and pumps call attention to one's hosiery. Heavy white silk stockings are striped with blue-bird silk. The same style may be had in white with other colors and brown silk striped with brown. If wool stockings are desired they may be had in white checked with blue or brown squares. White stockings with clocks embroidered in colored silk are appropriate for sports wear.



Smart Summer Number

A coat of polo cloth in a sport design, sure to be wanted for all manner of warm weather activities; and an interesting dress of flowered voile with organdie vestee and cuffs and maroon velvet sash.

HARROD'S IN BUENOS AIRES

"Everything under one roof" will be the motto of a new department store which Harrod's, of London, is to build to take the place of its old store in Buenos Aires. It is to be three times the size of the present place, being eight floors in height and containing nine acres of floor space. Work has already begun, and the first section of the new establishment is expected to open in about a year, while it is hoped that the entire premises will be in working order within eighteen months. After the realization of its present undertaking it is Harrod's plan to establish a chain of stores throughout Argentina similar to those which it is now operating in English cities.

Have You an Infants' Department

Reasons Why You Should Have, If You Haven't—If You Have, It Might Be Improved, Might It Not?

SPRING is the naturally appointed time for housecleaning and re-arranging one's affairs, wherefore it behooves the progressive merchant to look over his various departments and refurnish them. One department often neglected is that devoted to Infants' Wear. Unfortunately it is even found to be missing in many an otherwise well-equipped store.

Now when there is a baby in your own home you know how he is waited on, how all his wants are anticipated and he receives the most attention of any individual in the house. And you think it is worth it, don't you Well, isn't it just as much worth while to give the babies of your community special attention in your store? When the baby grows up he generally loves his mother best because she was the one that attended to most of his wants when young. So, the store that tends to the small baby's wants is going to get the grown baby's trade.

Your Town Needs One

The argument that your town is not large enough to make profitable specializing in infants' wear cannot hold water. Do you know that more than a million and a half of the two and a half million babies born annually in the United States are born in towns of less than 10,000 inhabitants? Doesn't that make the proposition sound worth while to the merchant in a fair-sized Canadian town?

Now there is little competition in the securing of infants' garments. Styles are well standardized and suffer slight variations. Therefore, outside of obtaining and keeping a complete range of sizes, the only way to make the department forge ahead of its neighbors is by perfecting the service and introducing attractive "stunts" or side lines to compel notice; primarily from the babies' mothers.





Make Shopping Easy for Mothers

The first duty is to make shopping easy for the expectant mother. Some larger stores provide a separate Layette Room. That of the Robert Simpson Company, Toronto, has the woodwork done in white enamel and the wallpaper of chintzy looking kiddies at play. There is a table down the centre whereon merchandise may be shown, and large, comfortable chairs for the mother to occupy while being served. The merchandise is kept in glass cupboards on one side of the wall, below which are drawers containing sample sets of various priced layettes. It is customary in specialized infants' departments to take orders for complete layettes. In such a room all sorts of suggestive accessories may be displayed which the mother might otherwise forget about. For instance, a daintily beribboned bassinet might be sold in this way; a tiny enamelled cradle, a high chair or a kindergarten table.

Infant furniture, throughout the department, has been found exceedingly profitable. And there are other important items, patented articles which the mother does not know she needs until she sees them. For instance, a bath bed, carriage strap, ear regulator, doll's bed, funny rag dolls, rubber sheeting, trap hib.

Helpful Stunts

Various are the successful stunts that some stores have carried out to their own financial advantage. One of these is the weighing of babies, a ceremony that is bound to bring them back at regular intervals, for people in general have been educated to the advantages of keeping close account of the baby's advances and decreases in weight.

Another stunt, possibly not so well known, is that of having the photograph taken of every child under five years which is brought to the department during a certain week. This is especially good when introducing the department as a separate entity in your store. You could easily arrange for a local photographer to take the picture for the most of the mothers would want a dozen or more prints made when they received the one taken for your purposes. One merchant put all the photos taken in this way in the window and by the end of the week had a most attractive display.

A fine time to make plans for quickening the life of your infants' wear department is when the local women's organizations are conducting a baby welfare week. When people are talking about their babies and hearing lectures about their health it is psychologically impossible for them not to think about buying them some new clothes for "mama's darlings."



ENGLISH GIRLS IN INDUSTRIES

A splendid type of citizen is looked for in the English girls who are arriving to make their livelihood in Canada. Out of several hundred of these girls who have arrived, numbers are being taken into the various industries of the Dominion, and the mills are looking to these Old Country girls to assist in an effort to increase production to meet the insistent demands in all lines. The Mercury Mills, Hamilton; the Penman Mills, Paris, and the Toronto Carpet Company, as well as various other mills through the province, have secured some of the new arrivals, who bring with them credentials that show very careful individual investigation before the new citizen has been granted permission to sail.

DRY GOODS MAN HONORED

The newly appointed president of the St. Louis, Mo., Chamber of Commerce, is W. Frank Carter, one of the directors of one of the largest dry goods concerns of that city. Mr. Carter has also been appointed a member of the Board of Education.

Early Openings Well Patronized

First Week in March Sees Formal Displays of Latest Vagaries of La Mode—French Fashions Chic and Youthful—Street Tailleurs Favor Both Long and Short Coats and Taffeta and Lace are Chosen for Dressy Wear.

"MISS SPRINGTIME" made her entrance very early this season, as far as the shops were concerned. Growing hyacinths in clusters of pink, lavender and yellow were used profusely on counters, and to finish artistic display windows by the Robert Simpson Co. of Toronto the first week in March. Vivid color effects were everywhere employed to charm Winter-wearied eyes, and judging from the enthusiastic attendances at all the various Spring openings, the extravagant preparations for these important ceremonies were by no means wasted.

Murray-Kay's of Toronto enticed the fair sex—and many escorts—to view their exclusive styles with the aid of a splendid big orchestra and a dainty artiste (Madame Ray Baker), who donned many stunning models and posed just like the wax ladies, smiling and beautiful, in all the shop windows. Excellent lighting effects, and a specially-built platform in the book section of the store enabled large crowds to witness Madame Baker's daily exhibitions, in which she not only displayed to excellent advantage a collection of smart Spring creations, but showed to a nicety how hats and costumes should be donned to get the best effects. Flower-entwined pillars and spaciously arranged aisles added to the many attractive features of the Murray-Kay display. The collection at this store ran the gamut in fashions from a lovely white and silver, low-backed evening gown to a jaunty box-coated street tailleur of navy tricotine, with touches of Chinese red. Shiny effects in hats were featured largely, while an exclusive showing to ladies of "Made-in-Canada" lingerie called forth considerable praise.

Simpson's Open First

The Robert Simpson Co., Ltd., of Toronto, held their formal opening a week earlier than any of the other large stores—so early, in fact, that their own Spring was imported, just as the most beautiful frocks shown, and growing flowers, as well as potted plants and ferns, decorated the whole store, as well as the windows and the newly-arranged ready-to-wear department, in which the opening was held. Special emphasis was placed on the collection housed in the newly-equipped French salon—bouffant effects and gorgeous fabrics, beautiful beyond mere adjective, were displayed in original creations bought at the famous houses of the best designers in Paris.

Among the costumes for street wear, the short Eton and box coat models were featured—navy being permitted the premier position in the display. Many versions of the over-blouses were shown in sheer fabrics and in satin and jersey. Embroidery was featured on many of the smartest examples. At the Simpson opening, hats revelled in lovely bright color effects—jade, Pekin blue and bright red, as well as all the new blues and hennas being shown.

Taffeta frocks for afternoon wear were shown, bouffant in line and decidedly frilly as to trimming. Smart examples of the sand-colored polo coats were also shown, and a wonderful display of French lingerie was attractively displayed.

An Innovation at Eaton's

The semi-annual promenade of fashion of the T. Eaton Co. in Toronto was staged on the fourth floor in the new dress and millinery departments during the same week of March 8.

A novel idea was tried out—that of permitting the models to parade informally about the whole floor, instead of keeping to a central elevated runway.

The orchestra played from a central dais and the models promenaded in the sections devoted exclusively to the types of models which they wore. Thus, those displaying misses' models walked in the misses' section; the women's suits and coats in the women's department, and so on. In a number of the aisles, small platforms were erected, and the mannequins mounted these at intervals to enable a complete all-around view of the models which they were showing. Special emphasis was placed on street costumes at the Eaton showing.

Coats featured at this store gave preference to the full-length styles, with deep capes coming almost to the hip-line, or cape collars ending in a point which was tucked under the belt at the back. Walking suits were exceptionally plain and neat fitting. Their smartness consisted in straight supple lines, narrow notched collars, and narrow belts.

One of the full length dress coats shown had several pleats placed under the arms, giving a decided fullness at the sides, while the front and back were plain and flat.

Goodwin's, Ltd., of Montreal, held their formal Spring opening the week of March 15, displaying a lovely collection of Spring models on a revolving dais, with a unique stage setting, representing a great scallop-shell, brilliantly illuminated and overhung with floral garlands.

At the T. Eaton Company's Winnipeg showing, which ran the same week as the Toronto display, five professional mannequins from Chicago paraded in La Mode's latest caprices. Hats were specially emphasized and the vogue of jade green was realized in many of the smartest chapeaux and in whole costumes of jersey cloth.

Frilly taffeta frocks were also shown in this fascinating color and the vogue of novelty ribbon girdles were illustrated in numbers of the most exclusive French creations.

The New House of Catto

The House of Catto, known to the trade all over Canada as John Catto and Son, of Toronto, chose the 17th of March as the day on which they opened their new premises on Yonge street. The firm which had resided at 59 King Street East for over half a century, recently secured a Yonge street site at the corner of Shuter street in view of the decision on the part of the King Edward Hotel management to make exclusive additions to the present building.

In the fine new store, equipped to take care of an increasing business, this reliable old firm, with its veteran proprietor, who is still the active head at the age of 88, will cater to a customary exclusive trade. The best in plaids and tartans are displayed in the store, along with pure Irish linens and the finest of wool dress fabrics.

It is a far cry from this up-to-date and exclusive dry goods establishment to the emporium of 56 years ago, where John Catto, at the age of 32, dressed dignified windows to catch the attention of quaintly-garbed matrons who walked on a quiet and orderly thoroughfare attended by inconspicuously garbed maids.

Mr. Catto has many amusing anecdotes of those days before skyscrapers and motor cars combined to make the corner of King and Yonge streets the exciting place that it is to-day.

BUYER SUFFERS LOSS

The sympathy of the trade and DRY GOODS REVIEW is extended to Mr. Frank Hamilton, buyer of smallwares for W. R. Brock, Ltd., Toronto, in the loss of his wife through influenza, followed by pneumonia. She was ill only a few days and Mr. Hamilton was himself laid up at the same time. We would also express a hope for his own speedy recovery.

MOVED TO WINNIPEG

W. H. Illsey, manager of the J. H. Ashdown Company's retail stores at Calgary, has been given the management of the Ashdown retail establishment in Winnipeg. Mr. Illsey will assume the duties of his new appointment May 1. C. W. Patterson, of the Winnipeg store, will be Mr. Illsey's successor at Calgary

Fashions at the Legislature

Ladies of the Government Wear Smart Afternoon Gowns, Long White Kid Gloves and Carry Flowers

The opening of the fifteenth Legislature of Ontario was informal from the fashion point of view, and while the great bulk of the feminine town-bred audience seated in the galleries were simply costumed in suits or one-piece frocks and long top coats, the wives of the new farmer Government set the styles in afternoon frocks, and wore their charming gowns with unusual grace.

Mrs. Drury, who entered on the Premier's arm, looked lovely in a pale primrose-colored Georgette frock, delicately embroidered in gold and posed over a foundation of blue and yellow satin. These two tints were combined in the sash, and a corsage of sweetheart roses were caught at the girdle. Elbow sleeves and long white kid gloves were worn and a most becoming and modish chapeau, with a jeted crown and wired tulle brim.

Mrs. W. E. Raney, wife of the Attorney-General, sat next to Mrs. Drury on her right and was gowned in cream and brown Georgette, with handsome bead work, and a large black hat. After the ladies had taken their places, escorted each by her member-husband, the Government House party arrived, Mrs. Clark taking her place on Mrs. Drury's left, closest to the Speaker's chair. Mrs. Clark looked beautiful in soft grey, with an armful of crimson roses. Miss Diana Clark was daintily frocked in rose taffeta and wore a smart little brown tulle hat and carried roses also.

Lady Willison, who was among those seated in the chairs of honor on the floor of the House, looked very graceful in black charmeuse, with a close-fitting toque, trimmed with a wide cire bow. Mrs. Hartley Dewart wore a smart black gown and chinchilla furs, a becoming black hat, with sealskin rim. Miss Church, sister of the Mayor of Toronto, wore a charming little gown of brown Georgette, beaded in bronze, and a brown and gold hat.

SALES CONVENTION IN ST. LOUIS

The Measuregraph Co., of St. Louis held a successful three days' sales convention on February 24, 25, 26, taking up the problems of the sales force, and discussing the sales methods adopted by various successful producers. During the convention it was announced that the company would place several new instruments on the market shortly, details of which will be announced later.

The Supreme Costume Company, Ltd., was recently incorporated with a capital of $40,000. Head offices will be situated in Toronto.



Discussed Dollar With the Designers

Mr. John O'Connor, of Murray-Kays, Talks on Adverse Rate of Exchange to Women Designers

The Canadian Women Designers' Club of Toronto met on March 3 at the Laura Matilda Tea Rooms, King street, the members enjoying a delightful supper party, followed by an address by Mr. John O'Connor, of Murray-Kays, Ltd., on "What is the Matter with the Canadian Dollar?" Mr. O'Connor dealt with the exchange situation in a frank and comprehensive manner, drawing attention to the only possible remedy—production. The speaker also urged the necessity of quality in production. Canadian designers had never before had such an opportunity to make a mark for themselves and it was their duty, the speaker said, to produce the very best. Only the superior merchandise would create the demand.

Miss C. M. Storey conveyed a hearty vote of thanks on behalf of the club to the speaker, who was warmly applauded by the members.

Following a short business meeting, at which it was announced the election of officers would be held in May, Mrs. Presnail and Miss Dean led in an amusing debate on "Can We Have a Costume With National Characteristics." Miss Dean, supporting the negative, won on some very clever points.

New Artificial Silk Plant for Brussels

It is reported on this side that a new plant to make artificial silk is to be built in the vicinity of Brussels. The company is being organized and it is said that the capital has been subscribed. The output will not be large at the start, the figure of 75 kilogrammes per day being mentioned. The chemist at the head of the plant does not wish to forecast the production.

Overshoes Enjoy a Spring Vogue

Old-Fashioned Goloshes Donned by Smart Women, With Woollen Hose

With the donning of woollen hose, the vogue of the smartly-cut spat begins to wane. And what do you suppose is being adopted as a substitute foot-warmer? Nothing more or less than the old-fashioned overshoe of clumsy proportions, but roomy warmth! For the past two months this vogue has been growing. Fashion devotees simply insisted on woollen hose, and to display them, the low brogue of course was the only correct footwear. Spats could not be worn, either, if the smart contrasting clocks were to be seen, but wintry winds and streets melting and freezing alternately made an overshoe that would protect her ankles as well as the soles of milady's low cut oxfords a necessity.

Whether this apparent disregard of appearances attending the adoption of the clumpsy looking "goloshes" is an indication of more sensible foot modes in place of the silken hose and fancy lasts of shoes which have been seen on the streets for so long, it remains to be seen. At present the devotees of the "galosh" claim that they are very comfortable and besides keeping the feet warm and dry, enable their wearers to don smart Spring footwear and to keep them in a brand new condition until the time when pavements are in a fit condition for pedestrians.

The "Daily Garment News," of New York, states that the college girls in Western American cities are now taking up the fad of the overshoe which has always been worn by the sub-debs in certain Eastern cities in the United States. These girl students affect the overshoes for convenience. They never buckle them up—slipping them on unfastened, to go from one building to another, attending lectures.

"Yes, it is a fad," said the department head in a big Chicago store, "but we expect it to last at least one year. The rubber houses are increasing their orders with that idea in mind."

Canadian college towns have long since ceased to look upon these overshoes as a novelty, for school girls of all ages have worn them right along. The fact that the older sister and even the mother of the "undergrad." has adopted the college version of the rubber is a decided tribute to the younger generation.

CORSET CO. ENLARGING

Owing to rapidly increasing business throughout the entire Dominion, the Parisian Corset Company of Quebec has acquired the adjacent property to their present factory at the corner of Coulombe and Turgeon streets in that city upon which they will erect a four-storey building, 72x70, which will more than double their present floor space.

FUR PRICES LOWER

Continued from page 75

An effort is being made to popularize other furs which are less expensive than the Hudson seal, such as electric seal, marmot, and Russian pony, etc. It is expected that there will be a larger sale in these lines, as the cost is about half that of the Hudson seal, which means a considerable difference to the buyer. The Russian pony, for instance, is approximately one-third the price of the Hudson seal. Persian lamb, beaver and coon are so high that it is not anticipated that there will be a very large demand for any of them, as they will be even more expensive than the seal.

As regards the lining, the European silks have proven to be the most consistently satisfactory, although they are very expensive, running as high as $21 a year in some lines. Some of the American silks, however, have been found to be equally as good as the Swiss silk, by some manufacturers. When it is figured that around 4½ yards of material are required to line a fur coat, with average silk linings at $8 or $10 a yard, it will readily be seen that this important item figures largely in the cost of manufacturing. But in the efforts to cut down the cost of manufacture, the makers will turn more to silk poplin.

The situation will be more definitely known after the fur auction has been held in Montreal, which opens March 22. The prevailing opinion seems to be that the fur prices will continue to climb, as the demand for furs seems endless.

HIGH PRICES AT NEW YORK AUCTION

The total of the New York fur sales reached $10,600,000 on the closing day, being $600,000 more than anticipated. This means that individual prices were even higher than expected.

Skunk sold for prices at 15 per cent. advance on last October; nutria increased 80 per cent.; Northern raccoon, 35 per cent.; and Southern, 60 per cent.

London Fur Sales

Excellent results in the way of large returns were obtained at the London fur sales held the latter part of January. Unusually high bids were the rule, but this is partly owing to the scarcity of pelts. In many cases the number of skins offered was much smaller than in last January, which bears out the fact that the fur trade has been exceptionally big and supplies are low.

The increases in price of some pelts over those of last year are as follows:

Beaver	120 per cent.
Otter	50 to 90 per cent.
Cross fox	20 per cent.
Blue fox	20 per cent.
Russian sable	50 per cent.
Ermine	20 per cent.
Mink	50 to 100 per cent.
Lynx	25 to 40 per cent.
Wolf	25 per cent.
Wolverine	60 per cent.
Squirrel	50 per cent.
Australian opossum	50 per cent.
Ringtail opossum	50 per cent.
Red Fox	30 per cent.
Stone marten	100 per cent.



An Exquisite Blouse

Hand drawn-work, embroidery and filet lace render this fine white voile blouse sufficiently exclusive for the finest of Summer occasions.

COLORED STEEL BEADS ARE NOW AVAILABLE

Orange, Coral, Pekin, Jade and Steel Shades in Demand—Smart for Summer Fabrics

For five years the demand for colored beads, either crystal or steel, has been growing in leaps and bounds, and in the same ratio the shortage has increased.

Colored steel beads have been an unknown quantity on the market for some time, and even the plain steel bead has been at a premium. Within the past few weeks one of the largest firms in Toronto secured a stock of these modish dress trimmings, and already the demand has been tremendous.

As bead trimmings are to be worn this summer on Georgettes, silks, and even on voiles, it will be well for the trade to secure their supplies, for the call is going to be heavy. The new colored steel beads are showing in orange, coral, Pekin, blue, wine color, and a beautiful emerald as well as in plain steel and gold effects. They will be shown as trimming motifs on scarfs for evening wear, on waists, dainty overblouses, and even on camisoles designed for wear beneath colored Georgette or chiffon waists. They will also be strong for decorating smart costumes of tricolette or jersey and will appear on smart silk bags, fabric hats and collars of sheer materials. Second only to these steel beads are the crystal beads, which will be used in great profusion on the lightweight Summer fabrics. White china beads will be shown on light blues, corals, maize, or lavender, while varicolored motifs made out of crystal beads in harmonizing and contrasting shades will be very good.

Oddly painted wooden beads exploiting queer figures and fantastic designs in the most original color combinations, are now on the market and are numbered among the best novelties at present being shown. They are designed for novelty bags, for cushions, boxes, lampshades, and all such novelty uses. No doubt odd necklets will result from the appearance of these novelties on the market in a range that has not been seen for some years.

NEW DRAPERIES

Continued from page 140

with wide hemstitched edges and insets of cluny and filet. Point Venise, Bruano and Italian filet are shown in the new window curtains, which hang very straight. White, ivory and beige are shown. One buyer told DRY GOODS REVIEW that these curtain fabrics were arriving in very fair time and that prices were not advancing to any noticeable extent. Nottingham nets and laces and curtain materials made in Scotland are arriving in a splendid range of designs and should be displayed by the trade at once to meet the demand when the Spring housecleaning and moving begins next month.

NEWS OF THE TRADE

Departmental Store Helps to Raise Fund

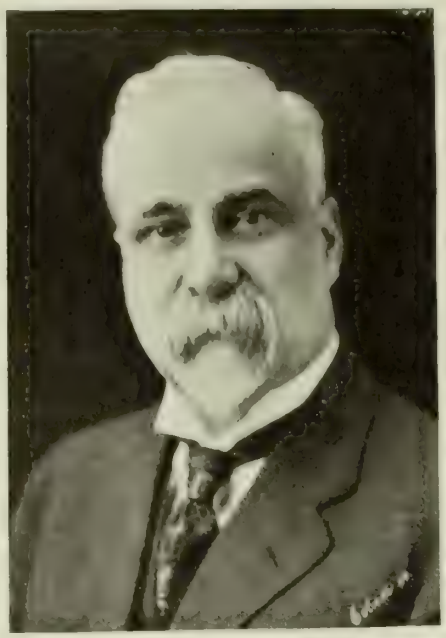
J. H. Gould Lends Premises in St. Thomas to Assist in Raising Hospital Fund

J. H. Gould, Limited, of St. Thomas, scored another brilliant advertising success this months when the progressive firm co-operated with the Women's Hospital Aid of that city in raising funds for the new Memorial Hospital projected for Elgin County. Mr. Gould, the president and general manager of the company, devoted a large section of the main floor of the big departmental store to the display and sale of food contributed by sympathetic housewives all over the county, and also advertised the unique event a week in advance, generous portions of the store's advertisement space in the daily press beyond donated to explain the sale and its purposes. In one full page advertisement, the sale was the central feature. And then came the sale itself—held on Friday and Saturday. Results far exceeded the expectations of the most optimistic. More than $400 was realized by the patriotic women, who are very enthusiastic about the success of the sale and are planning a repeat performance in October of this year. Mr. Gould has already expressed his willingness to have his store again utilized for the attraction.

He encourages the use of his store for such occasions. His business policy, a mighty good one, is to get the crowds in the store and then offer them the most enticing wares possible. Every fortnight or so the Daughters of the Empire of St. Thomas hold a tea or musicale on the third floor of the store, a portion of which has been tastily decorated exclusively for such functions, while two or three times a year some patriotic society of the city stages a fashion show, the Gould Company supplying all the costumes and other essentials. And every time an event of this kind is pulled off, Mr. Gould sees to it that his store is looking its prettiest so that the visitors will get a very favorable impression and return soon.

HEADS WHOLE DEPARTMENT

The Bryson-Graham Co., Ltd., Sparks Street, Ottawa, have appointed Mr. R. A. Legault manager over the carpet and curtain departments in addition to his management of the linoleum and hardware sections. It is believed that his many years' experience in the needs of the home will be of great service to the store's patrons now that the whole of the floor coverings are under his direction.



CHRIS. SPENCER

Head of David Spencer Ltd., one of the largest departmental stores in British Columbia, who has just given up the presidency of the Vancouver Board of Trade, after guiding it through a record year. Mr. Spencer is also a former president of the Vancouver Canadian Club. Following the death of his father, Mr. David Spencer, recently, he assumed the head of the big firm, which now has 1,000 employees.

BUYER GOES TO EUROPE

Mr. S. E. Horne, buyer for G. Goulding & Sons, has just left for Europe and expects to be away until about the first of May.

NEW DRY GOODS STORE

The building at 103 Roncesvalles Avenue, with a store on the ground floor and two apartments above, has been sold to the Misses Wylie for a sum said to be not less than $15 000. The purchasers, who are now established at 117 Roncesvalles Avenue will convert the premises into an up-to-date retail dry goods store.

BUYER IN EUROPE

W. E. Young, buyer of cotton goods for W. R. Brock, Ltd., Toronto, has left for a two months' buying trip to Europe and is expected to be back about the first of April.

BEGIN WORK ON FACTORY

The Perfect Knit Mills, Ltd., are planning to commence work as soon as Spring opens on their new four-storey factory in the vicinity of their present spinning plant at Listowel, Ont. The building, it is estimated, will cost approximately $100,000.

Dupuis Freres, Ltd. Reward Employees

Dupuis, Freres, one of the largest and oldest established departmental stores in Montreal, celebrated their 52nd anniversary on Monday, March 15.

J. N. Dupuis, president of the firm, is a believer in true publicity and satisfied employees. He distributed bonuses to everyone in the firm's employ in honor of the anniversary, and has also presented everyone, from office boy to head manager, with free insurance, the policies ranging from $500 to $2,000, according to length of service.

Work will begin almost immediately on a new building that will occupy a depth of some 375 feet, with entrance and display windows on Demontigny St.

AN EXPLANATION

In a recent issue of DRY GOODS REVIEW, the statment was made that a silent partner in The Wilson Mfg. Co. had been bought out by Allen Bros. Co., Ltd. This is incorrect.

The Wilson Mfg. Co. changes its name to Allen Silk Mills, Limited, being owned by K. W. and J. M. Allen, but the mill is not connected in any way with the firm of Allen Bros. Co., Ltd., of 883 Dundas St. E., except that K. W. and J. M. Allen are stockholders in both firms.

HIGH SILK HAT AGAIN COMING INTO ITS OWN

The silk hat was first seen in England about the year 1820, but being made of long-napped English silk on a felt body, it was very heavy and clumsy, twenty years later the present style of high hat was introduced from France, with Lyons silk as now used.

A drawback to the French hat was its fragility and liabilty to be dented at the slightest touch. But an English hatter hit upon the happy idea of stiffening the body with varnish, and the problem of a light, strong, durable silk hat was solved, and soon the hats made by London hatters were famous all over the world.

Quite within living memory the high hat reigned supreme; practically it was the only hat worn by every man, from prince to ploughman. Cricketers played in it, boating men wore it on the river, sportsmen on the moors, and holiday makers on the sands of Margate and Ramsgate.

An interesting and convincing proof of its universality is seen in the well-known print of the prize-fight between Sayers and Heenan in 1860. Everyone in the crowd wears a topper of the chimney-pot pattern except the members of "the fancy" acting as ring-keepers, who wear caps. Now, after having been temporarily obscured by the war, it is coming into its own once more.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

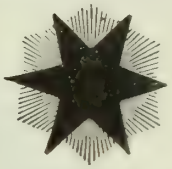
Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal



Merit Skirt Company

436B St. Catherine St. W.
Montreal

Skirts

LADIES' JERSEY BLOOMERS

made from the popular

JERSEY CLOTH

Pink, White and Pale Blue Colors. Immediate delivery. Reasonable prices.

Samples on request.

Ideal Dress Co.

1488c ST. LAWRENCE BLVD.
MONTREAL

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

WELL WORTH SEEING

OUR SPRING LINE OF

Cloaks and Suits

Better Garments also Popular Priced

Lazare & Novek

CLOAKS & SUITS

605 St. Catherine St. W., Montreal

Distinctive Dresses

The S. & D. line of dresses for **Spring** and **Summer** is one which is well worth looking over, whether you want to buy or not. These beautiful new models in **silk and high grade cloth materials** will keep you in touch with what **Paris and New York are showing.**

Our travellers will be calling on you from **March 20th to April 20th.** If you are not on our list just drop us a card.

THE S. & D. DRESS CO.

142 PEEL STREET (A Few Doors Above Windsor Hotel)
MONTREAL

"P.C." Corsets



The dire scarcity of all corset commodities and the unprecedented demand for "P.C." CORSETS combine to make future prices and deliveries very uncertain.

Foresighted buyers will not delay booking.

Parisian Corsets Mfg. Co., Limited
Quebec City, Quebec

BRANCHES:

Montreal, 329 Craig St. West — Toronto, 76 Bay Street.
Fred. S. Brunsom, Representative for Nova Scotia, including Cape Breton.
Geo. S. Oxley, Representative for New Brunswick, and Prince Edward Island.

WESTERN REPRESENTATIVE:

C. H. Butler, 24 Silvester-Wilson Bldg., Winnipeg, Man.



Specialists in Children's Dresses

Attractiveness and utility are ideally combined in the designing and making of Reid dresses for children. The materials, trimming and workmanship are all of the best, in keeping with the policy that has made Reid dresses so very popular.

Children's white embroidery Dresses our Specialty; also many attractive styles in plain and fancy voiles, Shantung, and other staple lines — artistically trimmed and finished.

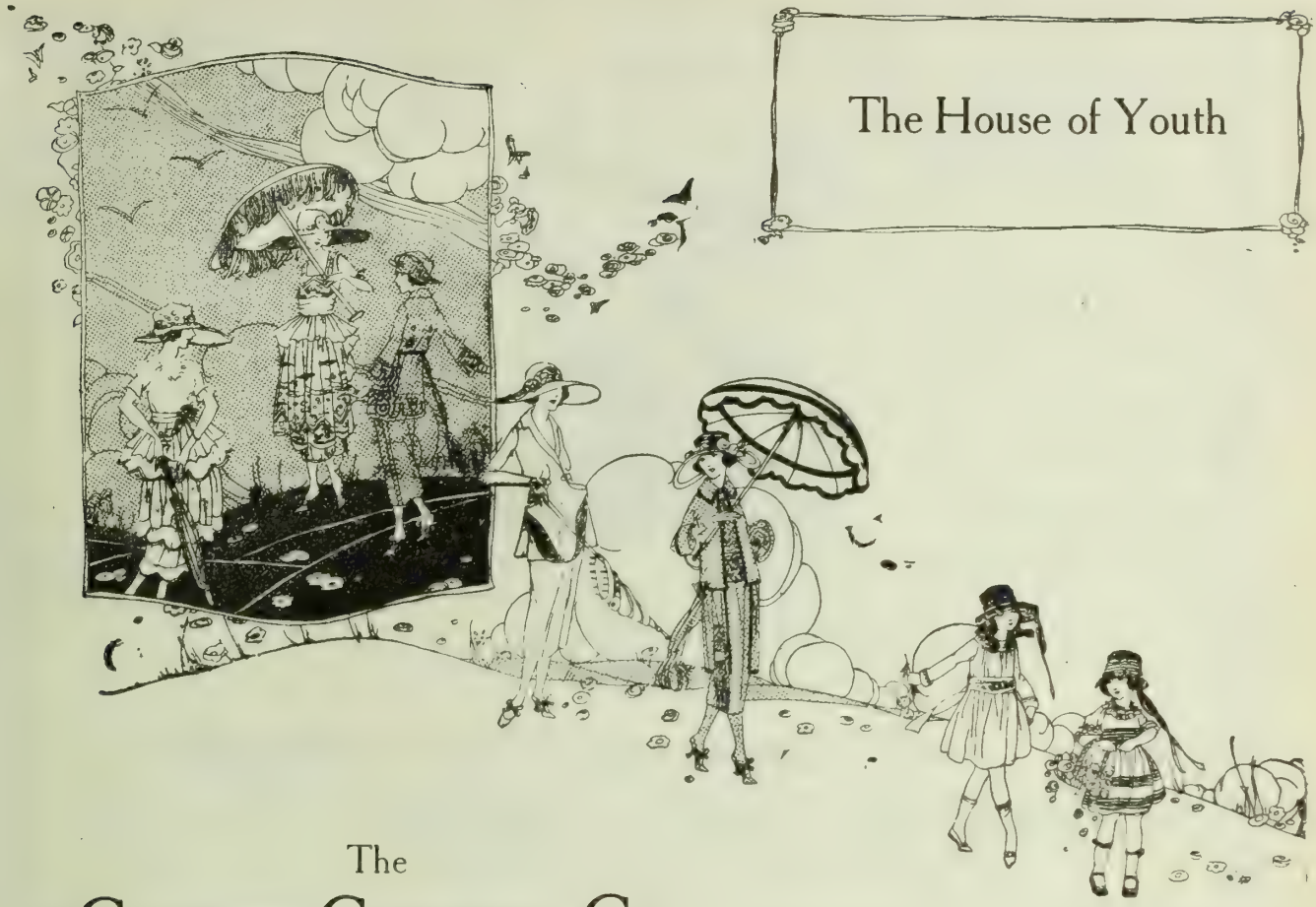
G. F. Reid & Company
Brampton, Ontario

Original and Exclusive Charm
in
Kassab Kimonos
and
Silk Underwear

The Summer demand for cool, luxurious silk undergarments is sure to be great, owing to the ever-increasing popularity of silk with women who appreciate the rich comfort it affords them.
It is advisable to place your order without delay, as the supply of silk is strictly limited.

All inquiries given our prompt attention.

KASSAB KIMONO MFG. CO.
SOMMER BLDG., 37 MAYOR STREET
MONTREAL



The House of Youth

The

Counter Costume Co.

Limited

Designers and Makers of

Misses' and Juniors' Dresses

266-268 King St. West
Reid Building
TORONTO

Representatives

Eastern Ontario - -	A. B. Colwell	Western Canada - - -	J. Howard
Northern Ontario - -	J. W. Counter	Western Ontario -	A. W. Hargrave
Toronto - - - -	R. O. Hargrave	Maritime Province -	W. A. Tallmire

100% Value, 100% Service, 100% Satisfaction

We are now showing our Sorting Range of the latest creations in New Blouses.

The American Waist

LOOKS WELL
LAUNDERS WELL
LASTS WELL

A product of Individuality, Elegance and Charm

We will prepare our Fall line for June 1st. Showing and advise the Trade to buy early and avoid the extreme high prices.

They Sell Because They Satisfy

The AMERICAN WAIST & DRESS CO. Limited

MAKERS OF GOOD BLOUSES

MONTREAL

Get the Habit of Selling Our Guaranteed Thistle Brand Raincoats

Thistle  Brand

Get the Habit of Selling Our Guaranteed Thistle Brand Raincoats

Waterproof Top Coats

for Ladies and Gentlemen

Thistle Brand Guaranteed Overcoats are sold in all the best stores from Coast to Coast.

Motoring Top Coats

Samples now with our salesmen

Unexcelled in Fabric, Style and Workmanship

THE SCOTTISH RUBBER CO. LIMITED

316 Notre Dame Street W. MONTREAL

"SERVICE IS OUR MOTTO"

IMPORTANT ANNOUNCEMENT

"UTILITY 

BRAND"

MADE IN CANADA

A NEW DISCOVERY has been made in the way of pleasing "CAREFUL RAINCOAT BUYERS"

The completion of our large new factory under the wide experience of the present new management, has enabled us to complete a range of men's, women's and children's garments never before seen anywhere, and the following 6 FACTS will explain.

Our "MANAGEMENT"

With our acquisition of Mr. L. Fedderman as manager of our plant, we can boast of the most competent supervisor that the rainproof trade has ever known, and our customers can spell the last phrase to perfection in "Raincoats." Mr. Fedderman has long been the idol of the trade in England, and is the envy of manufacturers in America.

Our "FACTORY"

We have the most sanitary and up-to-date factory, and our workmanship the most skilled in the line.

Our "STYLES"

A variety of the newest designs comprises our fashions for the ensuing season.

Our "RANGE"

Consists of the latest patterns in Tweeds, Coverts, Gaberdines, Paramattas, Cashmeres, Leatherettes and Rubber Surface Cloths of all descriptions.

Our "LABEL & GUARANTEE"

The "Utility Brand" label carried on all our best coats is your guarantee of satisfaction for quality and make, etc., as it stands for the "proof" in "waterproofs."

Our "SERVICE"

All orders receive our immediate attention at all times, thus ensuring prompt deliveries.

To *Buyers of Raincoats* who have hitherto found it a problem in making their selections, we are certain that on looking over our complete range of samples, will find no difficulty in placing your orders for the coming season.

Our *Salesmen* are on the road now and will be calling on you, so all we ask of you is to look over our display carefully and the rest will be inevitable.

THE UNION RUBBER CO., LIMITED

309 NOTRE DAME ST. WEST

MONTREAL

"A TRIAL WILL CONVINCE YOU"

Made by
BLAND

In Halifax and Vancouver, as well as in Toronto and Montreal, the reputation of our Waists and Skirts is of the highest, and if a specific illustration were needed the selection of both lines by the very wealthiest of Canada's stores, in huge quantities, is sufficient to express the esteem in which our Waists and Skirts are held .

For Department Attractiveness
Buy Them

For Customer's Satisfaction
Buy Them

For Big Profitable Lines
Buy Them

W. C. Bland, Limited

Philips Square Montreal

Middies
Sport
Skirts
and
Smocks



Nurses'
and
Maids'
Regulation
Uniforms

Unmistakable Values

in the

Circle-Cross line of Summer Garments

Exceptional style, quality and value explain the reason why Circle-Cross garments are so immensely popular with the buying public.

Be sure your stock is well assorted for the Spring and Summer demand.

COLE-WHITAKER
Limited
292 St. Catherine St. West
MONTREAL

ORDER NOW to Insure DELIVERY

Waists

Exclusive designs in
Georgettes
Crepe de Chines
Voiles, etc.

VOGUE WAISTS AND DRESSES

Dresses

For Summer Selling
Printed Voiles
Charmeuse
Duchesse and Taffetas

QUALITY CONSIDERED YOU PAY US LESS

VOGUE WAIST & DRESS CO., 207 St. Catherine St. West, *BLUMENTHAL BUILDING* **MONTREAL**

Easrter Greetings
to the trade



Number 37

A real office waist
featured in Silk Jersey.

The Caplin Waist and Dress Co.
1952 St Lawrence Blvd. MONTREAL

Makers of Georgette, Crepe de Chine,
Wash Silk and Voile Blouses

IMPORTERS *and* MANUFACTURERS
Art Needlework *and* Fancy Goods
"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials
Fancy Linens and Piece Goods
MADEIRA HAND EMBROIDERED
LINENS *and* HANDKERCHIEFS
Campbell, Metzger & Jacobson
932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

HOSIERY AGENT, WHOLESALE AND EXPORT, REQUIRES agencies in knitted goods (stockings, underwear, scarves, coats for ladies, men and children), also for gloves L. A. Nelson, 59, Gresham Street, London, E.C.

FOR SALE EXCLUSIVE READY-TO-WEAR AND MILLINERY business and modern building; turn over $50,000; in centre of city of 26,000; East Ontario. Owner starting factory. Write Box 191, Dry Goods Review, 143-153 University Ave., Toronto.

Say you saw the ad in Dry Goods Review

Business Data

Would it interest you to get all information published from time to time on industrial conditions in certain districts?
Do you ever wish to refer to the advertising of a competitor, the past quotations of certain stocks, the expansion of factories, the fire losses or any data that may assist you in managing your business?
Our service is a decided success in this field and three months' trial will prove to you that having this valuable data at your finger ends is assuredly worth while.
We will be glad to give you rates and suggest a service that you will use daily.

Canadian Press Clipping Service
143-153 University Avenue, Toronto



Are you prepared for that Summer Business?



When your feminine shopper sets out on her annual tour in search of warm weather apparel she has a very definite idea of what she wants; and if *you* cannot show her what she is looking for, your competitor will.

We can supply you with a complete range of "Art" Dresses and Skirts that will increase your business very substantially for the coming summer season.

Let us get together and one of our travellers will show you why we believe "Art" Garments combine the qualities of style, material and value, better than any others. A post card will bring our representative.

ART CLOAK & SUIT CO., LTD.

323 BLEURY ST. MONTREAL

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Blk., Winnipeg
J. W. COLLETT

Maritime Provinces
B. R. ETTENBERG, JR.

Montreal, C. ROSE

Beauty plus Utility

justify the existence of a woman's garment.

Add to this total

Novelty and Exclusiveness

and the result is our

Silk Raincoats and Capes

which are in such favor in the finest shops of New York.

They should appeal equally well to the Canadian woman who is fastidious, and who demands that her outer garment shall be in harmony with the remainder of her apparel.

Bettinson & Cade, Inc.

417 Fifth Avenue New York

"National" Rain and Utility Coats for Ladies and Misses

An extensive range of models for Spring and Fall in a wide variety of materials: Bolivia, Polo Cloth, Goldstone, Silvertone, Tricotines, Serges, Velours, Fancy Tweeds.

In every garment we maintain the usual high

"National" Standard of Excellence

for which National Brand is so well known.

We are also showing full range of **Ladies' and Men's Raincoats** in latest models and including all the newest materials.

Makers of National Brand Garments | The Coat House of Canada

National Rubber Co. of Canada

TORONTO MONTREAL WINNIPEG

Western Canada—Centre of Drug Smuggling

IS Western Canada the centre of the illicit drug traffic of the continent? Does the underground system, by which the body and soul-destroying narcotics are distributed to the addicts of America begin on Canadian soil?

Official U.S. investigators say so, and, in discussing the drug traffic in the March 15th issue of MACLEAN'S, Mrs. Murphy (Janey Canuck) acknowledges that there may be some truth in the statement.

In this article, the second in a series that she is writing after thorough investigation, Mrs. Murphy traces the ramifications of the underground system—how the drugs are smuggled in and purveyed to the hopeless thousands, the whole sordid story of the filching of souls and the degrading methods by which it is done.

Mrs. Murphy's articles are beginning to stir things up in Canada on the drug question. Ottawa is showing an interest, the police of many cities are displaying unusual zeal, the newspapers are awakening to the menace. Mrs. Murphy will continue her series until she has laid bare the whole truth about this danger that is gripping Canada.

Eight Months Adrift in the Arctic
By STORKER STORKERSEN

The remarkable story of how a small party of Canadian explorers, headed by the author, spent eight months adrift on ice floes in the Arctic Ocean and came back safe and sound and with a wealth of scientific data. This story has been written for and appears exclusively in MACLEAN'S.

All We Like Sheep
By NELLIE L. McCLUNG

A humorous article on a Canadian author's venture into the sheep business and what befell her.

Commerce in the Clouds
By J. VERNON McKENZIE

An interesting article on the uses of aircraft for commercial purposes in Canada.

Letting Herb Do It
By J. L. RUTLEDGE

A sketch of the remarkable business career of a young Canadian, Herbert J. Daly.

Get Your Copy Early

Another Issue will be on the Newstands April 1st

In addition many other articles, stories and serials by well-known authors.

"Review of Reviews" Section

Some of the reprinted articles found in this department are:

German Government Will Be Overthrown
Changing the Shape of England
Eleven Millions Are Starving
Whither is the Earth Travelling?
Farming in an Inferno
A German Plan That Failed
One Hundred Million Women Have Vote
The Inside Story of the Bullitt Mission
Locating the Reasons for Unrest
The Land of Model Husbands
"Bully" Hayes, a Modern Pirate

You pay no added exchange when you buy Canada's National Magazine

Over 80,000 Canadian Families Read

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

MARCH 15th ISSUE *Now on Sale at All News Dealers* ***20c***



For Boys and Girls

2 to 7 years

A Kiddie's Garment

that makes

quick sales—good profit. A necessary part of every child's wardrobe. Can make immediate shipment.

Being advertised throughout Canada to the consumer.

This Original garment made ONLY by—

The J.A. Haugh Mfg. Co. Ltd.

Toronto, Canada

Manufacturers of the famous "Arm & Hammer"

Shirts, Overalls Bloomers

Trousers and Shopcoats





Spring Draperies

that are sure to please—

White and Ecru Madras
Mixed Colour Madras
Self Colour Madras
Mercerized Repps
(Plain and figured)
Bungalow Nets
Muslins (Assorted widths)
"Aurora" Casement Cloth
Fine Nottingham Curtains
Novelty Curtains
Also a large shipment of
Tapestries
just to hand.

Agents for

Wm. Strang & Son, Glasgow, Scot.
Hood, Morton & Co., Newmilns.
Stirling-Auld & Co., Darvel.
John Watson, Manchester, Eng.
Biltmore Curtain Co., Montreal.

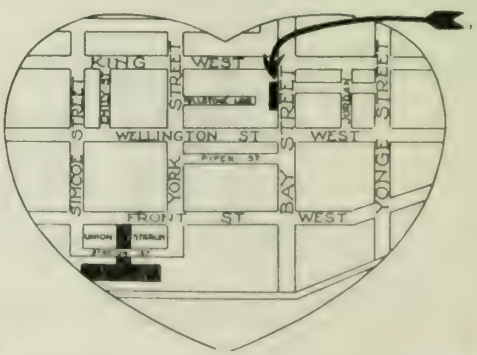
Write for samples or call personally

J. B. Henderson & Company

Limited

80 Bay Street - - TORONTO

In the Heart of The Dry Goods District



WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Woolen Homespun

Montreal, P. E. I.—Advise where we can procure goods as sample enclosed.

Answer—To the best of our knowledge this material is not made in Canada at present, but a jobbing firm is forwarding samples and prices of fabrics closely similar.

Artificial Silk Goods

Montreal, Que.—Please tell me where I can procure articles knitted with artificial silk.

Lancaster, Pa., U.S.A.—I am looking for a position as buyer for a Canadian firm.

Answer—Suggestions were sent.

Circular Letter

Straffordville, Ont.—Would like very much if you would draft out a letter for me to be sent to the people around this district as an advertisement, particulars enclosed.

Answer—Draft of suggested letter was sent.

Cords, Frogs and Collar Bands

Pennant, Sask.—Will you tell us where we can procure pyjama cords, frogs and separate collar bands.

Addresses of firms were sent.

Price Tickets

Truro, N.S.—Can you put us in touch with a firm which makes the enclosed sample of pin tickets?

Answer—The Dancyger Pin Ticket Co., Toronto, Ont.

Business Opening

Lancaster, Penn., U.S.A.—I am looking for a position as buyer for a Canadian firm.

Answer—Suggestions were sent.

New Textile

Winnipeg, Man.—Can you tell us who manufacture a new textile referred to in one of your recent issues?

Answer—Messrs. Wilman and sons; South Park Mills; Pudsey, Yorkshire, London.

Feathers

Toronto, Ont.—Please tell me where I can procure feathers for pillows?

Answer—Address of firm was sent.

Window Trimming and Showcard Writing

Emo, Ont.; Sault Ste. Marie, Ont.—Please tell me where I can procure a book on window trimming?

Answer—List of publications was sent.

Dollar Sale

Carleton Place, Ont.—Would you send us particulars of any Dollar Sales you know that have been conducted for a week?

Answer—We know of no Dollar Sales that have been conducted for a week but Brantford, Ont., holds one semi-annually for a day at a time.

Electros

Collingwood, Ont.; Napanee, Ont.—Kindly let us know of a firm that makes electros suitable for newspaper advertising?

Answer—Name was sent.

Baseball Suits

Bridgetown, N.S.—Can you send us the name of a manufacturer of baseball suits?

Answer—Addresses were sent.

Magazine Article

Newmarket, Ont.—Please tell me where I can procure a copy of the article "Around the Year with the Retail Store" by Jas. Burt Malette?

Answer—The address of the author was forwarded.

Fabrics

Cardston, Alta.—Could you give us the names of manufacturers of corduroy and moleskin cloth?

Answer—Address of the former was sent but we are unacquainted with the latter.

Machines

Courtland, Ont.—Please tell me where I can procure a button-covering and hemstitching machine?

Answer—Addresses of firms were sent.

Colored Handkerchiefs and Shawls

Excelsior, Ont.—Please tell me where I could procure shawls and large colored handkerchiefs for the Indian trade?

Answer—Names of firms were forwarded.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 192

PLEASE TELL ME WHERE I CAN PROCURE

_____

_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

WHOLESALE MILLINERY

Write to-day for

Our Latest Catalog of New Styles

159-161-163-165-167-169-171 No. Michigan Ave.

Chas. A. Stonehill, *Pres.* CHICAGO, ILL.

TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED

400 Richmond St. W., Toronto

T. H. Birmingham & Co.

LIMITED

93 to 99 Spadina Ave., TORONTO

Makers of

Women's High Grade Neckwear

"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Ideal Importing Co., Ltd.

468 King St. W. - Toronto, Ont.

Manufacturers of

Shoulder **PADS** Sleeve and Canvas Fronts

Importers and Jobbers

Jute, Union, Linen, Collar, Canvas

References: London, Eng.—New York—Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can.

Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.

Popular Priced Flowers and Feathers

670-674 Broadway, NEW YORK CITY

The Canadian Fur Auction Sale schedule announced at Montreal specifies the daily offerings for the entire week as follows:

Monday, March 22

Moles, wolves, timber wolves, polar bears.

Black bears, mink, fitch, goats, weasels, buffalo, musk ox.

Tuesday, March 23

Otters, South American otters, Australian opossums, nutrias, raw.

Nutrias, dressed and sundries; skunks, badgers, sealine, electric seals, muskrat, seal dyed.

Wednesday, March 24

Marten, stone marten, stone marten dressed, red fox, blue fox, raccoon.

Thursday, March 25

Cross fox, silver fox, fisher.

Friday, March 26

White fox, kolinsky, lynx, lamb, muskrat, sundries, Persian lamb.

Saturday, March 27

Sundry fox, marmot, Russian squirrel, Chinese squirrel, wolverine, Australian opposum, ringtail, beaver.

The price of hair nets made in Chefoo, China, is said to have increased about 300 per cent.

The hair net business there is in a state of chaos owing to complications caused by buyers from Shanghai going directly to the makers in the region of Ching Chowfu and thus competing with the firms with which these had contracts.

With the directors of the Osaka Mousseline, the Nippon Worsted, and the Osaka Wool Manufacturing Companies as central figures, a party of enterprising Osaka business men are, according to the Far Eastern press, endeavoring to float a new wool company in Osaka with a capital of yen 10,000,000.

The chief feature of this scheme is that the factories will be in China. It is reported that the promoters intend to buy up a certain similar company in Wuchang, China, and enlarge it.

As regards the nationality of the company referred to, nothing is mentioned, but it seems to be run with Japanese capital. It is expected that a number of the new shares of the concern will be offered to the public for subscription.

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Kent-McClain Again

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London.—The reflotation of four and one quarter million pounds stock of the British Cellulose Co., manufacturers of artificial silk, was oversubscribed in 48 hours.

The company manufacturers artificial silk, synthetic tortoiseshell, and chemical products. The present output of artificial silk is three tons daily and the company expects to make it 10 hours daily in three months.

The company plans to operate a separate American factory in Cumberland, Tenn. This plant will be for the American market, but will have methods of manufacture exactly as the company operates in Great Britain.

Over $27,000,000 worth of pelts were sold in the 12 days' international fur sale held at St. Louis last month. Buyers state that this was the largest fur sale in the history of the trade, price advances being recorded in virtually every lot sold. Approximately 1,500,000,000 skins, said to be half the visible supply in the world were disposed of, it is reported.

The United States Shipping Board announces rates on cotton from American ports to European ports as follows (high density per 100 lbs.): to Great Britain from Atlantic ports, $1.35; from Gulf ports, $1.50; to French Atlantic ports, from Atlantic ports, $1.60; from Gulf ports, $1.75; to Belgium, from Atlantic ports, $1.60; from Gulf ports, $1.75; to Bremen or Hamburg, from Atlantic ports, $1.85; from Gulf ports, $2.

The Silk Association of Great Britain and Ireland is seeking to secure the imposition of a protective tariff upon imported silks. In the case of Allied countries it is suggested the tax should amount to 16 per cent.; neutral countries, 35 per cent.; and late enemy countries, 40 per cent.

It is urged that a 16 per cent. tariff would not injure the sale of French silk, because of the superiority of the French article. It is said that the Italian industry can easily support the proposed duty, owing to the relative cheapness of labor in Italy. The French silk manufacturers protest strongly, and are making representations to the British Government.

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BUYERS' MARKET GUIDE

Kent-McClain Again

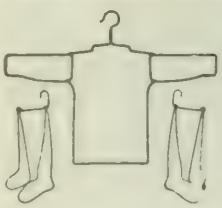
Moncton, N.B. Mr. A. S. Donald is another fixture convert. Fumed Oak finish is his choice and his new Hat Cases are the last word in display and selling efficiency. Kent-McClain, Limited (Toronto Show Case Co.) supplied the outfit.



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The Canada Needle Works has acquired the F. W. Corey Needle Works of Hamilton, and is removing the same to Georgetown. This will double the output of the Canada Needle Works, and will necessarily mean a large extension to the present plant.

The silk firm of Raimon, of New York, a branch of the Paris firm of the same name, has announced that in future it will offer its merchandise in New York at franc prices, instead of in American dollars as in the past. It is asserted that this is of advantage to American buyers of French goods, and the arrangement is said to give very satisfactory results.

The Irish Flax Producers' Association has been formed to demand immediate decontrol of flax, freedom of export, and removal of all unnecessary restrictions in sale and handling, to co-operate with the Flax-grocers' Associations in France, Belgium and Holland to extend Irish flax production, to formulate a co-operative system of selling and grading by men appointed by the association, to establish an information bureau as to the world's flax prices, and to demand legislation for industry protection, making it a penal offence, as in France, to combine for the restriction of prices to growers.

A report from New York states that the annual Spring sale of raw furs in the Masonic Temple will begin on April 19 instead of on April 12, as had been previously announced. Announcement to this effect was made by Norman H. Bacon, president of the New York Fur Auction Sales Corporation. The purpose of the change is to give the manufacturers and dealers more time in which to digest the merchandise they bought at the recent midwinter sale in New York. The last date for receiving shipments of furs for the coming sale will be March 25.

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BUYERS' MARKET GUIDE

Kent-McClain Again

Petitcodiac, N.B.—Messrs. Church Bros. & Bourne have received their new fixtures consisting of Double Deck Wardrobes, Hat Cabinets and Dry Goods Units, all in fumed quarter cut oak. The whole appearance of their store is changed and improved, as well as the vast service improvement made possible by this up-to-date display and storage scheme. Kent-McClain Limited (Toronto Show Case Company) supplied the fixtures.



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The Fairchild Publishing Company, New York, have issued a directory for 1920 with over 600 pages of invaluable information for the trade, put together in a splendid, brief, and comprehensive form. The publication includes a complete list of the manufacturers of men's and women's wear in the United States, and also the manufacturers and wholesalers of fabrics and accessories used in the making of apparel. Specially classified lists are given of the sources supplying all kinds of accesories to the cutting-up trade; while the list of fabric houses are also classified, showing those that carry woollens, cottons, etc.

Other very valuable and interesting data is furnished, including a condensed dictionary of textiles, a history of women's fashions, and considerable informative and statistical information.

It is announced by the Bonnie-B. Company that a patent has been granted at Ottawa on their original slip-on veil.

The Regent Knitting Company have bought the Guelph Cotton Mills, at Guelph, Ont., which will in future be operated under the name of Regent Textiles, Limited. Mr. G. H. Wilson, a gentleman with long tetxile experience has been appointed as manager. The mill will have a capacity of 10,000 pounds weekly of cotton yarns, etc. It is understood that other plans for development are also being made, though not yet assuming definite shape.

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Lucerne, Switzerland.—Third annual International Fur Fair is being held in that city from March 23 to 27, and the Auction Sales have been postponed until next autumn. Raw, dressed, dyed and prepared fur skins of both Swiss and foreign origin. Arrangements have been made by the Swiss authorities to permit of the entrance of travellers from abroad without undue formalities. A message issued in connection with the sale from the Swiss Consul-General in Canada stated that the Municipal Market Commission of Lucerne wished to welcome as many Canadian visitors as would be able to attend Particulars have been issued with regard to applications for admission, sales stand reservations and charges, insurance, storage, sales on commission and duty formalities.

A despatch from London says that millions of yards of a new kind of Japanese paper silk fabric, suitable for blouses, sheetings and dresses, etc., are available for the British market at a very low price. This new fabric looks like mercerized cotton and can be used for all types of wearing apparel. It is estimated that the stuff can be placed on the English market at only 12 cents a length.

The difficulties in production and the enormously increased demand for silk threaten to cause a silk famine in England, states a recent advice. The demands are already said to exceed the supply and prices are still going up.

It is said that raw silks are five times higher than they were before the war and increased wages and restrictions on output assist in advancing the rates of the finished product to an alarming level.

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Dominion Raynsters
DOMINION RUBBER SYSTEM
March and April are big months for Raincoats, and "DOMINION RAYNSTERS" are the Raincoats for style and general satisfaction.
They are the "Made-in-Canada" Raincoats, guaranteed absolutely waterproof; they come in styles and sizes for men, women and children; they include the popular priced lines as well as the finest and handsomest that can be made.
Buyers should keep in touch with our nearest Service Branch in order to be advised of the latest novelties as they appear, and also to have their Spring sorting and "rush" orders filled promptly.
DOMINION RUBBER SYSTEM
SERVICE BRANCHES are located at
Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Edmonton, Vancouver and Victoria.



Beldings SPOOL SILK

MADE IN CANADA

If you would "sew a fine seam"--remember these Truths

A garment is only as good as its Seams.

Seams are only as good as the Spool Silk you use.

Seams sewed with SILK *stay*.

So that really to "sew a fine seam" is only a matter of finding the *Best* Spool Silk.

And that is no problem since BELDINGS SPOOL SILK, the "Silk Supreme," is sold by all the leading stores everywhere in Canada.

BELDING PAUL CORTICELLI LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER



All the latest colors and shades to match every fashionable texture.

Remember these Truths and always ask for BELDINGS.

DRY GOODS REVIEW

Vol. XXXII | Publication Office: TORONTO, APRIL, 1920 | No. 4

Black Stockings

—The line of women's wear that is ever seasonable —always fashionable.

THE favorite, most becoming and effective stocking for the slim ankle and shapely leg are Black Cotton or Thread Stockings dyed with the deep, dense, permanent brilliancy of HAWLEY'S HYGIENIC BLACK BRITISH DYE.



The Deepest Dye

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Silk Finish

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Cashmere Finish

Either of the marks shown above—which are stamped on every pair of Hawley-Dyed stockings or hose—guarantee the Dye to be stainless, perspiration proof, perfectly harmless to the most sensitive skin, and absolutely fast after repeated washing and hard wear.

Hawley-Dyed stockings and hose are made in two distinct finishes—"Cashmere" or "Llama" finish, giving them a full, soft, warm and woolly feel. "Silk Finish"—the bright transparent lustre so much in vogue upon stockings of the finest makes.

Your customers will ask for Stockings and Hose dyed with Hawley's Black Dye—are you able to supply them?

Hawley's Hygienic Black British Dye

for Cotton and Thread Hose and Socks

Sole Dyers (to the Trade only)

A. E. HAWLEY & CO., LTD.

Sketchley Dye Works

HINCKLEY ENGLAND

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Kenyon

Coats and Suits

Shantung Silk Suits — Genuine Camel's Hair Polo Coats
Exceptional Value — Prompt Delivery

Style 253—$37.50. Style 251—$39.50: Genuine Shantung Pongee Suits. Natural shade only.

Style 2673—$31.50: Genuine Camel's Hair "Throw-Over" Tennis Coat. Made only in 1370 tan and 1422 white.

Send for Special Digest featuring Jersey Suits and Polo Coats for immediate delivery.

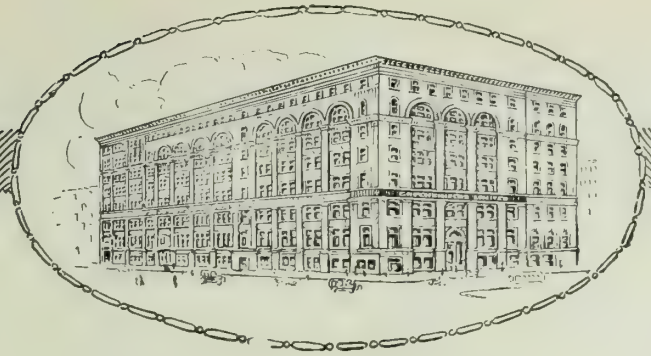
C. KENYON COMPANY

NEW YORK
5th Ave. Bldg. 23 St. & 5th Ave.

NEW YORK

CHICAGO
233 Jackson Blvd. at Franklin St.

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WE are equipped for quick action in the following Coating Fabrics for Fall, or immediate delivery.

DUVET DE LAINE	SILVER TONES
VELOURS	GOLDEN TONES
FROST GLOW	TINSEL TONES
PEACH BLOOM	BOLIVIA
SCOTCH TWEEDS	SUEDE VELOUR
PLUSHES	BLANKETINGS

and the

New "Glory" Velour

We are sole controllers of the new "Jazz" Skating Coat Cloth. Our travellers are now showing this cloth. Upon request we will mail you samples per return.

We carry a full range of Fur Trimmings.

"Everything in Dry Goods"

GREENSHIELDS LIMITED

SEVENTEEN
VICTORIA SQUARE
MONTREAL

A. S. King Silk Company

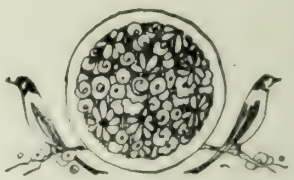
Limited



"The Silk House of Canada"

Silks · lustrously · mirror · spring's · hues

Our Spring range just as emphatically reflects our fame for "Silks that give Satisfaction." Included are new Silks just off the loom, in a wealth of novel "individual" designs and weaves, and beautiful colorings; also all the popular fancy and standard silks in all the wanted shades. In short, we have Silks of every description! IMMEDIATE DELIVERY. *Send for Samples*



A. S. King Silk Company, Limited

59-61 Wellington St. West - Toronto

Foreign Offices:

Zurich, Switzerland — *Lyons, France*

Yokohama, Japan — *Chefoo, China*

We are particularly well stocked in the following:

Flannelettes Dress Goods
Shirtings Mantle Cloths
Flannelette Blankets
Lace and Embroidery
Mosquito Netting
Ribbons Hammocks
Women's Blouses
Women's Underwear
Window Curtains
Bath Towels Middies
Men's Ties and Caps



John M. Garland, Son & Co., Ltd.

Ottawa, Canada

Wholesale Dry Goods



Jersey Cloth

THIS is the season when *"Hawthorn Jersey Cloth"* is one of the best sellers on the Canadian market.

Extremely suitable for the sport suits, one-piece frocks and the new casaquin blouses which are the vogue for the coming summer wear.

These cloths may be procured in the made-up garments or by the yard.

HAWTHORN MILLS, LIMITED

WOOLLEN MANUFACTURERS

CARLETON PLACE

ONTARIO

To the Trade *April, 1920*

MONEY BRINGING AXIOMS

Every merchant should know that the surest method to secure stock, for the assorting season, in these days of unsettled business, is to place their orders **personally** in the warehouse.

We have lines in every Department not sampled, because the quantities are not large enough. Some of these goods are lower priced than manufacturers' quotations.

Six of our buyers have visited the **Overseas Markets.** They have found goods scarce and prices higher than ever.

We are showing some special lines in—

House Furnishings
Ladies' Ready-to-Wear Goods
Dress Goods
Silks
Men's Furnishings
Haberdashery
Hosiery
Linens and Staples

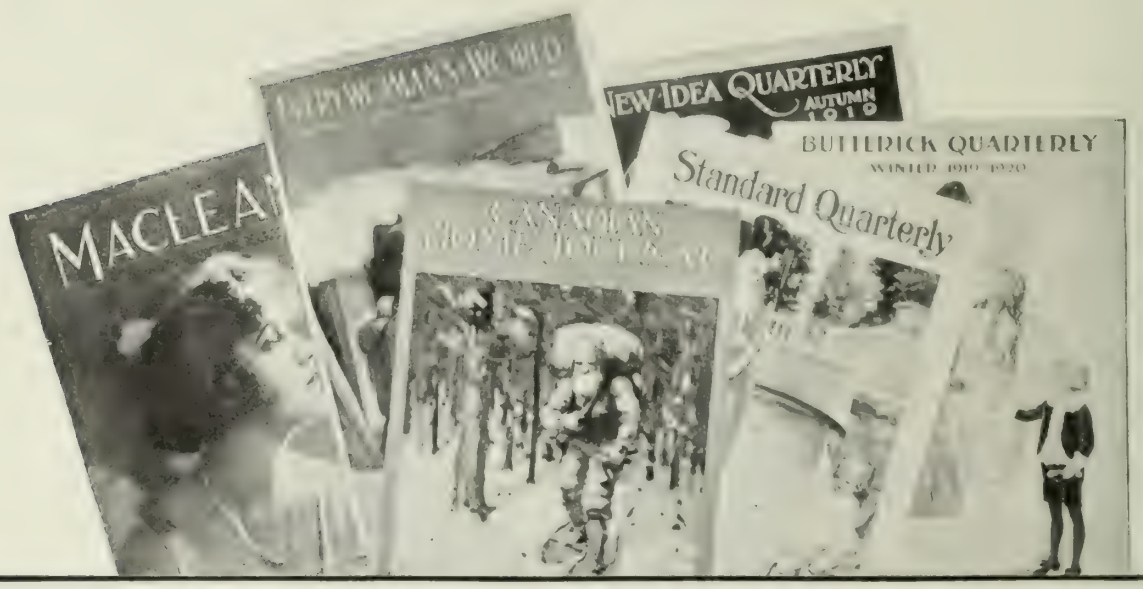
—In stock to-day, at prices that cannot be repeated in the near future.

VISIT OUR WAREHOUSE

JOHN MACDONALD & CO., LIMITED
TORONTO

Made in CANADA *by*

Millions of HOOVER FULL PAGES appear this year in these leading magazines:



The HOO

ELECTRIC SUCTION

CANADIANS *for* CANADIANS



CANADA is being deluged with Hoover advertising. Every month this year hundreds of thousands of convincing full pages will speak for The Hoover from between the covers of the leading national magazines in the Dominion.

What is more, a flood of magazines from the United States will also bear Hoover full page advertising into Canada throughout the year.

As rapidly as people learn that only The Hoover is three cleaners in one for the price of but one—an electric carpet-beater and an electric carpet-sweeper in addition to an electric vacuum cleaner—they insist upon having Hoovers.

We are closing rapidly with dealers everywhere. Arrangements have been concluded in practically all of the larger cities with electric power companies, leading department stores and other representative retailers. These concerns were quick to appraise the Hoover proposition as highly profitable and desirable.

In a number of the cities under 40,000 population, however, we are still able to take on dealers and would like to hear from progressive firms.

For small investment, small floor space, assured sale, large profits, quick turnover and gratified purchasers, there is no proposition which equals that of The Hoover.

Write today for a presentation of facts.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, LIMITED

Factory and General Offices: Hamilton, Ontario

V E R

It *Beats*... as it Sweeps as it Cleans

SWEEPER

ART CLOTHES

COOK BROS & ALLEN LIMITED

Some people complain that they do not get enough of our goods, but nobody ever complains that they are not good enough.

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

FOR THE WELCOME SUMMER TIME

Dept. "J"

READY-TO-WEAR DEPARTMENT

offers for your choosing a worthy showing in this present market

WINNING WAISTS
LOVELY LINGERIE
HOMEY HOUSE DRESSES
NOVELTY KNIT WEAR
etc., etc., etc.

At this time of the year
THE DEPARTMENT
that gathers the woman shopper to your store.

Everything in Dry Goods

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B Wash Goods.
C—Woollens, etc.
D Linens.
E Dress Goods and Silks.
F Men's Underwear and Sweaters.
G—Home Furnishings.
H Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J Ladies' Ready-to-Wear.
K Smallwares and Notions.
L—Men's Fine Shirts.
M Working Men's Wearables.



ALPHONSE RACINE, LIMITED

60-98 St. Paul Street West, Montreal

Manufacturers and Wholesale Distributors of Dry Goods

PERMANENT SALES OFFICES:

OTTAWA	QUEBEC	TORONTO	HAILEYBURY	SYDNEY	RIVIERE DU LOUP
111 Sparks St.	Merger Bldg.	123 Bay St.	Metabanick Hotel	269 Charlotte St.	Hotel Antil

SHERBROOKE	THREE RIVERS	CHARLOTTETOWN, P.E.I.
4 London St.	Main St.	Queen and Sydney Sts.

Factories—Beaubien Street, Montreal; St. Denis, Que.; St. Hyacinthe, Que.



FOR BEAUTY
There is no substitute for True Irish Linen

THE sheer loveliness of True Irish Linen—the delicate sense of luxury and exclusiveness with which it is associated, makes it the ideal fabric for intimate wear.

Then, too, the present world scarcity of the flax from which Linen is made puts a still higher value on this the most desirable material for lingerie and light dresses—for boudoir and bed-room.

True Irish Linen entails a pride of possession difficult to estimate in terms of currency—and more easily expressed in sentimental and inherent valuations.

THE IRISH LINEN SOCIETY
BELFAST, IRELAND

The IRISH LINEN SOCIETY is a non-profit-co-operative organization. The Society's advertising is conducted for the benefit of Irish Linen distributors as well as producers.

The above illustrates The Irish Linen Society's full page advertisements in current consumer magazines.

It is reproduced here to keep you in touch with the trend of this advertising and merchandising campaign, so that you may take the best advantage, locally, of this national campaign.

This particular message directs its most powerful appeal to women's wear, dress goods and underwear departments.

In addition to this, it brings to mind the other forms of merchandise—handkerchiefs, household linens and damasks, with which the title "True Irish Linen" is usually associated.

A fair supply of linen dress goods has been prepared for the coming summer. The scarcity of linen puts a high premium on this desirable fabric in addition to its usual style-popularity.

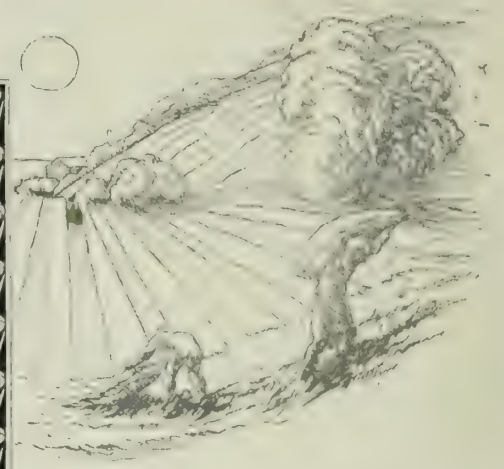
True Irish Linen belongs to the class of merchandise which is purchased not only for sheer merit and value, but for the pride of possession that goes with it. You have only to attractively display this acceptable merchandise to your customers to make profitable sales.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office, 231 West 39th Street
New York City

FOR
SHEER
WORTH
There is no substitute for True Irish Linen





"BLEACHED BY THE SUN"

There will be no lessening of the demand for "OLD BLEACH" pure Irish Linens and linen damasks during the summer season.

The early summer will see an increasing number of orders for "OLD BLEACH" Linens for wedding presentations, and throughout the season the pressure on wholesale stocks for "OLD BLEACH" dress and embroidery linens will continue.

Our New York wholesale stock is being maintained to the best of our ability in face of the general shortage due to the flax scarcity.

We take the liberty of urging our customers to communicate to us their approximate needs during the present and coming seasons.

We will bend every effort to meet their requirements and render the service which our distributors have come to expect.

The Trade Mark "Old Bleach" is stamped on every article except Table Damasks, which have the above mark woven in the four corners.

The "OLD BLEACH" LINEN Co LTD

Reg'd Trade Mark

23-25 East 26th Street New York

P J R LAMONT MANAGER

Canadian Representative: W. H. STELEY, 22 West Wellington Street, Toronto, Ont.

HER PRICELESS POSSESSION

is her complexion—particularly during the warmer summer months. Milady will never permit her skin to become sunburnt while she can procure the necessary toilet requisites.

It is our business to see that *you* get *her* business: That is why we have assembled for your choosing, talcs, perfumes, rouges, etc., from the most celebrated makers—whose lines are widely advertised.

PERFUMERY AND TOILET ARTICLES
for
MILADY'S DRESSING TABLE



Talcum and face powders, toilet waters, face creams and perfumes, fancy soaps, etc., in an extensive variety. The world's foremost perfumers are represented in our stocks. A few of these lines are listed below:

Coty	Ary's
Rigaud	Plassard
Houbigant	Bertin
Pinaud	Dufour
Guerlin	Huau
D'Orsay	William's
Leutheric	Bourgeois
Taylor	Tetlow
L. T. Piver	Dorin
Roger and Gallet	Mennens
Vivaudou	Calox
Arly	Palmolive
Kerkoff	Gate-Foss
Marceau	Miller's
Jutras	Beaurivago
Colgate	Deluzy
Mozart	Vendome
Gravier	Levy
Henry's	Roxey-Arlys



SAMPLES GLADLY SUBMITTED

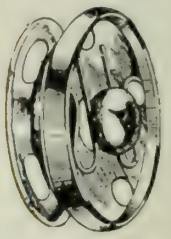
P. P. MARTIN & CO, LIMITED
50 ST. PAUL ST. W., MONTREAL

Quebec: 7 Rue Charest, Tel. Bell 2545.
Sherbrooke: 103 Wellington St., Tel. Bell 34.
St. Hyacinthe: 229 Cascade St., Tel. Bell 541.
Ottawa: 25 Sparks Street, Tel. Queen 3874.
Three Rivers: 82 Royal Street, Tel. Bell 362.
Toronto: 152 Bay Street, Tel. Kenwood 3901.

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

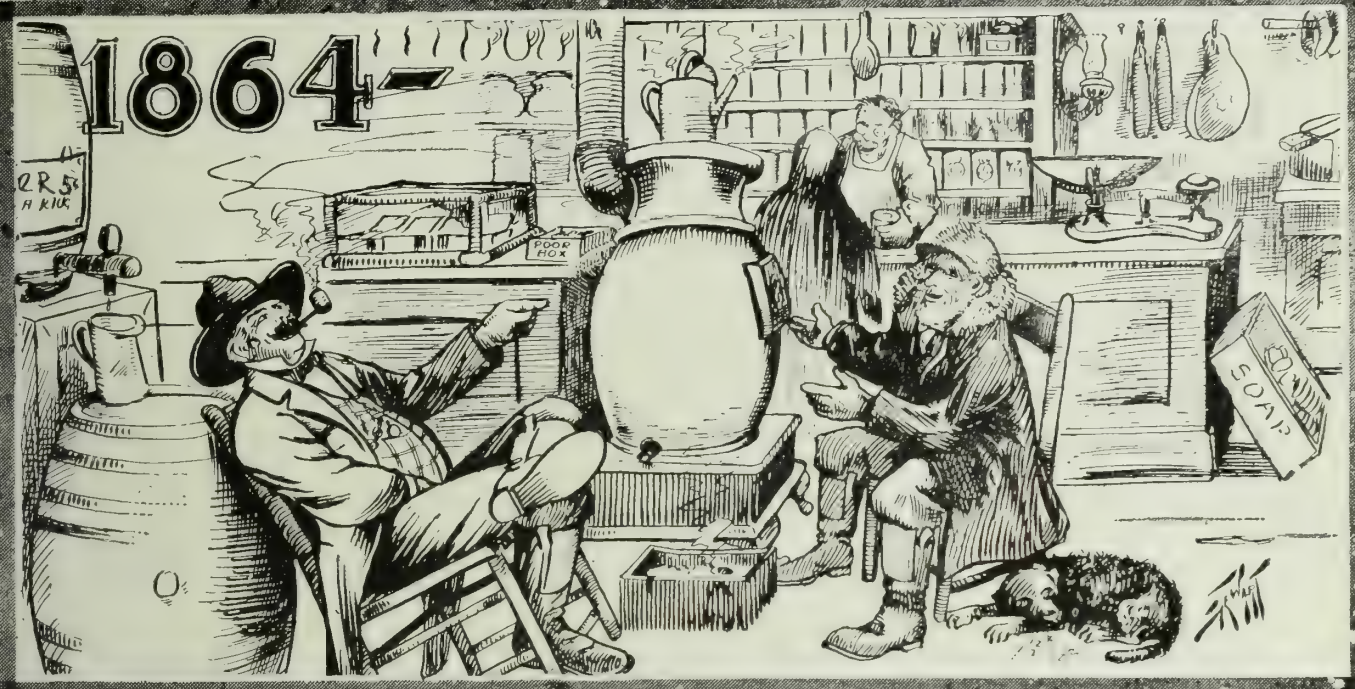
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.



—Or 1919 Methods Won't Do

EITHER IN MERCHANDISING OR ADVERTISING

The Plan of a Special Sales Service today must be a 1920 product

IT MUST CREATE A MARKET

It must awaken a desire in the minds of the public to buy---and buy---and buy. It must be a service that can arouse the buying-instinct in people to such a pitch that it will make them act---and at once.

KELLY SALES

ARE MASTERPIECES OF SELLING ACTION

"BETTER IN A THOUSAND WAYS"

EXTRACTS FROM OUR 14,000 LETTERS OF RECOMMENDATION FROM SATISFIED CLIENTS

"Clean methods, truthful advertising, did more than we expected."—Geo. Wladis, Binghamton, N. Y.

"Your man was a genius his personality went a long way toward putting it over"—Geo. Basham, Woonsocket, S. D.

"We never dreamed of such crowds, such business such profits."—Franklin Supply Co., Royalton, Ill.

"We bought for 85c on the dollar. The sale netted us $1.20 after everything was paid." F. B White & Co., Stockdale, Ohio.

"We were skeptical before But absolutely convinced that you can do what seems impossible" F. K. Berry & Son, Chamberlain, S. D.

"Bad roads bad weather bad crops but a good sale. We're satisfied." Wolfers Merc Co., Hopkins, Mo.

"Certainly will be pleased to recommend you." Sol Frank Co., San Antonio, Texas.

"Today you have sold the last rag in our store to the satisfaction of all concerned."—Dewey & Hessel, Cheney, Kans.

"We needed $10,000 quick you got it for us we might add the cost was nothing compared to profits could we say more." Geo. Campbell Co., St. Charles, Minn.

"Another failed 3 months ago you cleaned it up in jig time—we're strong for you.—L. F. Biddleman, Kellog, Ia.

"Tell all merchants of your wonderful success for us—we feel we can't do enough boosting for your firm." Jos. Robidoux, Benkleman, Neb.

"$60,000 cash in four weeks is a record we claim. We are more than satisfied."—Douglass & Company, Florence, Fla.

"Our 27th sale was like the other 26—a pronounced success."—McLean & Garland, Winnipeg, Manitoba.

Learn How the Public Is Glad to Pay the Bill

Ask any Bank in the U. S. or Canada regarding Our Financial Responsibility

I Want to Know Particulars
(without obligation)

TO CLOSE OUT ☐
TO EXPAND ☐
TO REDUCE ☐

Stock consists of .....

.....

.....

.....

.....

Inventories $ .....

Town .....

State .....

Firm .....

Better Be First in Your Town to Get This Service.

T. K. KELLY SALES SYSTEM

MINNEAPOLIS, MINNESOTA

When You Want Cuts

to Illustrate

Your Local Advertising

Write for proof sheets to

British & Colonial Press Limited

67 Adelaide St. West TORONTO

Photo Engravers, Artists and Designers

Press and Commercial Photographers

Toronto, Winnipeg, Montreal, London, New York

Ritchie



BLANKETS—
Skeldon, all wool Scotch, made on the Banks and Braes of Bonnie Doon.
Yorkshire, all wool.

FLANNELS—
Fine all wool, pink border.
Cream all wool, 26 to 30 inches.
Scarlet all wool, 26 to 28 inches.
White all wool taffeta.

RUGS—
Plaids, self colors, lustre, all wool.

Place your orders early.

Samples are now ready. We can give immediate deliveries from stock or for import, June to September.

Write for prices.

JOHN E. RITCHIE, Dry Goods Commission Agent
591 St. Catherine St. West, MONTREAL

BRANCHES
64 Wellington St. West, TORONTO
543 Granville Street, VANCOUVER
29 Minshull Street, MANCHESTER, Eng.

Whittemore's Shoe Polishes



Bostonian Creams.
The ideal cleaner for kid and calf, both glazed and unglazed. Brown, Gray, Cordo, Tan, and all the popular colors.

Nobby Brown Paste
for Brown shoes; also combination.

Peerless Oxblood
combination for red shoes; also paste.

Quick White Liquid Canvas Dressing.
Albo Cake White Canvas Dressing.
Top-Notch White Leather Dressing.
Rival Gloss, Self-Shining Dressing.

Send for complete catalog.

WHITTEMORE BROS. CORP.
Cambridge, Mass.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street MANCHESTER

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

LADIES' and CHILDREN'S

KNIT SPORTS COATS AND SCARVES

Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers

ROBERTLAND MILLS

STEWARTON, SCOTLAND

The "Dorothy Frances" Blouses

Voiles, Silks
Georgettes and
Crepe de Chine





The "Dorothy Frances" line is most comprehensive and you will find it hard to duplicate it. It is replete with distinctive styles ranging from Russian blouses to the tailored silks. Dainty Voile and Crepe de Chine creations which your customers will realize their worth are also in the range. Other lines which may interest your feminine shoppers—

Lingerie	Envelopes
Camisoles	Tea Aprons, etc.

We give special attention to letter orders, telegrams, and long distance telephone orders.
All orders shipped same day as received.
If our traveller is not calling on you, kindly notify us and we will have him call.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

MONTREAL

SAMPLE ROOMS: Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 27-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER. Can. Bank of Commerce Bldg., THREE RIVERS.

MOTHER LAND TRADE SECTION

The House with over a century's reputation for value

GEORGE BRETTLE & Co. Ltd.

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

Complete Drapery and Men's Outfitting Service for Canadian Trade.

IT IS SOUND POLICY for Shippers to go to "Brettle's." There is the certainty of securing that maximum value at the right price, which is the most important factor in successful business development. Brettle's "Oberon" specialties merit the attention of every buyer and there is a range suitable for the needs of every climate.

Further, sales-people take genuine pride in showing "Oberon" goods, knowing that they give the fullest satisfaction—in fact, it may be said, that *"Oberon" specialities clinch their own sales.*

Write or call on our nearest agent for samples

"OBERON" SPECIALITIES

Hosiery,
Underwear,
Sports Coats,
Knickers,
Knitted Scarves in Silk,
Artificial Silk and Wool,
Ladies' and Men's Pyjamas,
Towels,
Quilts,
Rugs, Blankets,
Sheets, Linens,
Haberdashery,
Men's Shirts,
Dressing Gowns,
Ties, Braces,
Collars, Caps,
Ladies' and Men's Raincoats and Waterproofs.

SUTOPLEX GLOVES For FALL 1920

"SUTOPLEX" (REG° TRADE MARK) FABRIC GLOVES.

NO other Fabric Gloves can equal *"Brettle's" Sutoplex;* they are recognized as the *leading Glove of British manufacture* for fit, cut and style. These characteristics, added to their splendid durability, explain why they are so easily sold.

Our representatives have full ranges for immediate inspection

Canadian Representatives :

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George Brettle & Co., Ltd.

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ENGLAND

MOTHER LAND TRADE SECTION

Ministry of (G R) Munitions

By Order
of the Disposal Board



The Disposal Board have

STOCKS

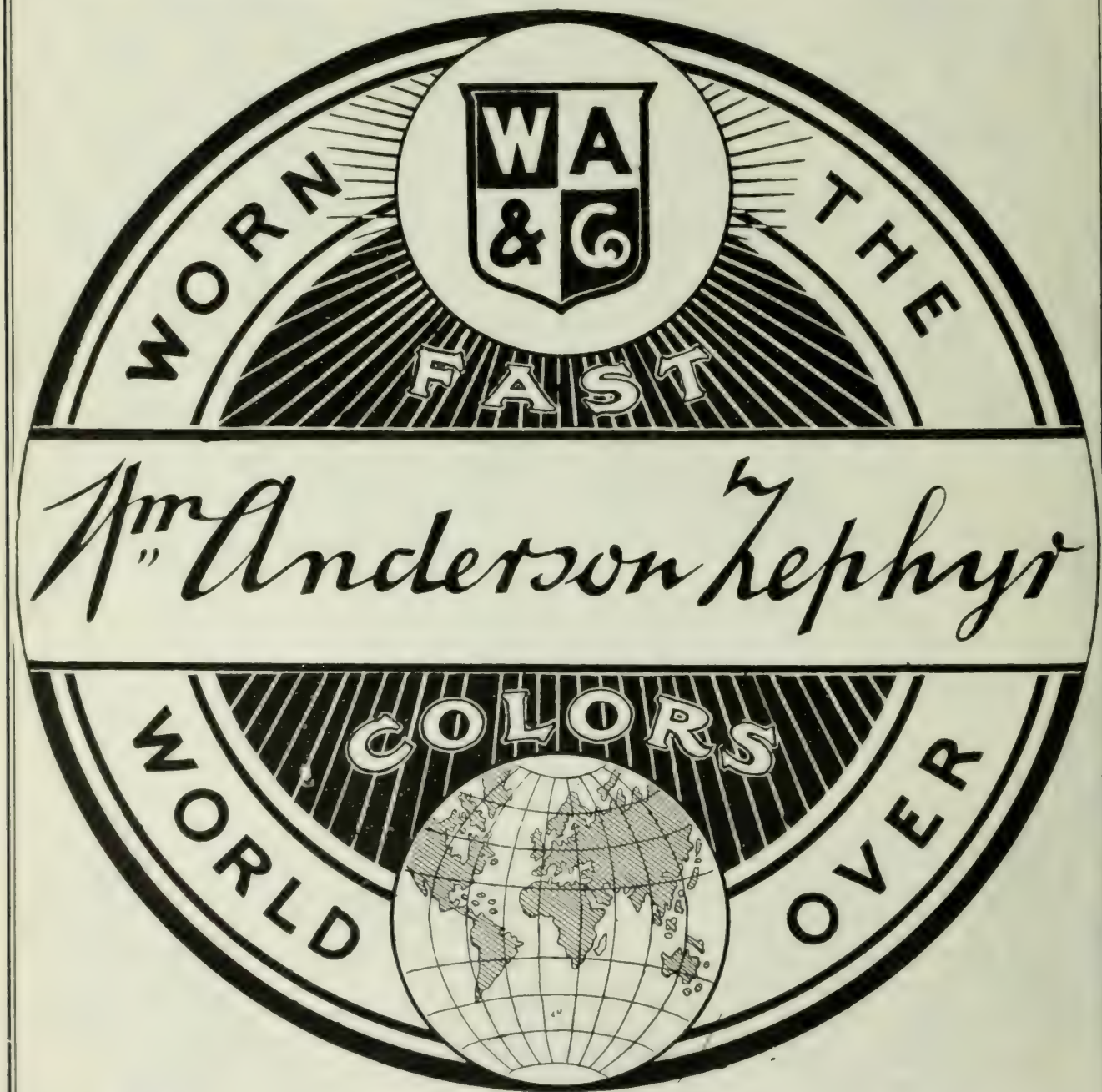
lying in the United Kingdom and
AVAILABLE FOR EXPORT
of Engineering Stores

Ferrous and Non-Ferrous Metals
Plant and Machinery
Steam Engines and Boilers
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Railway Material
Contractors' Stores
Electrical Instruments and Machinery
Boots and Leather Equipment
Motor Boats, etc., etc.
Medical Stores
Chemicals and Explosives
Motor Vehicles
Agricultural Machinery
Aircraft
Furniture
Textiles and Clothing

Buyers should instruct their representatives in the United Kingdom to communicate with D. B. 8, Canadian Export Department, Ministry of Munitions, Whitehall Place, London, S.W.

Cable address "DISPEXPORT, MUNORGIZE, LONDON"

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.

GLASGOW

New York
48 White St.

MOTHER LAND TRADE SECTION

Crockers Bulletin

Serges
Gabardines

ALL WOOL

Having specialized for years in these particular goods, we are in a position to-day to show the highest quality of serge for women's wear.

In the months of May and June we shall have from the dyer's goods that have been waiting to be dyed for several months, and these we are in a position to offer in many cases at 1/- per yard less than to-day's price.

The market steadily advances, while the world's hunger for goods is inadequately met by present supplies—under such circumstances, we suggest that only the highest qualities of serge should be secured, as it is from the sale of the best class of goods that one may be assured of clients' satisfaction.

CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION



St. James's Buildings Oxford St., Manchester.

The Head Offices of the C.P.A., Ltd.



LOW MILL PRINT WORKS



STRINES PRINT WORKS

Mr. EDWARD FOSTER—direct CANADIAN Representative of The Calico Printers' Association, Limited, Manchester England—the HOME of BRITISH PRINTS—draws particular attention to the popular specialties enumerated below.

New samples arriving shortly of our latest creations in printed

Voiles, Art Muslins, Shirtings, Cretonnes, etc.

You are reminded that samples of all C.P.A. brands can always be seen, and that enquiries addressed to

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or to 710, Empire Building,
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will receive the prompt and careful attention of Mr. FOSTER



WATFORD BRIDGE PRINT WORKS



BIRCHVALE PRINT WORKS

THE CALICO PRINTERS' ASSOCIATION LTD
MANCHESTER. ENGLAND

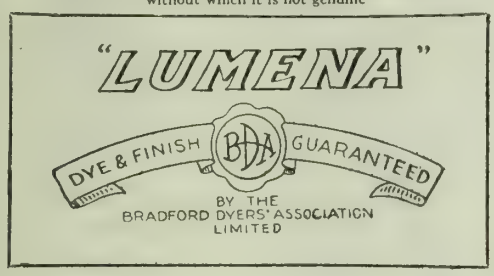
CPA

"LUMENA"

(Rgd.)

DYE AND FINISH for Artificial SILKS

FACSIMILE OF STAMP at the end of each piece, without which it is not genuine



This is the highest development that has been attained in the dyeing and finishing of Artificial Silks, and goods so treated can be thoroughly recommended for Blouses and Dresses, etc.

The fabrics drape gracefully, are brighter than silk, and are durable in wear.

FABRICS DYED AND FINISHED BY BRANCHES OF THE B.D.A. ARE SOLD BY LEADING MERCHANTS THROUGHOUT THE WORLD

PATTERNS showing FINISHES advertised on this page, and of many others, adaptable for all purposes, with full particulars, can be had on application to THE BRADFORD DYERS' ASSOCIATION, Ltd. (Dept. 6), Well St., Bradford; 128-129 Cheapside, London, E.C. 2; 6 Oxford Street, St. Peter's Square, Manchester.

There is nothing more convincing than the unanimous opinion of discriminating buyers that

"VOILENA"

is *the* FINISH for COTTON VOILES

The emphasis on Quality has real significance with voiles bearing this stamp on the Selvedge →

"VOILENA" BDA

Artistic Panels—in Color—for Display purposes, Sent free on application.

MOTHER LAND TRADE SECTION

Worrall's Fast Dyes



VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED

MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH



J. & J. M. Worrall

REGISTERED TRADE MARK



J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

MOTHER LAND TRADE SECTION

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Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS	
2470	LEICESTER	YARNS	LEICESTER
2471			STANNINGLEY
89	STANNINGLEY		KEIGHLEY
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3464	FORT HILL BOSTON		

CODES:- A.B.C. 5TH ED WESTERN UNION.

J. & W. BASTARD

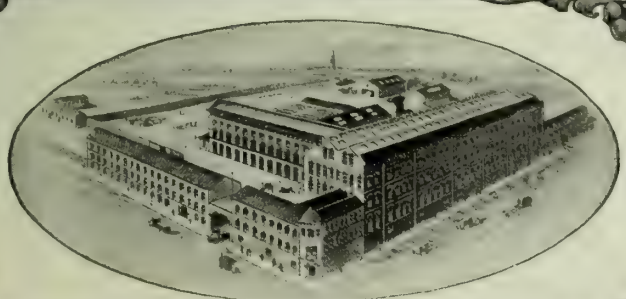
Stamford Street

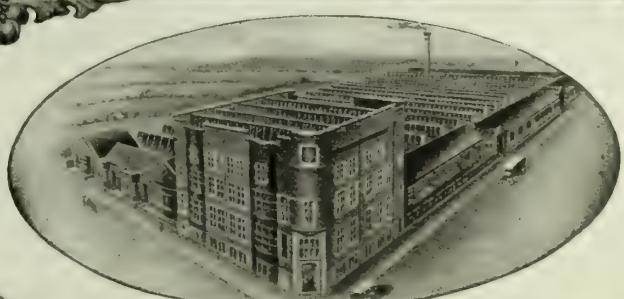
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AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





MOTHER LAND TRADE SECTION

THE "RELIABLE" BRITISH MADE DATER



AUG 28 1922

with all the improvements possible for Neatness and Durability.

ALUMINIUM FRAME weight only 1½ oz.

FIBRE WHEELS will not cut the fingers when changing date

ENDLESS BANDS. No joints.

Price, 60 cents each. $6.60 per dozen. Special terms to Trade and Shippers. Full particulars of our "Reliable" series of Daters and Numbering Stamps on application from the makers.

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Rubber, Brass and Steel Stamp Makers

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Telegrams: STAMPED, Manchester. Code A.B.C. 5th.

TELEGRAMS: WAKEFUL GLASGOW

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WILSON & CO.

48 ALBION STREET

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MANUFACTURERS

Ecru and Colored Madras Muslins,

Coin Spots and Figured Harness

Book Muslins **Robe Muslins**

Voiles

Anglo-Swiss and Broche Muslins,

"Wilsco" Lawns, "Zelette"

LACE CURTAINS

LACE NETS

"Craftana"

Registered No 262005



THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

MOTHER LAND TRADE SECTION



Only for the best class trade

An English Coat of Super-Excellence

The NORSEMAN Weatherproof is made for the discriminating buyer. Carefully made by expert tailors, it will always wear well and look well. The NORSEMAN is equal to any test.

Our object is not unlimited production. It is to produce a weatherproof as good or better than any other. We have full confidence in stating that the NORSEMAN is second to none, no matter what the price.

In making a NORSEMAN only the very finest Gabardine cloths are used. Our Homespuns, Fleeces, Donegal and Harris Tweeds are of the finest quality made—hand-loom weavers.

The NORSEMAN is made by the makers of the well-known VYKING WEATHERPROOF AND OVERCOAT—a coat tested and tried by long service. Its popularity is shown by the hundreds of firms who stock it exclusively in England.

NORSEMAN
WEATHERPROOFS



VISIT TO CANADA

Mr. A. B. Hargreaves, our Managing Director, is now visiting Canada with our latest production.

We can give quick delivery.

Enquiries—May 3rd to 20th, King Edward Hotel, Toronto.

Mr. Hargreaves is also visiting Hamilton, Montreal and Quebec, and would be glad to make appointments with Men's and Ladies' Wear Buyers. Enquirers for dates please address King Edward Hotel, Toronto.

VYKING MANUFACTURING CO., LTD. CHORLEY, LANCASHIRE

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

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The House for Novelties

in

Ribbons *Silks*

Lace Goods *Wool Dress Goods*

Embroideries *Fancy Cotton Goods*

Millinery *& Cretonnes.*

Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, .C.

St. Paul's Churchyard
LONDON, ENG.

A.B.C. Code, 5th Edition.

Cables, Churchyard, London.

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The Fine Scotch Underwear with the Fine Scotch Finish

Pesco



THE LADY who desires in her intimate garments a touch like velvet together with the charm that purity imparts will appreciate the judgment of the store that stocks, and places before her, "Pesco"!

"Pesco" makes a direct and instant appeal to those of critical tastes. Its textures, appearance, and perfect manufacture proclaim its all-round excellence and convince the buyer of its comfort and desirability and of its sterling worth.

As a brand of character "Pesco" stands supreme. No Underwear has a better reputation in the stores and homes of Britain, or is doing more to exalt the name of the Motherland throughout the Empire!

Sole makers:

PETER SCOTT & CO., LTD.,

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London: Carey House, Carey Lane, E. C. 2.

Agents abroad (with complete ranges of samples of Pesco in Underwear, Sports Coats and Hosiery, for Ladies, Gentlemen and Children:—

Paris—Mr. George Potter, 12 Rue du Faubourg Poissonniere. Cape Town—Mr. W. J. Somerville, Duncan's Chambers. Johannesburg—Messrs. Somerville & Price, Joubert and Kerk Streets. Melbourne—Mr. H. C. Chalmers, 415 Bourke Street. Wellington, N.Z.—Messrs. Esson & Hogg, P.O. Box 271. Toronto—Messrs. C. & A. G. Clark, 35 Wellington Street West. Montreal—Mr. R. C. Poyser, 214 Drummond Building. Winnipeg—Messrs. Hanley & Mackay Co., 62 Albert Street. New York—Douglas Barnes Corporation, 303 Fifth Ave., at 31st Street. Buenos Aires—Messrs. Grant, King & Co., Calle Rivadavia 1255. Bombay—Messrs. Tamlinson & Thomas, 14 Medows Street, Fort. Singapore—Messrs. Tomlinson & Thomas, Care Poste Restante. Shanghai—Messrs. Tomlinson & Thomas, P.O. Box 321. Nairobi (British East Africa)—Mr. R. O. Hamilton.

The Pesco Rang

obtainable in Pure Wool and Silk and Wool textures—

For Ladies — Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, Rib Vests, etc., etc.

For Children — Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc., etc.

For Infants—Binders, Wraps, Kilties, Gowns, etc.

For Gentlemen — Shirts, Trousers, Combinations, etc., etc.

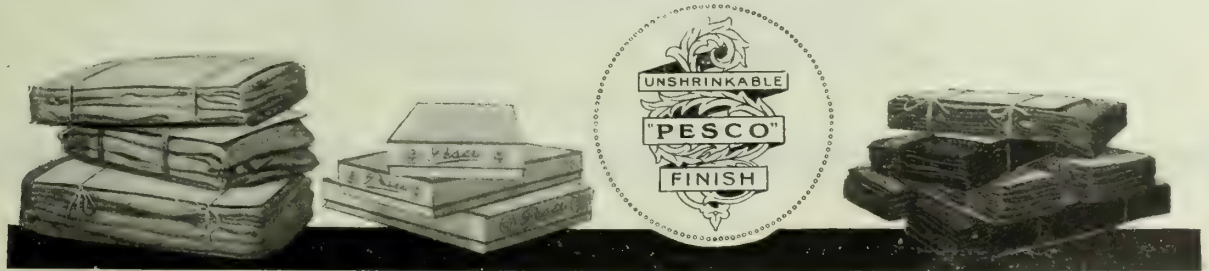
Also

Pesco Hose and Half Hose in Black, Colours and Mixtures

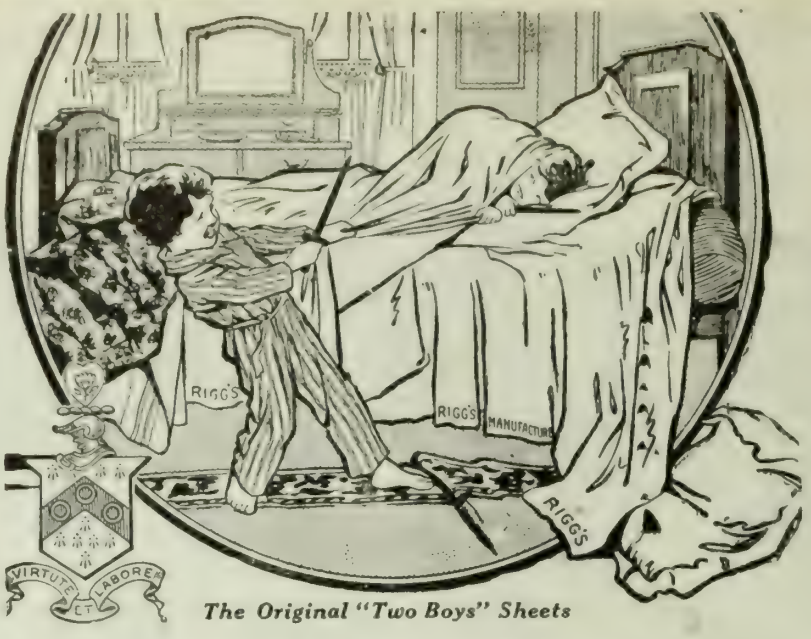
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Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and colour effects.

Guaranteed Unshrinkable



MOTHER LAND TRADE SECTION



The Original "Two Boys" Sheets

RIGG'S

SHEETS & SHEETINGS

Are made from best Egyptian and American cottons: Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

SHOW RIGG'S SHEETS



Canadian Agent - E. W. Dean & Son

325 Howe Street, Vancouver, B.C.

Agency for remainder of Canadian Territory in contemplation.

Sole Manufacturers:

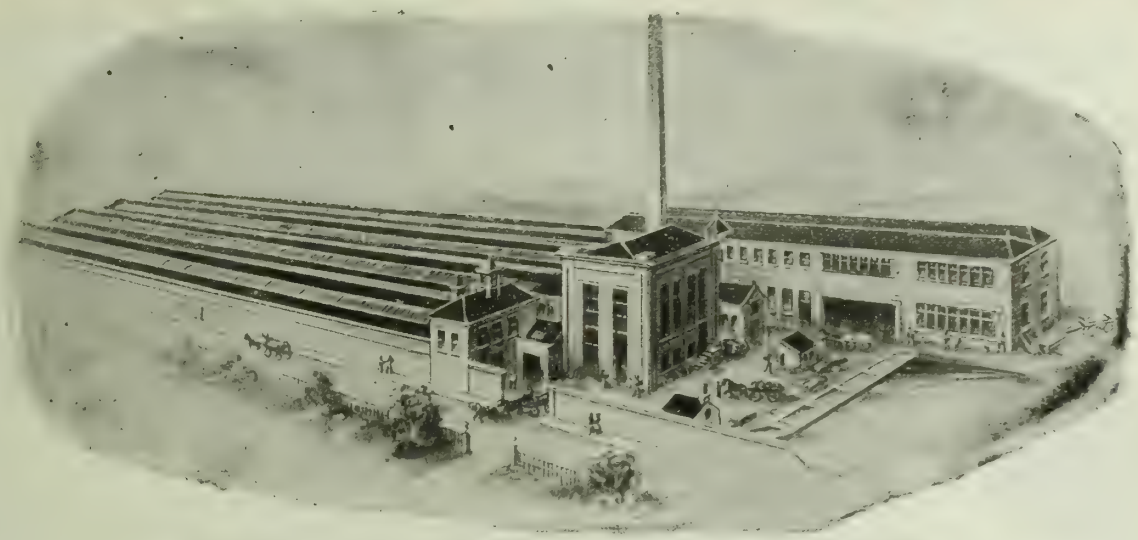
RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., - MANCHESTER, Eng.

Cables: Rigg Brothers, Manchester

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BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

Made of purest Cotton

RIGG'S

Entirely Free of Fillings

SHEETS & SHEETINGS

ARE THE STANDARD PRODUCT OF THE BRITISH MARKET

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Cotton Spinners and Manufacturers since 1836

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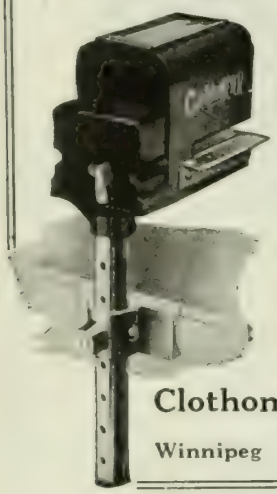
and contemplate a measuring machine

Get a

CLOTHOMETER

(CLOTH-OM-ETER)

Measures material of any width or weight, accurately computes every sale.
Stops all wastage on your goods.



Prevents errors in figuring sales checks.

Saves time and money.

Gives customers confidence in your store.

COSTS 30% LESS

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Write for descriptive folder

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Winnipeg 44 Princess St. - - Canada

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

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THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

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1501-13 E. 55th St.

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Announcing

Horrockses' New Cloth PRESTONIA

PRESTONIA is cotton fabric which looks and feels like flannel. It is better than flannel because it can be used for all purposes for which flannel is used and for many other uses for which flannel is impracticable.

PRESTONIA is ideal for making waists, nightgowns, pyjamas, children's underwear, etc. It has none of the objectionable features of flannel, such as shrinkage, etc. It comes in 32" width and in plain white and a hundred patterns and colors.

PRESTONIA is sure to be a good seller—It has the same high quality as other fabrics bearing the Horrockses brand. Write for information.

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Cyrus Brook & Sons, Ltd.

Offices: 5 Union Street

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Manufacturers of—

Buntings, Serges,
Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths

and

Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

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Denton, Mitchell & Duncan
LIMITED

Wholesale Dry Goods

SPECIALS

Fancy Voiles

Dark Colors

$1.25 per yard

—

Ladies' Silk Hose

COLORS:

Brown White

Navy Black

Price $30.00 per dozen

Denton, Mitchell & Duncan, Limited

79-81-83 Wellington St. West

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LION BRAND

CARPETS
AND
HOUSE FURNISHINGS

SOLE SELLING AGENTS FOR EASTERN CANADA

OF THE

CELEBRATED NEPONSET

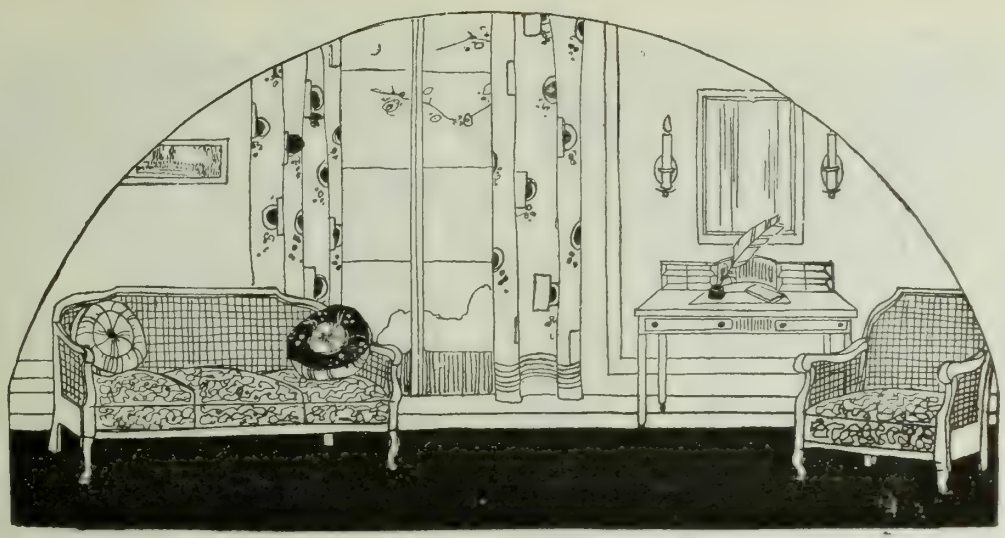
FLOOR COVERING AND RUG BORDER

WEARING QUALITY GUARANTEED

The W.R. Brock Company (Limited)

WHOLESALE DRY GOODS

MONTREAL



"NUDRAP"

The New Imported Double-Bordered Casement Cloth

JUST ARRIVED

Widths, 36-in., 40-in., 41-in., 42-in. and 45-in., in Cream and Ecru. Embroidered with Lace Insertion Borders.

Prices per yard, - - - - - **52½c., 57½c., 60c., 65c., 80c., 82½c.**

"NUDRAP" LOOP BLINDS

Widths, 24-in. and 25-in., in Cream and Ecru. Finished loops at top for brass rods. Excellent for small windows or sash curtains. Embroidered with Lace Insertion.

Prices per yard, - - - - - - - **32½c., 35c,, 40c., 52½c.**

QUALITY THE BEST, AND WASHABLE

WRITE FOR SAMPLES

The W. R. Brock Company (Limited)

TORONTO



When the Sun Shines Down

A charming costume of tricolette in pure white with brush wool collar, cuffs, and large patch pockets. This will prove a splendid complement to the mid-summer wardrobe of the fastidious devotee. The long roll collar, the smart little neatly buttoned belt and the jaunty length of the jacket are appealing features, while the simple lines of the skirt and the sensible width point to comfort as well as style.

Dry Goods Review

ESTABLISHED 1887

Issued the 15th of Each Month

Published by

THE MACLEAN PUBLISHING CO., LIMITED
143-153 University Avenue - - - - Toronto, Canada

Branch Offices:

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Subscription Rates:

In Canada, per year $2.00
Outside Canada, per year $3.00

Single Copies, 25 cents.

Vol. XLII APRIL, 1920 No. 4

"WE TOLD YOU SO"

FOLLOWING orders from Ottawa, the Canadian customs inspectors at the border cities tightened up at Easter time, and consequently many modish ladies who had tripped across to Buffalo and other American cities to make purchases in Easter finery were treated to a rigorous inspection by vigilant officers. Many feminine smugglers, however indignant, were obliged to pay heavy fines, and those who refused to do so had their "pretty-pretties" confiscated entirely. One more excellent reason for heeding the good old slogan, "Buy Made-in-Canada."

MAKING OUR OWN DYES

IT is encouraging to learn that the difficulties encountered during the earlier years of the war with reference to "Dyes" is now being rapidly overcome by the establishment of plants on this side of the water.

Previous to the war we were entirely dependent on France and Germany for our best dyes, but when the war broke out these industries were compelled to cease operations. It looks as if it had been a blessing in disguise, for it is learnt on good authority that we have already made progress in the art and business of dyeing, by the establishing of plants both in Canada and the United States.

If we can succeed in producing dyes that will retain their colors, made on this side of the ocean, it will indeed be an achievement worth while. In a subsequent issue we propose to discuss this subject at greater length.

ALAS, THE EASTER PARADE!

REPORTS from all over the Dominion—and across the border, too—commented on the disappointing aspect of the Easter Parade which was to have been such a brilliant affair—and which turned out to be a very sad show, indeed. In spite of weeks of preparation and days of hopeful anticipation, the weather man continued stern and unrelenting and was successful in preventing milady of fashion from tripping forth in modish Spring raiment in nearly every quarter. Even those who braved the wintry blasts and donned new costumes for ever so brief a saunter admitted that it was not worth the risk and that the parade was a disappointing failure. Those who defied the elements in gala attire eagerly sought cheery fireplaces on the return; and, fur coats were never so valued the whole Winter long as the days directly following Easter Sunday. And yet, the stores, large and small, record the biggest sales ever. Good weather or bad, customers are making purchases greater in quality and quantity than ever before.

CANADA CAN—AND WILL

HEARTY congratulations are extended to the promoters of the first Canadian Fur Auction! The whole Canadian press joined in expressing good wishes for the venture, and the success which attended the sale in Montreal was away ahead of the most sanguine hopes of the president and directors. Canada has shown in years gone by that she was the producer of good furs—she has now shown also that she intends to and can dispose of them at a Canadian sales centre. Capt. Frank Craig auctioneered over $5,000,000 worth of furs—the first sale was a Canadian beaver and the proceeds went to the University of Montreal. With this spirit at the outset, the first sale could not help but be an overwhelming success. Plans for the next sale are already under way and judging from the widespread interest already shown, the outcome is assured.

A lady whose waiting auto "encumbered" a downtown street for over three hours was allowed to go at Police Court recently when it was explained that she was selecting an Easter hat. The Magistrate—a man—considered the excuse quite sufficient.

Make a Study of Store Lighting If You Want a Bigger Business

Successful Merchants Attribute Thousands of Dollars Worth of Increased Business to Good Illumination—Window is One of the Greatest Salesforces in Dry Goods Business Keep Source of Lighting Away From Customer's View.

By J. K. NOVINS

ONE can hardly realize the great value of proper store lighting as an aid to the salesman. Merchants who have given proper attention to this important store equipment have found that in the long run it has netted them many dollars in increased sales. Especially in a department store is store lighting an important problem, in view of the fact that lights of different intensities and other qualities are required for each department.

The biggest problem facing the dry goods merchants is how to effect sufficient light in order to show off best the goods in each department. We say sufficient light, for in many instances merchants will spoil the effect of a mighty fine display of goods by focusing too much light on it. A good display with too much lighting effect is a poor display indeed.

Test Told Story

The other day a certain merchant whose establishment is located on the busiest corner in the city made a test to indicate just how various lighting systems attracted attention to his window displays. He placed several men behind the screens of one of the windows with instruction to count the number of people who went by the window and check up on the number who actually stopped to look at the display. The lighting effects were changed several times, and the figures obtained by the men on each occasion compared.

First, the window was lighted with exposed lamps. This was kept up for four nights, during which time special counts were taken. The final figures showed that only 12 per cent. of the pedestrians stopped to look at the display. The lighting equipment was then changed so that the lamps furnishing the lights were placed above the display in reflectors in a concealed position. All of the light was thrown on the display. None was reflected on the sidewalk or into the eyes of the spectators.

Final tabulation of the counts showed that the window attracted 72 per cent. of the pedestrians. The difference between the first and second lighting equipment was just 500 per cent. more "pull." The merchant naturally adopted the latter method, with obviously satisfactory results. The curious part of this test is that the first lighting effect—that which drew only 12 per cent. of the pedestrians—consisted of a far more brilliant light. The weakness, however, lay in the fact that it kept up a continuous glare on the sidewalk in the front of the store and nearly blinded the people passing by.

One big merchant told the writer that his window lighting is worth to him at least $500 a day. The front of the store is one of the most attractive on the street.

"I am afraid that this is rather a conservative estimate," this merchant said. "During the evening hours when the public are either going home from work, or to the theatre, they take time to notice what our store offers. This creates a desire to purchase a certain article which they need, but which has not been called to their attention."

Lighting Saved Business

The other day the writer happened to be in a good-sized Western town. As he strolled about on the main street in the evening he was attracted by a large crowd gazing into the window of a store. It was indeed a remarkable window display. Each article stood out just as if it were shown on a brilliantly-lighted stage. No lights could be seen, and the writer could not help wondering from what source the illumination was thrown on the display. During the several hours that the writer stood watching the remarkable lighting effect he noticed that at least nine of every ten persons passing the store stopped to look at the display and that eight out of nine, attracted by the flood of light, stopped again to look back at the display.

Yet it was an unpretentious looking store—hardly comparing to the others doing business on the same street.

The writer sought out the proprietor of the establishment the following day and learned the whole story. It seems that when the store was established the proprietor was "up against it" because very few people in the neighborhood knew of its existence. The proprietor thought for a while that he was butting his head against a stone wall. He could not compete with similar establishments on the same street.

One day an illumination engineer gave him the idea. A number of powerful X-Ray 250-watt projector unit searchlights were placed along the ceiling just above the front windows of the store, each several feet apart, and the rays directed back through the store. The flood of white light playing back through the display of merchandise, which required a high degree of lighting intensity, gave a remarkable effect. The first night that this plan was adopted the store proprietor posted himself across the street from his establishment to observe the wonderful effect the new lighting system had on the passers-by. The store became the talk of the town, and soon found itself well advertised.

A Miniature Stage

The tendency in show window lighting is to give the effect of a properly lighted stage, where the lighting effect is made to fit the occasion. So in store windows. The light must suit the kind of goods on display. A furniture display needs an intense light, jewelery needs still more intense light, while extreme caution must be exercised in lighting a display of white goods.

Since the show window is really a miniature stage the sources of illumination should be carefully concealed, for it is very annoying and unprofitable to allow the lights to be visible and thus disturb the vision of the pedestrian. Some merchants must have an idea that they are selling the lighting effect and not the merchandise, for they take careful pains that the lights should be within view of the pedestrian. Modern stores see to it that the lights are artistically concealed by a drapery or other valance.

There are exceptions, of course. In some displays lights form part of the decorative scheme, and therefore low candle-power lamps are permissible. The writer, in examining a number of lighted windows, observed one which met all the requirements, except one that spoiled the whole carefully planned-out scheme. The upper part of the background of the window happened to be made of glass in order to admit the light to the interior of the store. Each light source was reflected by this glass. The proprietor of the store could have saved himself a lot of trouble and his prospective customers a lot of annoyance, if he had included in his window light scheme a curtain to eliminate this annoying reflection.

Another storekeeper made the mistake of placing high candle-light sources near the windows. These powerful lights distracted the attention and prevented the display from being viewed with ease.

One remarkable window display that came to the attention of the writer included a dull finish background which appeared particularly well suited to the occasion. This background made the window appear bright with a minimum amount of light and served also as a means of preventing reflections of the light sources. A valance of unique design was also employed to conceal from general view the means of lighting.

Must Come From Front

"In general, the light must come from in front of the goods in order to avoid bad shadows," a lighting expert told the writer. "Shadows are necessary, but they should not be too sharply defined. We should have no difficulty in distinguishing objects in shadows, nor confuse the edge of the object with the edge of the shadow. The so-called shadowless windows are unsatisfactory since the sense of size, proportion, distance and texture are either lost or so badly distorted as to repel observers rather than to attract them.

"The object of a show window is to attract attention by a striking appearance. It is a well-known fact that very startling effects can be produced by varying the direction of the light. These can be readily investigated with the assistance of a small shadow box. The display man spends hours arranging an artistic window. He should devote a part of that time to the adjustment of the lighting.

"The display man should experiment a little. Some exhibits may require the predominating light coming from one direction, others from another angle. This can be done by varying the size of the lights used.

"Except under special conditions, where the display is practically on the floor of the window, lamps should never be placed in the middle of the show window ceiling, for this arrangement causes the front of the goods displayed in the foreground to be in a shadow. Another objection to lamps so placed is that they cannot be effectively concealed.

"A lamp should never be placed directly outside the window. Some persons think this necessary to attract attention, but the glare from a high candle-power light source for this purpose is very bad. A light outside the window causes the sidewalk to be brilliantly lighted, which is not the best condition, for a window should stand out by contrast. Lamps outside of a window do not light the goods effectively."

Daylight Rooms

Inside the store a similar problem is to be met. The goods must be shown to the best advantage. Hence the high-class department stores have their various "daylight rooms," where the apparel is shown exactly under the conditions under which it is to be worn. Heretofore stores have suffered from the fact that the ordinary lighting effect did not bring out the full "daylight color" of a piece of textile. Blue appeared as black, and other shades could not be distinguished.

This is because the ordinary light produces an excess of red and yellow rays, which are extremely harmful to the colors of the textiles. This defect has been overcome by the manufacturer of a certain lamp that has been adopted by a good number of high-class department and specialty stores.

Such an outfit was recently installed at McCreery's in New York. The new lighting fixture gives a true white color, a soft white light without glare or dark spots, and yet is of sufficient intensity to light all parts of the store brilliantly. The lamps are made of three different glass layers, fused and yelded together. The first layer is a clear crystal designed to provide body and strength with minimum absorption of light. The outer layer is of white glass, which diffuses the light evenly over the entire surface without glare, providing brilliancy and eye comfort as well. The middle layer is of transparent blue glass designed to eliminate some of the excess red and yellow rays, producing a soft, white light, closely allied to pure daylight.

The top of the bowl is 19 inches in diameted, which gradually increases to 22 inches, then decreasing again as it forms the bottom. The bowl is 12 inches deep and has a concealed flat deflector at the top, which directs the light down into and against all parts of the globe, thereby giving a maximum efficiency.

The reflector serves also as a means of keeping the dirt from the bowl. It is suspended by four small chains, two of which loosen so that the reflector and lamp swing up, making it comparatively easy to put in new lamps and clean the bowl.

When the lights were installed in the silk department of the store, it was noticed that all shades, and there were something like fifteen or twenty, were easily distinguishable.

A similar installation was recently made by Wanamaker and Brown, of Philadelphia, Pa.

Store Efficiency Means Paying, Regular Customers

Points That Will Aid the Merchant in Pleasing, and Secure for Him Quicker Turnovers in His Business— They Are Important.

UNDOUBTEDLY one of the most important problems the merchant has to solve is to keep his customers in good humor and pave the way for the return purchase.

To induce customers to make the initial purchase is a problem, but to have them recorded many times is an art worthy of the most serious consideration you can give. With the aid of several faithful allies you may do the trick. First we have our old friend "Courtesy," closely followed by the near kin, "Service." As it is a well established fact, no dealer can thrive or prosper without both in good working order, we shall pass along to our worthy ally, "Value."

Value is a word which may mean much or little, as value does not always consist in selling goods a little below market price. Value should be something which makes people exclaim, "Yes, I always buy at Blank's, and I have dealt there a number of years."

Now, we come to another familiar phrase, "Dependability."

A dealer to be rated dependable need not do more than be honest and painstaking in all dealings.

No need to have a "holier than thou" expression nor to head the subscription list of every charity. All that is necessary is to keep shop by the Golden Rule, and you will quickly be placed in the dependable class which truth to state, is not overcrowded. As this is not a lecture on merchandising, we pass along to the serious business of adjusting complaints.

To adjust complaints properly and well, to make every person with a kick leave smiling is worthy of the best effort that is in you and your assistants. The writer has always claimed that no merchant ever failed by being too liberal-minded in the matter of complaints, as though many times it may seem unfair, in the long run the customer is generally right.

Better Than Proceeds

And now we reach "Policy." A good policy is more to be desired than a fat bank account. The bank account may shrink, but once a suitable policy is established it remains a tangible asset forever.

"Fellowship" is another ally at times overlooked. The dealer without a friendly spirit prevailing in his establishment is about as homely a place as a jail or a poor house.

To get people working with you and not for you is the aim of all good merchants, and this can only be attained by a spirit of brotherly love.

Give frequent boosts, bring out the good in your helpers, extend the glad hand and rule by soft spoken words rather than by a rod of iron. In other words, act as if you did not know you were the boss, and you will find people looking up to you and not against you.

Last, but not least, we have "Confidence." You may as well try to run an automobile with sawdust as a business without confidence. Once the buying public loses confidence in you, you might as well quit, for it is next to impossible to regain it no matter how sincere and honest your efforts may be.

People of Europe Revel in Pleasure and Disinterest Hampers Industries

Alphonse Racine's Representative Visits Desolated Areas of France as Well as European Industrial Centres—People Crazy for Pleasure—London-Paris Air Service a Comfortable Luxury.

INTERVIEWED immediately on his return from a five weeks business trip in Britain and Europe, D. R. Campbell, of the Alphonse Racine Co., Ltd., of Montreal, contributed the following interesting impressions on general conditions abroad to a representative of DRY GOODS REVIEW:

"A period of five weeks gives one from this side of the water a chance to get a good general impression collectively and, in comparison, separately, of the different nations of Western Europe. One, first of all, is struck with the abandon with which the people everywhere seem to throw themselves into the pleasures and frivolities of life; the relaxation which is the natural reaction from the recent horrors of the world war. Athletic games, theatres, in fact all assembly places attract great crowds, and the hotels and railway stations are hives of activity. Retail stores, wholesale houses and factories are as busy as they can be. When one places an order with a manufacturer for shipment as soon as possible, it is a very rare case indeed when one can get a definite promise of delivery during this year—1920. The only firm orders with definite shipping dates that are accepted are for 1921, and many of the large importing houses of Canada have committed themselves already to engagements for next year's supplies.

"One is struck with the general indifference in their work, of the laboring classes, who, although well paid, and with work for all, as the employers put it, always leave a bit over for to-morrow.

"This condition does not bespeak lower prices; in fact quoted prices for 1921 in all wearing apparel are higher than ever.

Industrial Conditions to Blame

"Social and industrial conditions in Europe are not by any means back to normal yet, this being the biggest factor probably that prevents prices from getting back to a reasonable and fixed basis, and yet, unsettled as conditions seem to be, one can appreciate the many indications of re-adjustments happening each week that point to a gradual, if slow, lessening of general unrest, and towards steady progress being made into a resumption of national effort for production. With strong national leaders like Lloyd George and Millerand, the bugbear of Bolshevism should never take serious root in Western Europe. The British are solid and dependable, with an inherent respect for authority and the French are courteous, plucky, and always obliging. With these splendid attributes as the active principles of their national life, shortly, very shortly, those two nations will recover from their tremendous shocks, losses and handicaps, and be back to business again in the same old effective way that claimed the admiration and respect of the whole world."

To Paris by Air

Asked concerning his trip, apart from general impressions of business in Europe, Mr. Campbell said he had had the unique experience of flying across the channel.

"I took the air-trip from London to Paris on one of the 'Handley-Page' Biplanes with closed-in saloon," said Mr. Campbell. The "Handley-Page Transport Limited", and the "Air Express de la Cie Generale Transaerienne," have each had a daily service both ways between London and Paris for the past seven months without a single accident. The planes seat twelve passengers, and are very comfortable in every way, and the view is magnificent. The passage takes about two and a half hours, and there is no unusual sensation apart from the novelty. Aside from the passenger service, a paying business is done in letters and parcels, and mail or express merchandise handed in by 11.30 a.m. is guaranteed to be delivered by 6 P.M. the same day. One can figure by steamer and train service on twelve hours for passengers, and twenty-four hours for mail or express, so the saving by aeroplane is bound to make this new service presently very popular."

Questioned as to his impressions of the post-bellum France, Mr. Campbell said:

"This was my first visit to France, and the outstanding courtesy, light-heartedness and pleasant manners are all very agreeable to anyone from another country. I was also very forcibly impressed with the fact that French is the essential language of all Western Europe. Every person with any education in Belgium, Switzerland or Italy, speaks French. Everyone travelling in Europe realizes the value of a knowledge of both English and French."

The Railway Strike in France

"Was the railway strike in France very serious?" Mr. Campbell was asked.

"It caused great concern, and but for the prompt and firm methods employed by the new Premier, Millerand, would have had serious consequences," was the reply. "Three classes of soldiers were called up at once, and the University and College students took the place of the striking employees. I was coming up from Genoa, in North Italy, to Grenoble, via Marseilles, and when we arrived at the French border we were informed that the train would go no further, as there was a strike in France. However, we were carried as far as Nice, and left without any prospect of any train leaving—it might be a week, it might be three weeks, eight hundred miles away from our boat, which was to leave in five days. During the morning the price of a seat in an automobile to Paris—three days' journey over bad roads—rose from four hundred francs to seventeen hundred and fifty francs, the last price being paid to our actual knowledge.

"After many, many trips to the station, where we were always informed that there was no chance in the world for any train, I went for one last time, and had the good luck to see a small sign put up that a train was leaving for Marseilles in a few minutes. This was the first train to move in two days, and when we got to Marseilles the fight to get on the train resulted in many broken windows. This same train went right through to Paris, where we arrived after 32 hours of travelling with only one meal and no sleeping car; in fact the corridors were filled with people sleeping everywhere on the floor, and holding one's seat was a very difficult matter. The dining car was attached at ten o'clock in the morning, and our turn for breakfast (the third series) did not come till 3.30 in the afternoon."

The Devastated Towns

In company with another Quebec gentleman, Mr. Campbell paid a visit to the desolated area of France. Referring to his impressions of the ruined Cathedral at Rheims, he said:

"In company with Mr. Maurice Beaudry of Messrs. Gauvreau, Beaudry, Ltd., Quebec, I spent one week-end at Rheims, and saw the famous Cathedral and the terrible destruction wrought over a period of five and a half years of constant bombardment by the Germans. This city, before the war, was a thriving place of one hundred and twenty-five thousand. An automobile trip over one hundred and ten miles of the surrounding country took us to what had been twelve villages and towns, but what were now only ruins and desolation. We saw the famous Hill 108 where some fearful losses of life were incurred in mine explosions, and got an idea what 'No Man's Land' and 'Trench Life' and destruction really

(Continued on next page)

Canada's Progress in Two Centuries to be Depicted in Western Pageant

Hudson's Bay Company Conceives Remarkable Spectacle to Celebrate 250th Anniversary —Enthusiastic Co-operation Offered From Winnipeg to the Coast—Whole Historical Event Will be Screened for Rest of Canada to See.

STARTING on the 3rd of May in Winnipeg and ending on the 24th of May in Victoria, there will be staged the greatest pageant that Canada has ever seen. Winnipeg, Calgary, Edmonton, Vancouver and Victoria will each be the seen of a locally arranged historical pageant that will depict typical scenes from periods in Canadian history for the last 250 years.

Originally it was proposed by the Hudson's Bay Co. that they stage in each of these cities a pageant illustrative of the progress of their company, but the various cities and organizations impressed on the company that such a pageant was more than a company affair; that the Canadian history and the history of the "Company of Gentlemen Adventurers" were so interwoven that the occasion should be one for all cities and organization to unite with the Hudson's Bay Co. to make historical spectacle that would be historical.

Universal Enthusiasm

The enthusiasm with which every portion of the Canadian West has come forward with offers of assistance and requests to participate guarantee that the whole understaking will be a phenomenal success. There will be no merchandise advertising permitted; all floats and presentation will be judged for admission by competent authorities and there will be no comics nor carnival features.

There will be Indians—like the early traders used to know them. There will be the old Red River ox carts; there will be cow boys. The Royal North-West Mounted Police will be represented; there will be trappers—not actors—but the trappers who are living on the outskirts of civilization to-day as they did a hundred years ago. The pageant promises to be a highly educative feature, an education on the Canada that very few of the present generation know anything about—the Canada reached only by canoe—the Canada peopled by roving tribes of Indians and shaking under the charge of countless buffalo—all this will be recalled in this great historical pageant.

Whole Thing to be Filmed

The Hudson's Bay Company have had thirty thousand feet of film made showing trapping, hunting, and pioneering generally in the newer and more remote parts of the Great North-West, and also have arranged for motion pictures of the several pageants. These films added to the hunting and trapping films will then be distributed to various parts of the world to advertise Canada.

Chas. Skelly, organizing manager for the British Columbia productions states that all the municipalities, the cities, all patriotic societies and many other organizations have asked to participate. Excursions are being arranged from outside points, and great interest is expected.

PEOPLE OF EUROPE REVEL

(Continued from page 44)

meant—a really intimate idea, impossible to get from reading, or from pictures. Imagine a beautiful landscape of fertile fields where there is no house, no barn, no sign of any living creature, nothing but you; here, an overturned German locomotive beside a temporary narrow guage railway; there, a smashed Autobus from Paris; abandoned tanks, smashed gun emplacements, camouflaged rows of trees, and wherever you turn to look, trenches, trenches, on every side. The French can never forget what all this meant in suffering and loss, so long as only one picture remains of this cruel invasion."

Retail Merchants Ask Exemption from Eight-Hour Day Legislation

Meeting of the Association at Ottawa Passes Resolution Asking That Retail Merchants be Left as at Present Under Provincial Legislation—Realizes That it is Becoming Part of Growing Movement.

AT the recent meeting of the Retail Merchants Association of Canada held at Ottawa, the question of an eight-hour day came up for discussion as to its effects upon the retail merchants of Canada. The result of the deliberations found expression in the passing of the following resolution:

"THAT WHEREAS a delegation from our Association was invited by the Government of Ottawa to attend the National Industrial Conference which was called by the Dominion Government in Ottawa, and at which representatives of employers and employees, together with other interests, were invited to consider a number of questions that had been discussed and incorporated into the Peace Conference, and, among others, was the question of establishing an eight-hour day throughout Canada;

AND WHEREAS a strong effort was made at the National Industrial Conference by the representatives of Labour to secure Dominion-wide 8-Hour Day;

AND WHEREAS we cannot help but realize that the proposed eight-hour day is becoming part of a growing movement for which it is claimed that it is making for a higher standard of life among a number of classes to whom it might be made applicable, but it was pointed out, however, by your delegates who attended the National Industrial Conference held in Ottawa, that the large body of Retail Merchants, either of Canada, or of the other parts of the world, who have many millions of dollars invested in their businesses, had no opportunity of being represented at the World's Peace Conference, or they would have made their position on this important subject known before it was incorporated into the Treaty, but those who attended the National Industrial Conference held in Ottawa pointed out that inasmuch as there is legislation at the present time in operation in every Province of Canada regulating the early closing of Retail stores, which legislation gives each municipality the right to fix their own hours of closing, as well as each line of trade, within the municipality, local option to determine as to what hour they shall close, and which requires a majority of seventy-five per cent. of those affected to bring it into operation;

WE THEREFORE feel that our experience with the present system under which we are operating is that it is a perfectly fair and sound one, and quite in keeping with good democratic government, and that we in convention assembled desire to go on record as being quite satisfied with the present system for determining the hours of labour, as far as Retail Merchants are concerned, and which is being operated in every Province of Canada at the present time, and in the event of any Dominion legislation being introduced to place ourselves on record as requesting that a clause be inserted in any proposed Act exempting the Retail Merchants class from its operations so as to allow us to continue as we are at present under Provincial Legislation."

Follow Customers Through Store and Eliminate Tiresome Desk Work

One Big Departmental Store Uses Unique System for Improving Business—Customers and Salesforce Point of View Seriously Considered.

By John L. Merch, in "System"

I OFTEN wonder how many merchants ever put in half a day at a time following customers through the store, watching exactly what they do, and taking notes. I wonder, for that is one of my biggest jobs.

No particular time is set aside for this task in my weekly routine. But I have followed literally hundreds of customers —men, women, children—through our store in the last two years, from the time they came in the door until they went out again. It is of absorbing interest to me; and I think it would be equally interesting to almost any merchant who tries it.

On these trips through the store I learn a great deal that is valuable and, as a matter of fact, carry out a principle that I believe is mighty fundamental—what I learn thereby of the business guides the business, so really by this method I let the business run me. Let me give some of the actual results.

First, if it were not for them we should not be able to merchandise the business as we do—I am, of course, using "merchandise" in the general sense of "manage." The knowledge of customers that I get on these excursions, plus the knowledge of merchandise that comes from studying goods in the departments, is the whole foundation beneath the structure of our merchandising methods.

We all know merchants who run their stores—and successfully—by sitting at their desks and studying reports. They are managing in the way most generally used—by basing their merchandising policies on their finances. But I have found it very profitable to merchandise the other way round.

As I see it, there is no great profit above bank interest to be made legitimately in the financing of retail business. True profit springs from merchandise and from customers. That is why I center my efforts on the merchandise and on the customer instead of on the financial control of our operations.

It is, as a general rule, easy to do your financing when your merchandising is handled right and profitably. A banker delights in lending money in the proper amounts to a profitable, well-run business.

Merchandising Backwards

Let me cite an example of how this method of management works out in our business, of how we apply it to specific problems in running a retail establishment.

The buyer for our garment department comes to me for an additional appropriation to buy dresses to sell at $29.75. "That is the line which is selling best; the $34.50 dresses are not selling well at all," he explains. "In fact, I am selling almost exactly twice as many $29.50 dresses as $34.50 dresses."

Then I go with that buyer to the racks in the department. The chances are that we find the dresses at prices above $29.75 are in broken size ranges. That gives me a good opportunity to tell the buyer: "The reason you are selling more $29.75 dresses than $34.50 dresses is probably because you are doing a poor job on the $34.50 line. If you do not give people at least an equal chance to buy higher priced goods, of course they won't buy them. I'll give you that extra money to go to market with, but you had better fill up your $34.50 line, and then whatever is left you might use for buying $29.50 dresses."

Probably the buyer will find, when he fills up his line, that dresses at $34.50 or at $49 will sell easily—that they are the line of least resistance and of greater total profit. But if he does not keep up the stock he cannot know where to use financial resources most profitably. That is an example of "merchandising backwards."

Ten Rules for Success

Letting the business guide me has revealed certain rules that sway purchases, for there are some rules of customer action—call it psychology back of them if you prefer—which I have found generally hold true with the great number of shoppers I have observed. They hold true, too, with the whole body of customers in our store, for they have increased profits as soon as we have put them to work in the store.

Here they are:

1. Customers examine more merchandise and purchase more when they are not bothered by salespeople urging them to buy.

2. Customers handle merchandise more freely when it is displayed on tables than when it is on counters.

3. Customers buy more if they see crowds inside the door just as soon as they come in.

4. Customers make the rest of their purchase in quick succession after they have broken the ice by the first "buy."

5. Customers penetrate farther into the store when oblong display tables are used than when round tables are used.

6. Women customers can be attracted to a department—if the plan is not used too many places on the floor—by mirors hung there so that they can use them.

7. Customers pay considerable attention to bulletins which are posted daily in a designated place.

8. People like to see moving contrivances, to look behind the scenes, and "see the wheels move."

9. When you want action, you can get it more quickly through children than through adults.

10. Doing things in ways just a little out of the ordinary usually gets results just a little out of the ordinary.

All of these important basic facts I've learned by getting so close to my business that it runs me. A few details will demonstrate how useful these facts really are.

Inspecting Goods

A great many times I have observed how much more readily customers examine merchandise when no salesperson is waiting to make the sale. Here's how we have put this particular fact to work. When we display merchandise on tables, for instance, we place two girls in charge of perhaps five tables, customers look at the merchandise freely. And we sell more off those five tables than we should sell if we had twice as many girls there to assist customers. We have proved it by actual experiments.

I have kept a record covering a good many of my expeditions in following customers. When I had averaged up three months' figures covering every department in the store, I found that, for example a shopper handles 20 pieces in a jewelry department well supplied with salespeople; but she will handle five pieces more in that same department if she is allowed to "browse." Her purchases will average $1.81 in the department where she gets "good service"; but the figure will be $2.45 if she is allowed to hunt around by herself until she has found just what she wants.

One of the outstanding facts driven home to me by getting close to the business through following customers is, as I've already mentioned, that if the store looks busy right inside the door, the customer buys as much more freely during her stay in the store.

I suppose that this is because the subconscious impression is made on the customer: "If all these people are buying, this must be a good place to buy." And she hastens to purchase, too, lest she fail to get the full profit of buying.

Drawing the Crowds

To take advantage of this, we try to have crowds in the departments just inside the doors. We put bargain merchandise there often, instead of following the more generally accepted rule of plac-

ing it in the back of the store to draw customers through the other departments.

When I took over the management of this business, I changed the location of seven departments. I shifted the busiest sections to the position nearest the doors. Result: Sales increased immediately throughout the store.

Here incidentally, is a little knack that pays: "When we move a department we always make it easy for the customer to adjust herself to the change. For several weeks we keep boldly lettered signs at the old place, reading somewhat like this: "The table linen department has moved. You will find it on the second floor, third aisle, in the rear room."

This shift of busy departments to positions near the doors helped, too, in increased sales through the fact that the customer makes her other purchases in quick succession after the first. For some reason, the shopper usually hesitates in making up her mind to buy after she first enters a store. Once the ice is broken, she often buys freely. And I should not confine the statement to women, for it applies equally to men.

But what of the statement also growing from the results of letting the business itself guide me, that customers will penetrate further into the store if merchandise is displayed on oblong tables then they will if the tables are round? I do not deny that on the surface this seems none too reasonable.

Table Tricks Help

The customer enters the store; some waists on a round table catch her eye. She walks around the table, examining the waists. When she has handled every one on the table she is facing toward the door by which she entered. And her natural inclination is to walk out.

We scrapped a lot of round tables. Now we use oblong tables, placed end to end so close together that a customer cannot get between them. She there follows the row of tables at least as far as the next cross-aisle.

Incidentally, we have worked out a profitable little method that draws customers into the cross-aisles that lead to the elevators. We locate a manufacturer's demonstration—toilet goods, bouillon cubes, or what-not—in the cross-aisle near the main aisle. A good lively demonstration is sure-fire in leading customers where we want them.

I have said studying the business until it could guide me also showed me that mirrors properly placed will increase sales. Let me cite how the plan worked in our women's neckwear section.

We hung three large mirrors on the wall above the shelves in this department. We tipped them forward so that a customer standing in the aisle can see herself in them. Women began using them, as soon as we placed them there; a steady procession of customers walked down that aisle, and stopped to adjust hats and to powder noses. Then, finished with their primping, they saw the neckwear display. Business in the neckwear department increased 35 per cent. at once!

Children are Critical

We keep the children in mind in all our merchandising methods. We materially increased business in the boys' clothing department by selling for five cents with another purchase a "scooter" which costs us 21 cents. This induces the youngsters, of course, to insist that their clothes must come from our store. And since youthful judgment may not be depended on in the selection of clothing, mothers come along to make the purchases. That is an example of selling to adults through the children.

Intentionally we do not give "scooters" away for nothing with purchases. Here is the reason: If we gave them away, the youngsters would consider them valueless; but since we charge a nickel for them—they are obviously worth much more—we leave the impression that we sell great bargains. That, of course, is what we want.

We like to do things in an out-of-the-ordinary way if it is not bizarre; this holds good particularly of our dealings with our employees. For instance, instead of ordinary "out slips" in the departments, we use a little form which is headed: "I have lost a sale to-day because we did not have—" Beneath this the salesperson writes items that were not in stock when customers called for them.

Every salesperson turns in a slip at the end of every day. If a girl has lost no sales, she marks her slip "O. K." The unusual wording visualizes to the salesgirl what it means when any item is out of stock, and makes her more careful to report "outs."

Again, we pay salaries, and 1 per cent. commission on all sales. I know that the method is not approved by all authorities on retail merchandising. But we like it because we pay salary on Tuesday and commission on Saturday morning, we have two paydays a week.

Getting Help From Figures

Perhaps I have left the impression that—in giving so much attention to these facts which I have learned from studying customers and operations to the end that I know enough about the business to let is run me—we sail along blindly in our financing. Not at all.



Admittedly, we do not exercise a rigid financial control on our merchandise. But we keep practically the same financial control records as do other department stores. We watch them just as carefully, too. But when, for instance, I see from the reports that the sales of a department are running low, I do try to get at the source of the trouble through the figures on the control sheet.

I go into the department and, with the buyer, analyze the style and size ranges —let what the business has taught me about itself help us out, in other words. If we find that the stock is heavy in a line at some one price and that the sales are low there, we know something is wrong with the merchandise. If, on the other hand, the size ranges are broken, it is almost certain that the trouble is lack of proper merchandise at that price. This is the method of procedure that we always use when we find ourselves in an unfavorable situation. And it has seldom failed to extricate us promptly.

Some of our reports, I believe, go into more detail even than do those of most other retail organizations. There's the report which is made out daily, weekly and monthly in our garment sections, which comprise coats, suits, skirts and waists.

Style lines are dangerous—that is one of the A-B-C's of merchandising. Most merchants guard against the danger by taking a fairly long profit on these lines.

We are able to handle them with rather more security than some merchants, I believe. And consequently we are content with a smaller makeup. The reports make this possible.

We do not underestimate the value of financial control of merchandise; of its worth we are well aware.

If we devoted more attention to our financing, I'm inclined to think that we should have more trouble raising money! So we try to know so much about the business at first hand—through observing customers and operations—that the best results will come from letting the business run us, knowing that when good results are secured good financing will come easiest.

INCORPORATED

The following companies have recently incorporated in Ontario and Prince Edward Island respectively:

Hanover Cotton and Woollen Mills, Limited. Incorporators: George Meredith Orr and Wilfrid Field, barristers-at-law, and others. Capital $500,000 divided into 5,000 shares of $100 each. Head office, Hanover.

James C. Tuplin Silver Black Fox Company, Limited. Incorporators: J. Stanley Wedlock; Daniel A. Wedlock, trader; Wiliam K. Rogers, insurance agent—all of Charlottetown, and others. Capital $200,000, divided into 2,000 shares of $100 each.

Buyers Return With Good News

Production in British and Continental Mills Increasing—Prices of Some Draperies and Upholstery Fabrics Have Advanced 100%, But Demand for British Goods is Insistent—Swiss Curtains to be More Reasonable.

THE MARKETS AT A GLANCE

TORONTO, April 17, 1920—Throughout the trade there is nothing of a sensational nature to record covering the last month. Buyers of various lines—particularly linens and cottons—have just returned from the United Kingdom and the Continent and are none too sanguine as a result of their trips. It has been next to impossible to get linens, though there are many substitutes on the market for them; cottons are little better. Deliveries of cotton dress goods are not promised by British houses until September or October, too late for the trade here. Silk houses say that placing business is slow and there is yet no sorting business being done. In all lines of trade, generally speaking, spot business is very good, though somewhat hampered by the unseasonable weather.

CARPETS AND RUGS

Jobbers report that small shipments of British goods are coming in, the quantities being about one-third of the orders placed. The assortments for the most part are bad, the great difficulty experienced is to get anything like a full range of sizes. The fact that some buyers are placing orders with English mills several times above their normal is having little effect on the filling of those orders; British mills are rationing the Canadian jobbers just as Canadian jobbers are rationing retailers. Wholesalers state that they are constantly besieged with orders from new customers, which is an indication of the general difficulty on the part of the retailers throughout the country to get the goods they want. Buyers from Canadian mills say these mills are in as bad a position at the present time as they have ever been because of the difficulty in getting materials with which to work. Moreover, they are handicapped by short shifts amongst the weavers, and their production is reduced accordingly.

So far as buyers can see, slight increases in prices are expected for the Spring of 1921. "We are near the peak, I think," said one buyer to DRY GOODS REVIEW, "but I believe we will stay on that peak a long time. Slow and incomplete deliveries, rising prices, and increases in prices between the time of booking and acceptance by the manufacturer are three factors against which buyers have to contend to-day, not only in carpets and rugs, but in all lines of trade. Spot business is good."

SILKS

The slowing up of business in dress silks amongst the retailers is reflected somewhat in conditions surrounding the wholesale trade. No doubt, the weather has been largely responsible for this condition and jobbers expect that if Spring ever comes, business will brighten up again. Wholesalers state that deliveries from the mills are still bad, but that the relief of congestion in traffic in England resulting in better transportation is responsible for better shipments from the United Kingdom. Travelers on the road with Fall samples state that merchants are buying rather warily and they express the view that when they want the goods it may be difficult to get them because it is becoming increasingly hard to get silks from the English and continental markets, owing to the big home demand. Though wholesalers have bought for Fall, they do not expect many of their lines to be delivered till the following Spring. Prices are very firm and there seems to be no indication from conditions on the European markets that there will be any decline in the immediate future.

Jobbers are looking for a big run on black and navy taffetas as soon as the weather moderates. Sorting business has not yet opened up to any extent.

LACES AND EMBROIDERIES

Laces, nets, malines and embroideries have been selling extremely well, but jobbers and manufacturers' agents have felt the slight reaction in all trimmings containing silks. There is no improvement in deliveries from the English mills. On the other hand, agents here state that they are, if possible, getting worse. The last two months have seen the biggest advance on cotton nets that there has been for years, such advance being about 25 per cent. The last advance in laces was 20 per cent., which took place less than two months ago. The outlook for malines and silk nets is that prices will go still higher. Silk dress nets now selling to the trade at $1.25 per yard may be expected to shoot to $1.75 per yard by Fall, judging from import prices to-day.

WOOLLEN DRESS GOODS

The season is very quiet in woollen dress goods. Wholesalers state that retailers have bought heavily for Fall in spite of the high prices. There is a tendency for gradual increases in most lines of woollen dress goods and some of the lines, as compared with a year ago, will be almost double the price. Tricotines, gabardines and velours are selling well and there is a big demand for large checks and plaids. Broadcloths are slow. Spot business is only fair.

DRAPERIES AND CURTAINS

A new material for casement windows is being shown, a material called "Nudrap." Brass

rods can be run through the one end of the material, making it a very simple and convenient curtain for so many casement windows now being built in modern houses. A curtain material to match is also on the market which can be sold by the yard. This material can be bought from wholesalers at from 32 to 80 cents per yard, according to the width. American scrims and marquisettes are so high in price as to be practically prohibitive and this "Nudrap" may take its place in a measure.

A full report of foreign and domestic conditions affecting draperies and curtains will be found elsewhere in this issue.

LINENS

If, on standing on the bank of a river, one were to suddenly see the water start to run the other way, he would be somewhat surprised. Yet, that is the way one buyer just home from England described the conditions in the linen market to DRY GOODS REVIEW. It is cheaper, he said, to buy linens for the trade in Canada from the retailers there than to buy it wholesale; in fact, that is what he tried to do with, however, but little success. To get linens from the manufacturers, he went on to say, was next to impossible. He spent most of his time amongst the jobbers in the English markets and kept away from the manufacturers, from whom he could get little or nothing. Linens of all descriptions are not to be had from the manufacturers or jobbers, except at prices that are well-nigh prohibitive. They are the scarcest goods on the market and buyers have had but little results from their recent overseas trips in this respect. The cheapest goods to be had must be bought from the retailers because, perchance, they have carried along some stocks for from six to nine months; but their quantities are very limited. The next cheapest goods to be had are from the jobbers, while the most expensive place to buy to-day is from the manufacturers, who are put to it to get the raw materials with which to work. The prediction is again made that within a few months it will be impossible to get any linens at all. The British Government is encouraging the growth of flax in Ireland and in parts of South Africa, but it will be many months before any relief can be expected from this source. Flax growers are being guaranteed a fixed price for their product and with the rising price of the raw material a fund is being created from which dividends will be paid in addition to the price they receive in the open market.

COTTONS

While substitutes can be found for linen goods, such is not the case with cottons, and buyers state that this condition is making it additionally hard to get cotton goods. In staple and fancy cotton goods, buyers just home from England state that they have been unable to get anything except at exorbitant prices. One buyer stated to DRY GOODS REVIEW that he believed prices were being deliberately held up by a number of the big houses so that longer prices could be had. He cited one case where a buyer had come into a house to purchase goods, but had been told that the house did not care to sell the goods at all at the present time. Fall prices will be even higher than they have been heretofore. Any effort to buy for immediate delivery was of little avail because the houses there could not promise deliveries till September or October, which would be too late for the coming season in cotton dress goods.

NOTIONS

No particular advances are reported in notions this month. Spot business is good, but, on the whole, not up to last month's trade. Crochet cotton deliveries are becoming increasingly slow and is said to be due to a rather unusual cause. Automobile manufacturers have been unable to get all the cotton they want for use in the making of their machines. Consequently, they have bought up a number of mills in the Southern States and are using the spinning machines for their own private use. This has resulted in depriving the usual trade of needed spinners to catch up with the demand for all cotton goods. The shortage is not due so much to a dearth of raw material as a scarcity of spinners. Elastics are also hard to get. Celluloid ornaments are experiencing gradual increases in prices, the advance during the last two months being about 20 per cent. Jobbers state that needles are very hard to obtain and that they are unable to keep up with the demands of the trade in this line.

WORSTED SHIPMENTS FROM GREAT BRITAIN

Exports to Canada Increase Considerably in Last Quarter of Year

A recent British advice dealing with the subject of worsted shipments from Great Britain to the Dominion and the United States says:

"The fact that values of fully manufactured goods are at a record level does not in any way affect the demand. Manufacturers continue to run at full pressure, particularly with regard to the finer cloths, and some of them are having to refuse to entertain orders if the goods require Botany yarns. This is causing more fine crossbreds to be used. Shipments of low wools have been made this month and record sales have been made to America, both North and South, in every class of goods. This year promises to beat all records in shipments to the United States, where buyers are taking every yard of fine cloths they can get hold of.

The issue of the Board of Trade returns for December enables complete records to be made of shipments of woollen and worsted cloths from this country to Canada during the past few years. The figures are as follows:

	Woollens yards	Worsteds yards
1913	15,096,800	9,222,300
1914	11,523,800	6,999,400
1915	8,251,800	10,596,800
1916	15,405,400	9,232,500
1917	8,065,500	5,983,300
1918	4,877,000	3,930,900
1919	3,168,300	4,547,400

The exports to Canada during the last quarter of last year were much heavier than in the earlier months. For example nearly 2,000,000 yards of worsted cloth were shipped during the last quarter."

Six to Eight Weeks' Delay of Shirts; Necessary Dyes Not Forthcoming

Abnormal Conditions on the Rhine Cause Hold-Up of Transportation of German Dyes — Buy What You Know Exists—Many Delays in Shipments— Wholesalers Trying to Buy at Retail Prices.

IT seems like a far cry from the German Rhine to the shelves of the Canadian retailer; but the fact remains, acording to information which Mr. Moore, of the Lang Shirt Co., Ltd., of Kitchener, has received, that conditions along this river will mean a delay of many weeks in the delivery of shirts to the Canadian retailer. Mills which use German dyes in their shirtings are advising their customers that the Textile Alliance who are handling the exportation of German dyestuffs have been unable to ship these dyes to Rotterdam from which port the final shipment is made. This is going to mean a delay of six to eight weeks in the execution of orders.

Abnormal Condition On The Rhine

Mr. Moore showed this letter to DRY GOODS REVIEW. Here it is:

"We have been advised by the Textile Alliance who are handling the exportation of German dyestuffs that on account of difficulties which have arisen in regard to transportation caused by abnormal conditions on the Rhine, these colors have not yet been shipped, from the river wharves to Rotterdam, from which port the final shipment will be made. This, in our judgment, means that there is no possibility of the dyestuffs reaching us before March.

"This may result in a delay of from six to eight weeks in the execution of the orders. We are doing everything possible to deliver on time."

Other Delays, Too

But this is not the only delay that shirt manufacturers are experiencing in their business dealings with the mills. Mr. Moore read another letter from one of the mills with which they deal, stating that shirtings for Fall, 1920, that were to have been shipped in June would not now be shipped till August. Of course, this all re-acts on the retailer because he cannot get the shirts till they are out of the manufacturer's hands and, according to this information, it means a delay of many weeks.

Domestic Mills No Better

Domestic mills are not doing any better than foreign mills in their deliveries, according to Mr. Moore. With regard to one order that had been placed with one of the Canadian mills, Mr. Moore said they had just been advised that the goods which they were supposed to have delivered in October of last year would now be delivered by the end of February. That is, a part of them would be delivered, for in addition to this naive information, they were advised that only about 20 to 30 per cent. of it would be delivered now. "We took orders for domestic stuff to be delivered in March but we, ourselves, will not now get the shirting till then," said Mr. Moore.

Buy What You Know Exists

From the experience which they are having every day, Mr. Moore feels like handing on a little advise to the retailer. "Merchants who buy do the best merchandising when they buy goods that they can see," is the advice which he gives.

Prices Will be Higher

According to this source of information—and it agrees with every other source in this important respect—prices are bound to be still higher. "We are facing a tremendous shortage of materials," said Mr. Moore to DRY GOODS REVIEW, "and prices, compared with those of a year ago, are between 100 and 12.5 per cent. higher. Materials are now being allotted by the mills, and we have received notice from them advising that we can have about 50 per cent. of the quantities for the spring of 1921 that we ordered from them for the Spring of 1920. They further state that these will be held subject to confirmation by return wire at prices about 100 to 125 per cent. higher than for the spring of 1920." Shirtings which cost them 17 cents per yard in March of 1919, are now 34 cents per yard and this take no account of the exchange rate. Moreover, the female labor situation has shown no improvement and they are finding it very difficult to get all the help they want.

No Samples Till Have Goods

Shirt manufacturers are apparently wearying of showing samples of goods that they have only on paper. "We will show no more samples till we have the goods right in the place," said Mr. Moore.

It is evident that wholesalers are finding great difficulty in getting all the shirts they want. The Lang Company do not sell to the wholesalers; but Mr. Moore said they had, within the last week, received letters from two wholesale houses offering to pay retail prices for their goods.

A local newspaper in one of the Western Ontario cities has missed no opportunity to display in prominent parts of its paper such news as outlines in a sensational way the advancing prices of clothes and other household commodities. In this way this paper—with many others—has helped along that ill-founded campaign in which most business men, and especially clothiers, are regarded as profiteers.

Recently the advertising manager of this same newspaper dropped in to see one of the clothiers of this city to gently advise him that his advertising rates were to go higher. Incidentally, it might be mentioned that this paper is the only one in the city, and that it, therefore, holds undisputed sway and can do as it likes with advertising rates. Unlike the clothing business in that city, there is no competition. The clothier invited the advertising manager to go into the matter with him, the result being that it was discovered that their rates in 1914—which were 14 cents—had advanced to 42 cents in 1920, or about 300 per cent.

The clothier asked the advertising manager if he would mind informing the public how their own rates had advanced in comparison with the price of clothes in the same period of time. The clothier is still waiting for the newspaper's confession.

NUWAY BELTS AND SUSPENDERS FOR ST. THOMAS

St. Thomas is to have a new factory. The announcement has been made that Charles W. Stranger of Adrian, Michigan, has decided to locate his Canadian factory in the Railroad City, where the Nuway belts and suspenders will be manufactured. Temporary quarters have been located in the old Masonic Hall in West Talbot. The factory will probably be in operation early this month, and Mr. Stanger states that he will employ a hundred hands within a year.

Make Use of Strategic Position; Mothers Are Given Introduction to the Boys' Department

Wiles & Quinlan, of Brantford, Being Situated on a Corner Where All Street Cars Stop, Make Use of the Position for Special Window Dressing—Clerks Don't Say, "Is There Anything Else?" But Show That There Is Something Else.

A WISE general never engages in an offensive battle until he has studied every inch of land over which his troops are to move and until he has made every preparation to take advantage of any strategic position afforded by a peculiar contour of the battle area. To do so might be to commit a fatal blunder which would result disastrously to his troops and to the outcome of the battle. The same principle holds good in the field of competition in business. If you have a location that affords exceptional opportunities for window display, use those opportunities for all you are worth. There is money in it, just as there is money in an unique advertisement.

Window Best Advertisement

Mr. Quinlan, of Wiles & Quinlan, Brantford, believes that his windows are the best advertisements he has. And he believes this because of the exceptional location which he occupies in the city of Brantford. All urban and suburban railway cars stop right in front of his store; city visitors coming in from different sections of the surrounding country get off right at the corner on which his store is situated. Just across the corner is a public waiting room; that public waiting room adds to the value of his window space just as surely as a new asphalt adds to the value of any city lot. He takes advantage of this strategic position by making a good deal of his windows. In the busy season he dresses them twice a week, and never less than once a week. He specializes on window dressings and he says they bring returns. The price cards he uses are very attractive; they do not so completely cover the article that the card becomes more attractive than the article itself, and they are done in good colorings and with a clever pen.

How He Pushes Boys' Dept.

Mr. Quinlan regards his boys' department as one of the most important departments in the store and as the very foundation of a continued good business. He believes that, having made a firm friend of the boy, he remains a friend for many years and that he becomes a permanent customer. He seeks to do this through the mothers who come into his store. His clerks do not say, "Is there anything else?" They make specific mention of the fact that they have a boys' department and that they would like her to look at it, either for immediate or future needs. It may be that no sale is made at such a time, but the seed has been sown for future business; when that woman wants something for her boy she knows that Wiles & Quinlan have a boys' department, and, moreover, she has seen some of the lines carried in that department. Every mother who comes in his store is regarded as a possible customer for boys' requirements. Various methods are adopted by this firm to get the interest and friendship of the boys themselves. Last year, they were all given balloons; this year it will be something else.

Makes Use of Dollar Day

The Dollar Day has become one of the gala days in trade in many towns and cities throughout the country. Wiles & Quinlan use it as the introduction to their semi-annual sale. Not only do they have their regular Dollar Day bargains, but they have others on display that herald the semi-annual sale. They know that many hundreds of people will be in their store on that day and they think it is a good time to make use of them in introducing a host of bargains that are to continue for some days to come.

A considerable quantity of clothing was stolen from the store of Charles Calloy, 329 Yonge Street, Toronto, on the afternoon of April 2. A youth sixteen years of age, James Griffin, is being held on a charge of attempted shop breaking.

SUITS DISPLAYED ON PROPER FORMS SELL THE BEST

M. Taylor, Manager of the Clothing Department of the Robinson Co., Ltd., Napanee, believes that ready-to-wear suits can be sold better when displayed on forms than in any other way; in fact, he has proven to his own satisfaction that one of these forms will sell a suit of clothes after salesmanship has failed. He gives the following incident:

"One of our best lady customers, from a nearby town, came to our boys' department to purchase a suit of clothes for her boy of twelve years, the boy was not with her at the time. I took particular pains to please this customer, showing her all the boys' suits of that size in stock, but the customer failed to see anything in stock that appealed to her fancy. Standing near the door was a boy form on which was displayed a neat tweed suit which the lady noticed on her way out of the store. It caught her fancy and she became interested at once, inquired the price and immediately the sale was made. The customer asked why that particular suit had not been shown to her. Needless to say, the proper-sized suit for her boy, and of the same material and model had been shown her from stock but failed to make the necessary impression."

CARPENTIER'S WARDROBE

Georges Carpentier, the noted French prize fighter, is, as well, a Beau Brummel. His wardrobe consists of the following modest outlay:

100 silk shirts, 20 overcoats, 3 fur coats, 75 suits, 75 pairs of shoes, 200 neckties.

He is now adding to it by visiting Fifth Avenue stores in New York.

A Different Viewpoint

Mr. McFarland, who does a good business in clothing and furnishings in Brantford, says that people are becoming more and more cautious in their buying, and that they are offering pointed remarks about the high prices they have to pay. "The people are getting cautious in buying," said Mr. McFarland to DRY GOODS REVIEW. "They come into the store and say they have only a few minutes to look at goods before they have to be away some place else, but they are only looking to get some idea of what prices are. It is getting harder to get high prices all the time."

Mr. McFarland believes that textile manufacturers are looking for longer profits, and as an instance of it says that it is always easy to get high-priced shirts if one wants them, but there seem to be very few of the lower-priced shirts on the market.



Place Your Order Now

for

Carhartt Khaki Trousers and Allovers

If you expect to get deliveries for this season's trade, orders should be sent in at once. You will then get your goods in plenty of time to meet the summer demand. What applies to trousers and allovers, applies also to overalls and work gloves. The far-sighted merchant saves himself much worry and probable disappointment—not to mention loss of sales through overdue deliveries—by sending in a statement of his requirements well in advance.

The Hamilton Carhartt Cotton Mills, Limited

Toronto, Montreal, Winnipeg, Vancouver

Manufacturers of Carhartt Overalls and Work Gloves for men; and Carhartt Allovers for men and boys.

MITCHELL WOOLLEN CO.
LIMITED

for

JERSEYS AND SWEATERS
FINE CASHMERE
ELASTIC RIB UNDERWEAR

HEAVY WOOL SOCKS
TWEEDS AND ETOFFES
ETC.

Send for Prices

Mitchell Woollen Co., Limited - Mitchell, Ont.



Selling Strength

The selling strength of your glove department depends on the merchandise you feature.
TAPATCO WORK GLOVES offer you a combination of materials and workmanship that has increased the "selling strength" of many glove departments.
Orders now being received indicate that hundreds of Canadian merchants realize more than ever, the importance of tying-up to a line of work gloves that can be depended on to wear—and wear—and wear.



TAPATCO
REGISTERED TRADE MARK
BRAND

"TAPATCO" COLLAR PADS

A line with ever-increasing sale.

A Pad so well made that it gives long service—with hooks so secure that they never work loose. Used from one end of Canada to the other to protect the necks of horses. They prevent friction and so remove all possibility of sores, galls and chafing. Get your share of the big business that is being done with this line among Canadian farmers.

GLOVES & MITTS

MADE OF BEST GRADE CANTONS

Gauntlet, Knit Wrist and Band Top
In Heavy, Medium and Light Weights
Also Leather Tip and Leather-faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxfords

The American Pad & Textile Co.
CHATHAM, ONTARIO

KANT KRACK
TRADE MARK COATED REGISTERED LINEN
COLLARS

Are sold from Coast to Coast by the leading dealers in Canada. One price to all dealers.

One Grade Only and That The Best

MADE IN CANADA BY
THE PARSONS & PARSONS CANADIAN CO.
Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1907

Voiles Make Triumphant Entry

Paris Already Agog Over Delightful Fabrics For Warm, Sunshiny Weather—Manufacturers Show That Original Ideas Are Still to be Had, and the French Metropolis Glories in a Galaxy of New Fabrics and Colors.

Paris, France,
April, 1920

Editor, DRY GOODS REVIEW:

WITH the brighter days and sunshine, we shall have to do away with our Spring dresses, found too warm even for our ramblings into the country. No longer will we care for the ruffle of our taffeta ball dresses, and a great deal less for our tailored costumes whose jacket will be found heavy and tiresome to carry, and then we will look forward with great happiness to the lovely and simple voile dresses that are the glory of Summer time.

New Ideas are Lovely

The following samples will show you, once more, that there is still room for variety and improvement in the designs devised every year by our manufacturers. Whether in plain voile or in embroidered patterns, in broche or in open work, they are all so pretty that, unless one has made up one's mind beforehand, one has some difficulty in making a choice.

No. 1 is a dainty specimen of white ground voile, woven as to give openwork effect, and embroidered silk and gold, quite as effective in blue or mauve embroidery.

You know that openwork motifs are still very fashionable, so is gold, and therefore you ought to have much success, if you make it into dressy garments with a sash in the shade of the embroidery.

FASHION'S FAVORITES

The new voiles show new individuality in design.

All summer shades are featured.

Garlands of flowers and conventional designs are in popularity.

Openwork designs and odd motifs are featured. But any voiles are equally in demand.

No. 2 is a very neat pattern of the check style, with one square plain, another woven in openwork, and both underlined by a silk thread or mercerized cotton with corners embroidered in plumetis. In salmon pink or blue, it will make some very pretty dresses for little girls and young ladies; in grege, currant red, or yellow for their young mothers; the mauve and black ones will do very well for mourning purposes or for elderly ladies.

Stripes are Very Smart

No. 3 shows the still favored design of stripes, whose daintiness is enhanced by motifs of plumetis embroidery and openwork. This specimen could be devised with success into all sorts of garments with a combination of plain voile, whether white, or better in blue, mauve pink, or grey, as per samples.

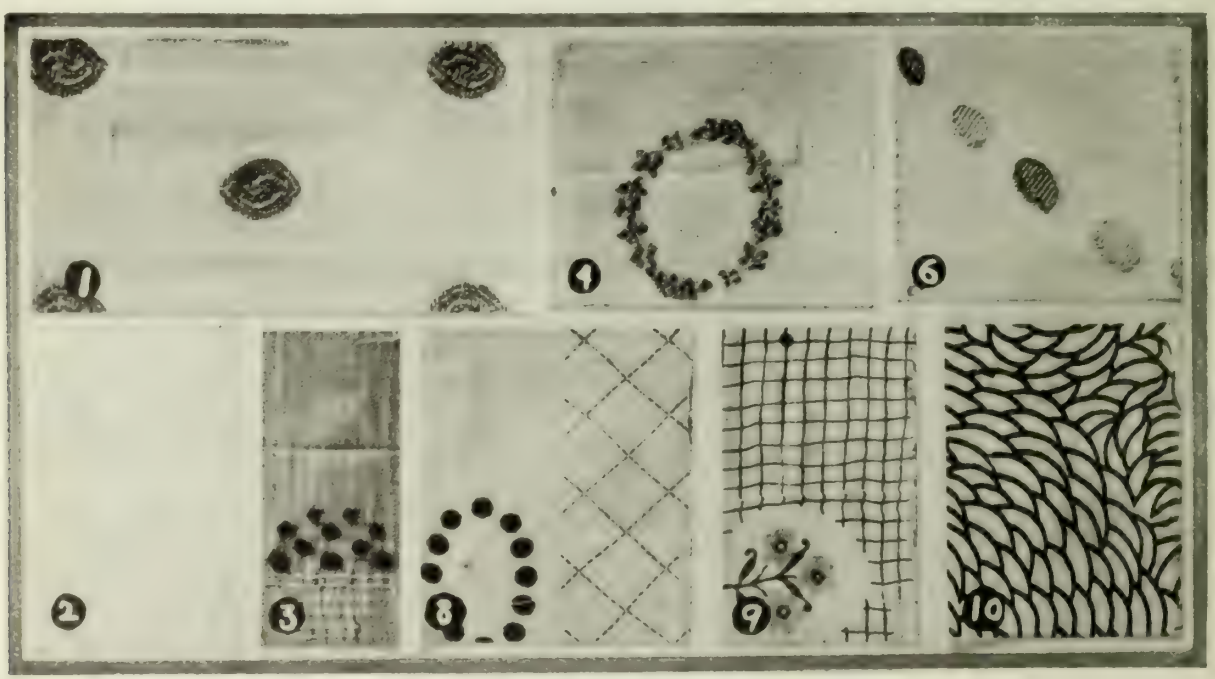
No. 4 shows two specimens of openwork, both effective, and the wreath of embroidered flowers and leaves make it look very bright and highly suitable for a picnic or a party on the water. A dark girl would have it in green and yellow, or red and green, while a fair one would adopt the green and blue, or mauve and green pattern. A matron will choose the black and yellow, and a lady in mourning will look distinguished in black and white.

Needless to say that dresses made of that material will be devised in the panier shape with ruffles or deep gatherings, as was fashionable in the 17th century.

For Practical Frocks

No. 5 is another specimen of the wreath design; it is more simple than the former, less elaborate in work, too, being broche, but it still has some openwork. It will make some garments less dressy, but very practical, and easily washable, which is a quality much appreciated in Summer. The shades are all very light, green, blue, mauve, gold, red, and black, and will suit everybody.

No. 6 is again an adaptation of the dots idea which has not yet gone out of fashion, especially when improved as in this instance, where we have oblong dots of different sizes and various shades on a white ground, disposed into a garland that looks like festoons and are suitable



A group of beautiful new voiles received from "Dry Goods Review's" correspondent in Paris. These samples and the three in the accompanying illustration sent from Les Soeurs d'A. Godde, Bedin & Co., Paris, France.

for the present fashion of trimmings across the skirt and bodice.

The shades are pretty, too; yellow and navy, military blue and orange, grey, and pink, they have all more or less pastel hues

No. 7 is really a staple material, neat, suitable for ladies dresses, little girls' frocks, blouses, and even little boys' waists; it will be found handy for every purpose, whether entirely made of this material or mixed with plain cloth of the shade of the square dot, or with white organdy frills for trimmings, and a sash or a tie in the shade of the dot to finish it up.

All the above patterns are intended for dressy garments rather than for every day wear. The fact of their being open-worked, embroidered, or even broche, which act as trimmings, render them fanciful right away, and they ought to sell readily, for the reason that garments made out of these materials need no other adornments except for sashes or ties.

For Everyday Frocks

For every day, that is to make dresses or blouses of a simple shape, and cheaper material, that allows a more frequent change, for we always have quite a lot of these simple frocks, we shall use plain printed voile, as per the following patterns:

No. 8, a rather pretty combination of the fillete and dots idea, will make that kind of kimono with low neck and short sleeves which every lady is so glad to find in her wardrobe for the hot summer days when she looks after her flower garden.

The patterns of white ground with blue, mauve or red printings are intended for a young girl, while the black and white, besides the fact that it will not made so easily as the others, will be preferred by an elderly lady.

In the Garden

No. 9.—With its white ground and fillete, interrupted by flower motifs, is certainly intended for gardening wear, for it makes you think of latticed cottage windows, and has quite a country appearance in style, as well as in shades, which are well matched, too: red stripes with blue flowers, blue stripes with green and pink flowers, etc., make it look original, yet easy to wear.

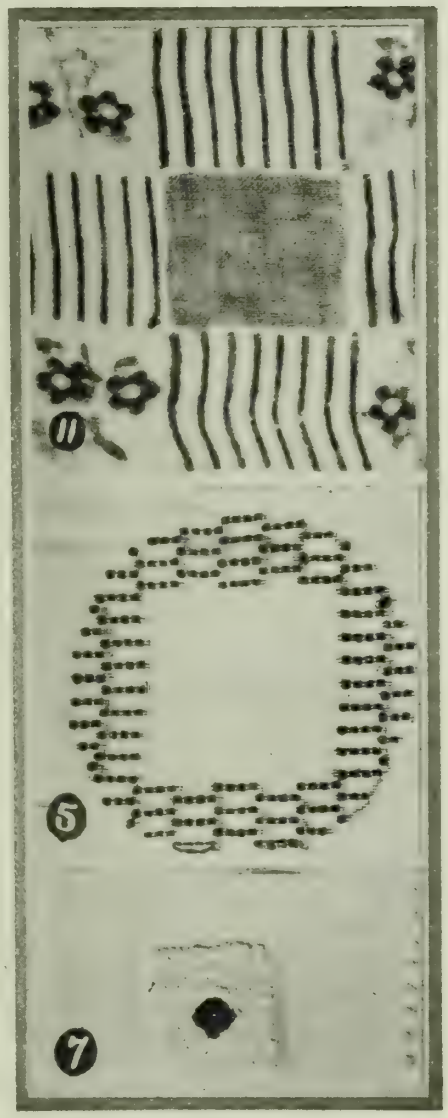
No. 10 is a rather amusing way of making curved lines constitute flowers. If you look carefully at it you will soon recognize some roses made according to the present art nouveau fashion. It is, of course, effective, and will make some exceedingly dainty dresses to wear on the tennis lawn, or when punting. There again, the range of colors shows you that everybody can wear it, whether in different shades of pink, blue, violet, brown or black. This pattern I would advise using pleated accordeon, as it would make the design more peculiar still, and worn with a collar, cuffs, and sash of white organdy, and a white hat with a ribbon to match.

No. 11, I would use in similar instances, but I would have it mixed with plain material in the shade of the stripes. It would be very nice, especially in blue or pink.

I am getting ready some sketches showing vividly how to use above patterns to their best advantage, according to the latest Paris fashion, and I will tell you all about it in my next letter, together with a few words about neckwear, which is a rather important item this Summer.

Yours very truly,

Jeanne Gold



Three of the lovely Summer voiles described in the Paris letter this month. Samples from Les Soeurs d'A. Godde, Bedin & Co., Paris, France.

LACE GOODS BUYER ABROAD

Mr. H. Y. Farr, Secretary-Treasurer of The Lace Goods Company, Limited, Toronto, is on a business trip to England and the Continent. He expects to return about the middle of June.

Canadian Tweeds For Newfoundland

Canadian Tweeds—Attractive Market For Woollens in Adjoining Colony

A number of Montreal firms have recently been receiving inquiries from Newfoundland for Canadian tweeds, and it would appear that there is a fruitful field there for greater exports of the Canadian materials. Hitherto, the United Kingdom and the United States have done the bulk of exporting to that colony, and it is altogether likely that the exchange rate may now be having the tendency to divert these inquiries Canada-wards. While exports of tweeds and woolen goods into Newfoundland from Canada have increased during the last few years, those from the United Kingdom and the United States show much larger increase. Such imports from the United Kingdom increased from $201,913 in 1916, to $308,636 in 1918; from the United States, from $37,075 in 1916, to $137,495 in 1918; while from Canada during the same years, the increase has only been from $4,698 to $16,411.

NOT A SUCCESS

The eight-hour day has been law in France since last summer and French industry has fallen off 20 per cent. in consequence, say the statisticians. It is a significant fast that the Chamber of Commerce of Roubaix has passed a resolution in favor of repealing the law, at least temporarily in the devastated regions.

The members argue that the transition to the shorter working day should have been made gradually, and certainly not at a time when, instead of slacking off, the French people should have buckled down to their enormous task of reconstruction. They consider that hasty legislation on such an important reform was an economic mistake, and attribute to this cause a great part of the rise in the cost of living, the present labor unrest and the depreciation of the franc.

Better Indications in Silk Market

New York Reports Improved Conditions—Buyers Placing Larger Orders—All Weaves Doing Better—Weather Conditions Hamper Good Business, But Interest Now Said To Be Reviving.

NEW YORK, April 10th: Manufacturers and selling agents agreed this morning that business had been better in all varieties of broad-silk this week than for a number of weeks previously. They have sold fair yardage of the most staple, and some spring novelties have been taken.

This testimony seems to be general. Even some of the smaller interests said that they had shared in the improvement and were doing a better business than for some weeks. The improvement has been achieved in the face of continued cold and depressing weather. And more than one seller points out that silk is a fair weather fabric and requires sunny weather, with a warm temperature, to make it move. But if the improvement has come, even though wintry weather conditions prevail, the situation seems to be stronger than was hoped. Buyers who are talking silk now, are talking it because they must have it.

The buying which makes up this improvement seems to come from all over the country. Buyers were here from California, from Texas, from cities in the Middle West and from New England, and they all did substantially the same thing. Some rather large buyers were from up-State cities. They bought as freely as the others and of about the same sort of goods.

Spring Trade of Disappointing Volume

It may be accepted, however, that the real spring season went by this year without much indication that it was here. Instead of the heavy sales for spring delivery, which have been common in previous seasons, buyers held aloof, either because they hoped for lower prices or because transportation facilities were blockaded by storms. Spring buyers should have come in February, at the latest, and during that time, the country was so blocked with snow that traffic was greatly reduced and little could be done. Easter was early and the pre-Easter season was cold. The after-Easter season has been cold, too, and silks will not sell well when such temperatures prevail.

Buyers now in the market are placing good orders, however, as good sometimes, as manufacturers will accept. They appear to have bare shelves, or such greatly reduced stocks that they are compelled to buy freely in order to keep their departments in a position to care for their customers. Less fear of what the consumer will do is expressed and some buyers are placing their orders, apparently confident that buying will be upon a liberal scale as soon as it begins.

One weak point has been observed. Buyers, in going about from place to place, say that they are still finding more or less important quantities of silks offered below the market prices. Jobbers deny this, but buyers insist that they are getting them. Buyers have told certain large manufacturers that they have been able to pick up some of their own silks at less than the manufacturer asks for them in his own store.

Reckoning With The Jobbers

The situation is causing some dissatisfaction, since it either shows that jobbers or other holders, are deliberately attempting to break the market, or else it indicates that they are being forced out of the business and are selling below regular quotations to dispose of their stocks. The latter is true with some, but not with all. Inasmuch as the New York silk market is reported to have 1,000 jobbers of greater or less size operating here, if reduction of prices is going on to any great extent, it may make a difference in the situation with the manufacturers.

Staples have been among the leaders this week. Taffetas are not quite as active, but they are still the leader, and few buyers come here who do not take more or less. Navy is most wanted. Brown is popular, and after that, numerous shades follow. Light shades for summer are among the favorites, and the pastel shades, with some printed offerings, have been fairly well taken.

Foulards are, perhaps next. The same general run of colorings and designs are wanted as have been mentioned heretofore. Prices are firm on these goods, with no manufacturer making any move to offer them lower. How extensive stocks jobbers may have is uncertain, but they hold some, and, perhaps, they hold them at lower costs than are named to-day.

Crepes Called For

Crepes are more active. Cutters are looking for Georgettes, and while the menace of the poor qualities is not entirely removed, it is not as serious as it was and sales are made at a better range of values. Printed Georgettes do not seem to be in as strong demand, but plain colors are wanted and light shades are mentioned frequently. Crepe de Chine is doing better and some makers are about sold out.

Satins are steady. Movement for fall is moderately active and sales on some of the favorite colors seem to be improving. Satin is not getting the attention right now that some other weaves are, but it is doing fairly well for the season.

Business in all sports goods is picking up. Some of the largest manufacturers have reported a good business this week and say that inquiry indicates a still larger trade to come. Movement in these goods has grown rapidly of late, they say, and the outlook favors a lively trade as soon as the weather convinces women that winter has gone.

As a whole, the situation has been so much better this week that all interests have remarked upon it. The resumption of confidence is cheering and many have expressed the belief that it will go a long way toward restoring the former activity of the market.

Irish Linen

Farmers Are Being Urged to Place Greatly Increased Acreage Under Flax

An advice from Belfast on the linen market states that there has been little change during the past recent weeks. Producers, says the despatch, have had more business offered than they could undertake but there has not been so great a pressure for deliveries as before, probably because it is being realized that pressure will not expedite matters. Values maintain their very high level and even tend to go higher.

The advice further states that there is nothing special to report on Russian flax. Practically none has yet reached Ireland and the explanation is placed between the possibility of there being none to export and the difficulties in being able to arrange transport. When it arrives it will be welcome, the report states, as local supplies are dwindling and it will soon be a problem to keep machinery going and workers employed. Irish farmers are being urged to place a considerably greater acreage under flax this year, and as the crop will not be under control the high prices that they are bound to get should be an inducement.

Manufacturers have more new business than they can possibly undertake. There is a steady demand for housekeeping unions, damasks and fancy linens. Bleached and finished goods find a ready sale on the home market and buyers from outside markets, the report says, are eager to pick up what they can.

Taffetas in Heyday of Fashion

Midsummer Demand Expected to Exceed All Previous Records—Everyone Clamoring for More Silk, and as Prices Advance the Demand Increases—Prices Firm and Going Up.

IN NUMEROUS instances goods ordered last July are being delivered to the wholesalers this month. Deliveries are still very, very slow, and the jobbers are not looking for much improvement for some considerable time.

"We are getting absolutely nothing from Canadian mills, and by no means as much as we need from the British and French manufacturers," stated one buyer for a big Toronto wholesale house this month. All the mills are being begged to accept orders irrespective of when goods are delivered. No one minds how late deliveries arrive, for the goods can always be sold no matter what the season, so continuous is the shortage."

Taffetas Still Favorite

The demand for taffetas is increasing. "We are not attempting to hurry up our novelty orders, which are slow, because we are having such a tremendous demand for plain taffetas," declared one silk importer. "We can sell all the plain and shot taffetas we can get our hands on, and we are not worrying if our fancy lines are late. They will have just as big a sale next season as this, and in the meantime the midsummer demand which is sure to come for the fashionable taffetas is even more than we had bargained for." This same importer said that the demand for tricolette was very strong, while on the other hand a slight easing off in the crepe de Chine market had been noted. This is just expected to be of a temporary nature, however.

"The fact that goods coming into the wholesalers are being delivered at a higher price than people are selling similar goods for just now has something to do with the general belief that some of the silks have been a little quieter," stated one wholesaler, who said that the steady increase of prices during the past months showed every indication of continuing their flight. He is buying silk now that he will have to sell to the retailer for his Fall trade at a price that may even exceed the price that the retailer is asking for his Spring stock.

Plain silks are to be "it" this Fall. Many of the silk wholesalers are buying a little more cautiously and just looking towards Autumn requirements—not any further.

The silk market presents an entirely different aspect from the cotton or woollen market," said one wholesaler. "We anticipate a big season for taffetas this Autumn, but we are not considering next Spring. We are buying for immediate requirements. If a wholesaler purchases an over-supply of woollen fabrics, it does not matter. Silk fashions change more rapidly and we are doing no buying for 1921 at present."

This wholesaler gave it as his opinion that browns and greys would be strong this Fall, with a strong inclination towards wholly plain shades. At present the shot taffetas are selling very well and the novelty check designs are doing very well—some attribute this, however, to the shortage in plain lines. "We cannot get enough navy," is still the general complaint.



Cool and Modish

A charming little suit costume in washable silk with square design in self tone. White satin faces the flare cuffs and collar. A white satin tie is worn and long silk gloves. The costume is in the popular Copen shade of blue.

Prices in Scotland Continue to Soar

Retailers Bare of Stock—Prices Up Five Times—Extensions Being Made in All Factories

An advice from Glasgow relative to Scotch manufacturing conditions and the outlook for the next five months says:

"The Spring shows continue to absorb most attention in the Glasgow trade, and although it is early to forecast the outcome, the large attendance of buyers and the eagerness with which they view the goods on display may be taken as evidence that the result of the three weeks' exhibition will far eclipse any Spring show since pre-war times. Retailers on all hands are bare of stock, and, despite the fact that prices are from four to five times higher than normal they do not stand in the way of dealing. Another point of note is the wider desire to pay prompt cash and thereby pocket the bigger discounts. Indeed, buyers were generally well satisfied, and if only delivery were quickened and more reliable there seem to be few obstacles to a continuance of brisk times. For the first quarter of 1920 returns are far ahead of previous records, both as to bulk and value.

"The boom in cottons, woollens, and hosiery seems to know no limit, and factory extensions are being pushed ahead. A number of woollen manufacturers who have hitherto purchased their yarns are taking steps to provide against the prevailing shortage, and have had plans prepared and approved for extensions to embrace the carding and spinning of yarn.

"Woollen manufacturers are now finishing off their Spring orders, and goods for next Winter are being tackled as suitable yarns arrive. All mills are running full time. A limited number of new patterns are in preparation for 1921 Spring, and these will be available shortly. However, as commitments are already heavy, orders for the new ranges will be necessarily circumscribed.

"Hosiery and underwear are being delivered with more freedom, and some firms are now arranging to run overtime. Output is far below demand."

Nets Are Out of Sight

Cannot Be Bought at Any Price—Overseas Supplies Practically Nil This Month—One Wholesaler Pays $1.10 for 36-inch Net.

"SILK nets cannot be had for love or money," declared a Toronto wholesaler a few days ago. Our buyer cabled for 10,000 yards the other day and the answer he received was that they had absolutely none to send, that there was no use cabling again, but that they would cable when they had any to deliver." One Toronto wholesaler paid $1.10 per yard for the precious gossamer fabric 56 inches wide that same week. "The harder the stuff is to get the greater is the demand," said this wholesaler. "The retailers simply cannot keep it in stock and we have got to get it for them at any price. It is the same with silk nets of all kinds. They are combined with taffetas, and the Summer will witness an even greater vogue according to present indications."

For All Types of Dress

They are required by the makers of all classes of feminine apparel. Hats revel in Malines, and nets for veiled effects are to be lavish in mid-Summer millinery. Nets are used in the fashioning of hosts of accessories, and have even joined the ranks of the fashionable fabrics for the more faddish type of lingerie. Every type of evening gown for matron as well as maid assumes the right of possessing sleeves, tunic, sash or train of net, while every woman feels the need of at least one little scarf of net and the more extravagant dressers have a complete range of scarfs for evening and day wear in all the fashionable tints. Their use is legion, and the realization of the softening effect and becomingness of nets has increased their value in leaps and bounds.

Midsummer Shades

As for colors, bright shades continue to be emphasized, and lighter shades for Midsummer wear are being introduced right along. For instance, the jade green which is such a delightfully refreshing shade for Spring, and made so many trim little navy tailleurs the personification of the word "chic" at the Easter parades, both at home and abroad, is expected to retire frequently, when the very warm weather arrives, in favor of a softer shade of green in which just a dash of gold has been introduced. This lovely new shade is to be known as "meadow green,' and will be used in hats and costumes and for complimentary accessories such as scarfs, bags, sunshades and wraps. A bright geranium red is to be seen in all the sheer Summer fabrics and soft crepes, as well as ginghams, show a tendency for this vivid note. Some of the smartest silks show a pattern introducing red, while no such range of blues has ever been seen during any one previous season. Dark blues—dark as midnight—and blues, pale and opalescent as Midsummer skies are included in the range for immediate and later wear. All the paler tints of purple are showing in combinations with pale maize, white, pale pink, or green. Pastel tints are dainty in combinations of two to five shades, while vivid shades of yellow, blue and reds are as frequently introduced in fabrics and silks designed for formal wear.



Of Red and White

A smart model combining figured and plain ratine. The plain fabric is white and the pattern is geranium red on a white ground.

WHY THEY BUY

Under the subtle heading: "Why Women Wear Furs," the Vancouver "Providence" comments that the price of raw furs, which has increased from 100 to 500 per cent. in the past five years, continues to go higher, with the result that women's fur coats for the season of 1920-21 will be advanced considerably over the present remarkably high quotations.

Industry of Flax Growing Has Dwindled

Commenting on the advances in the flax market the London Free Press of April 5th says :—

"In the face of a sensational advance in market value of the crop, the flax-growing industry has been decidedly on the wane in recent years. Flax fibre is now worth $2,000 per ton, which is several hundred dollars a ton higher even than during the war. The cause of the decline in acreage appears to be chiefly the difficulty in obtaining labor to handle this crop. At one time there were many flax mills throughout Western Ontario, giving employment to a considerable number of men in winter, so long as hands were available to harvest the crop in summer. The amount of transient labor to be had in these days is negligible, and flax-pulling is not an occupation which appeals strongly to men and women capable of earning high wages at more congenial pursuits.

"It would appear that there is a fortune awaiting the man who will perfect a mechanical device, not prohibitive as to price, which will do this work. There are flax-pulling machines which have reached a high degree of development, but there is apparently not one ready to be marketed on a commercial scale. This is one of the items which Mr. S. F. Glass, M.P., is urging on the Government with a view to encouragement of what he hopes will yet become an important industry in Ontario. The member for East Middlesex recommends official experimentation with a view to establishing of experimental stations, and propaganda among the farmers as to profit to be made from the crop.

"In the meantime, it is interesting to note that Mr. A. L. McCredie, St. Marys flax grower and manufacturer, has brought to that town two parties of Belgian families to work in his fields and mills. These people are skilled in their own method of handling flax, and while Mr. McCredie has so far retained his own system, it is anticipated that this imported labor will prove valuable in handling a crop in which Indians from the reserves had hitherton been the only 'specialists' ".

"FAUX CAMAFEUX"

A report from Paris dealing with novel color combinations says:

The newest color combination is called "faux camafeux," and it consists in blending two different forms of the same base color, choosing shades which come as near as possible to clashing without actually doing so. For instance, coral is used in conjunction with crimson, and prune with violet.

Spinners Demand Huge Increase

Representative of British Firm Visitor in Montreal Discussed Cotton Yarn Prices with Dry Goods Review Representative.

Mr. William G. Ridley, representing Heyman and Alexander, Manchester, England, was a recent visitor to Montreal. He was on a trip throughout Canada investigating conditions and looking over agencies which they have been establishing in this country. Mr. Ridley is directly interested in the cotton yarn department of Heyman & Alexander and thinks that the prices are advancing daily for the price of spun yarn. The upward trend is especially noticeable in the higher grade of Egyptian yarn. This yarn is being used in the manufacture of the high-grade voiles, printed foulards, etc.

He told a representative of DRY GOODS REVIEW that the English manufacturers looked forward to a period of two or three years of very good business. At the same time he intimated that the high prices would be still prevailing. Mr. Ridley could not give any definite idea just where the prices would end as he said that the spinners were asking for a advance of 100% in wages and this would have a very material effect on the price of the finished product. A settlement has not been made at the time of Mr. Ridley being interviewed, and he had no idea just which way it would go.

Mr. Ridley has made an extensive trip throughout the United States and was on his way to the Pacific Coast. Mr. Ridley was very optimistic about the trade condition in Canada and United States and anticipated that they would be doing a large business with these two countries.

VIOLET SHADES IN WINTER FABRICS

Advance information in regard to the Rodier Winter fabrics accords success to Diazilla, a fleecy woollen that has the effect of lambswool, and to Eplissa, an imitation beaver that is shown in all the beaver shades.

Striped woollens, the stripes standing out in relief and combining vivid colors, are, according to these advices, to be an important feature.

As regards the colors in which these fabrics will be offered, it is predicted that the rust shades will be less in evidence, giving place to Etruscan red, myrtle green and all the violet derivatives, such as heliotrope and amethyst.

Canadian Cottons in Demand

Pronounced by Wholesalers as Good as Any Imported Lines, But Mills Are All Sold Up and Outside Markets Must be Sought—Linens Almost Impossible to Get.

"WE wouldn't import a yard of cotton if we could get enough here," said one of the largest wholesalers in Toronto to DRY GOODS REVIEW a few days ago. "Canadian cottons are as every one knows the cheapest in the world and they are good. We paid 27 cents a yard for ginghams this Spring and had to pay 50 per cent. higher for the same line purchased abroad."

Prices Have Doubled

Prices abroad are almost impossible, DRY GOODS REVIEW was informed by one of the recently returned buyers. Prices have doubled in a year and the shortage is very noticeable in staple lines of linen and cotton. This buyer said that he found prices lower in the retail shops in England than they were in the wholesalers and that the wholesalers prices were lower than those quoted at the mills, a most direct proof of soaring prices. Cotton damasks are replacing pure linens, which are absolutely prohibitive in price.

"I went into a shop to try and get a few dozen table napkins for a very special order. I could not get the quantity I wanted, but I found that prices were lower than on the new goods being turned out in the same lines by the manufacturers," stated the buyer. "There is practically nothing being shown in lines—all lines have substitutes that are very good in cotton damasks, etc."

DRY GOODS REVIEW was also told that only a few pieces could be secured in any line, either cotton or linen.

Canadian Mills Sold Out

The Canadian mills tell the same story—every yard of gingham is sold up and there is an increasing demand for cotton voiles in large Georgette printed patterns. The wholesalers are convinced that the shortage will be as great as last year. The trade has simply cleaned them out and in view of the high prices in some cases repeat orders were not placed. Many wholesalers state, however, that they bought very heavily to begin with, and in spite of this policy they do not expect to be able to take care of half the orders received.

For Immediate Wear

Immediate indications are that printed voiles are to have the greatest vogue yet. Taffetas will be replaced to some extent naturally for a month or two and the satin striped voiles and figured designs bid fair to enjoy a mid-Summer monopoly. The favorite color combinations at present in these fabrics are navy and gold, navy and white, African brown and gold, copen and taupe, and saxe and silver. Plain shades in browns and greys are predicted for autumn.

Novelty Gauzes And Rare Silks

Many Printed Velvets Seen and Gauzes With Velvet Motifs—Wide Lame Ribbons

Paris, April 10.—The Winter collection of Coudurier, Fructus & Descher shows the supple silks predominating. Besides a number of substantial, plain weaves, the line includes novelties, some of the most striking of which are: Louis XIII, a fine corduroy velvet; a novelty velvet called Savajou, with long nap, and a wide stripe crepe.

The satin weaves are firmer.

Red, Wine and Chestnut

Leading shades featured in the collection are red, wine and chestnut.

Persian, Egyptian and Japanese inspiration is apparent in the patterned silks, and there are also big bouquet and palm designs.

Taffetas show bouquet designs in soft colorings.

There are a number of dull crepes figured in satin, and vice versa.

Many Printed Velvets

Printed velvets are included, also velvets patterned in satin. Printed crepes or gauze tissues have velvet motifs.

For evening there are gorgeous satin lames in mingled shadings, including a gold lame on velvet foundation.

Printed lame gauzes show gold predominating.

Gold Lace Gauze

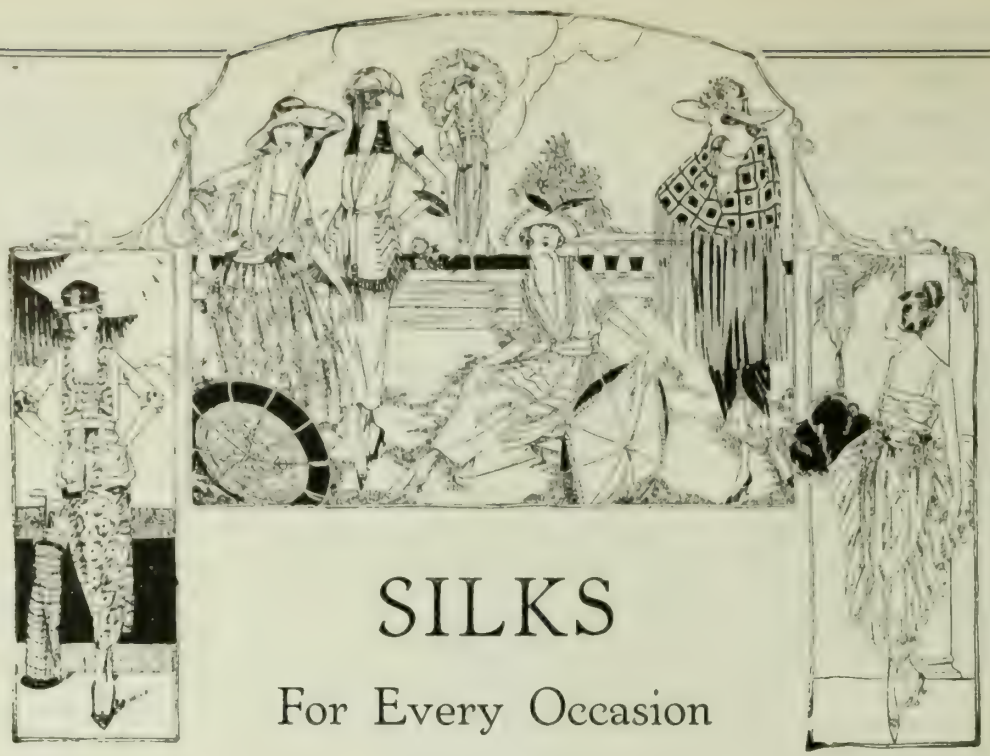
A novelty gauze caller Hoggar resembles a gold lace printed in colors.

The leading shades for these evening silks are turquoise, salmon, apricot and mauve.

There are also broad, supple satin lame ribbons in multi-colored patterns, the shadings achieved by weaving or printing.

Parisian Garment Makers Ask Wage Increase

The Parisian tailors, tailoresses and skirt makers are not satisfied with their present wages. At a meeting held recently at the union headquarters drew up the following demands: (1) Increase of 50 per cent. on the regular piece work rate; (2) fittings to be paid at the rate of 10 francs instead of 5; (3), the piece work tariff to be posted up publicly in the work-rooms.



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"Direct from Mill *to the Trade"*

"Through Commission Merchants."

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
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Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK ASSOCIATION **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

On account of
THE HEATHER MILLS COMPANY, Selkirk (Scotland)
"From whom we have Sole Canadian Selling Agency"

Stocks of all the above on hand.
Ready for immediate shipment.

C. E. ROBINSON & CO.

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Working and Outing Shirts,
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Boys' Waists.

The Deacon Shirt Co.
BELLEVILLE, ONT.



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MALLINSON'S
PUSSY WILLOW CREPE

a new addition to the "internationally famous" family of PUSSY WILLOW SILKS.

Soft and lustrous of texture, rich in color and enduring in quality it will prove as important a fashion fabric as the others of this notable group—

Pussy Willow
Pussy Willow Satin
Pussy Willow Meteor
Pussy Willow Crepe

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Silks de Luxe
"The Silks that Inspire the Fashions"

Madison Avenue 31st Street
NEW YORK



Jersey Cloth stands aloof from woven cloths by virtue of a sportsmanlike smartness, which is, at the same time, unassuming and unmistakable. Standware Jersey Cloth is not a mere product of commerce, but a production of art.

When you stipulate "Standware" you discriminate between the best-Pure Worsted and the rest-poor wool The Standard is

Standware

JERSEY CLOTH

Write to us for the name of a Department Store or Apparel Shop near you which offers garments made of "Standware" Jersey Cloth. The Genuine is labeled Standware" because it Stands Wear.

BE SURE TO BUY DRESSES, SUITS AND SKIRTS FROM MANUFACTURERS WHO USE RUDOLPH SCHREIBER'S JERSEY CLOTH AND YOU'RE SURE OF FASHIONABLE PATRONAGE.

RUDOLPH SCHREIBER

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Standware
FABRICS
JERSEY CLOTH
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LOOMS
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"The Seal of Distinction"
The Shelton Looms Label on a garment is like the mark "Sterling" on silver. It is a symbol of quality and individuality—a talking point for both manufacturer and retailer.
Look for the Shelton Looms Label in a garment. It helps build prestige and assures quality.
Every Garment made of Shelton Looms Materials should bear the Shelton Looms Materials
SIDNEY BLUMENTHAL & CO. Inc.
395 Fourth Avenue, New York
Illustrations from a series of advertisements in the leading women's publications
THE SEAL OF DISTINCTION
The Shelton Looms
Woven Furs



MIDSUMMER AND AUTUMN

We are now receiving from France shipments of our new goods for Midsummer and Fall wear, in all the popular shades.

The AGB Fabrics

TRADE MARK REGISTERED

Georgette Crepes
Chiffons
Ninons
Fancy Georgettes
Crepe de Chines
French Voiles
Plain and
Fancy Satins



BE WISE—ORDER EARLY.

Better place your order with us at once to be sure of receiving your share of these special importations just when you need them for Midsummer and Fall selling.

Albert Godde, Bedin & Cie

PARIS TARARE LYONS

64 Wellington Street W., Empire Bldg., Toronto

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Furs

Furs of all kinds in the latest style for the four seasons.

Also the best assortment in FELT HATS, CAPS, STRAWS, GLOVES, MITTS, MACKINAWS, SHEEP-LINED COATS, PANTS, MUFFLERS, ETC.

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Established in 1852

With nearly
70 YEARS
of
Public Service
supplying
Furs Supreme is
the reason why



MOOSE HEAD BRAND

Fall and Winter Models

will continue to lead for style and quality

Mr. Live-Wire Merchant, you will assume no risk of uncertainty or chance if you provide Moose Head Brand furs for your customers for Fall, 1920.

If your reputation is built on supplying reliable merchandise, do not jeopardize it in your fur department. Stock our furs.

L. GNAEDINGER, SON & CO.

90 - 94 ST. PETER STREET
MONTREAL

The Canadian Fur Auction Sale

Over $5,000,000 Worth of Pelts Sold by Capt. Frank Craig at First Canadian Fur Auction Held in Montreal for Over Half a Century High Quality of Skins Characterized Sale—Prices Were Firm and Venture Voted Great Success.

FOLLOWING is an approximate summary of the sales by days, based on figures given out during the course of the auction. The final compilation of figures was not yet available from the offices of the Canadian fur Auction Sale Company at the time of going to press, but it is hoped that in next month's issue a complete review of the official report will be given.

Monday Total, $614,712

It was stated at the close of the first day of the sale held at the Windsor Hotel, that the total sales for the day amounted to $614,712, which was well up to the average expected, the better class furs bringing high prices, while the lesser grades went comparatively cheap.

Mink skins were the leader, with a total for the day of $427,599. Moleskin came next, with a total of $110,073. Other furs came in succession, with Persian lamb, $60,720; buffalo heads and hides, $4,630; musk ox, $3,457; bear (including one polar bear) $7,234, and other smaller lots.

The skins sold included: Moleskin, 248,728; mink, 21,941; polar and black bear, 345; musk ox, 28; Persian Shiras and black lambs, 7,229; buffalo hides, 36; buffalo heads, 8; reindeer heads, 1.

Beaver Skin High

Probably the highest-priced beaver skin ever sold in Canada was disposed of on Monday morning, at the opening of the sale, when Senator Lorne C. Webster acted as auctioneer and sold a beaver skin, given by the Canadian Fur Auctions Sale Company, Ltd., for the benefit of the University of Montreal.

This skin brought forth spirited bidding, and was bought in the first instance by Mr. A. Pearce, of Montreal, for $6.000. He at once turned the skin back, to be re-sold for the benefit of the University, when it was bought by Mr. Henry Silber, of New York, for $3,000, who again turned it back to be sold for the benefit of the University. It was again bought by a New York firm, Mr. O. G. Becker, for $3,250, who turned it back to be re-sold for the benefit of the University, when it was finally bought in by Senator Webster, the auctioneer, for $1,500.

This made a total of $13,750 realized on the sales of the beaver skin, and it was stated at the conclusion of the sale by Senator Webster, that he intended to have the hide properly mounted and framed and sent to the University of Montreal as a souvenir of the event.

Tuesday Total, $614,712

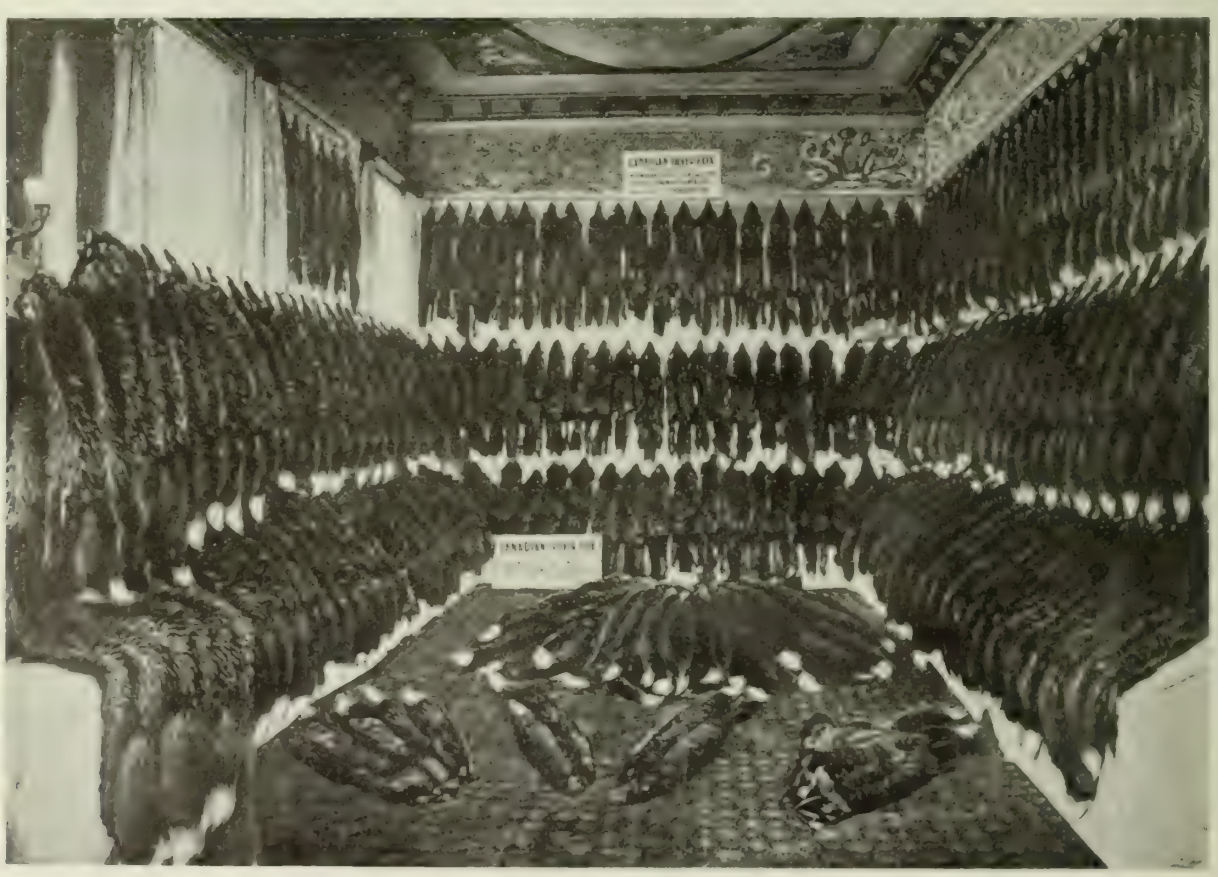
Tuesday's sales ran high. Of ermine there were 38,892, divided into forty-three lots. The better class skins went high, the best going at $4 per skin, while the poorer quality went as low as 22 cents.

Otter Came High

Otters called for much live bidding, 17,062 being sold. These were divided into 127 lots, the best commanding $105 per skin, for a small lot of ten exceptionally good pelts, while this graded down to $16 for the lesser grades.

American opossum made a big hole in the day's proceedings, with 19,142 offered and sold. These were divided into thirty-seven lots, the high going at $3.80 per skin, and the low at 30 cents.

Skunks attracted much attention, and high bidding, the majority being high-grade skins from the United States. Of



Canadian Silver Fox

Part of the $500,000 collection of Canadian Silver Fox shown by the Canadian Fur Auction Sales Company in the Windsor Hotel.—Courtesy of Can. Fur Auction Sales Co.

these 55,262 were offered, divided into 202 lots. The high price for these was $10 for choice skins, while the price ran for lesser quality as low as $1 per skin.

Demand for Ermine

There was again a great demand for ermine, the prices for these little skins running from 50 cents to $4. Bidding on the higher-priced skins was considered slow, and most of them went to Canadian buyers, 38,433 of them being sold.

Wednesday's Total $603,103

So fast came the bids and sales at the Rose Room of the Windsor Hotel on the third morning of the sale that shortly after noon the consignments for the day had all been sold and the fur men spent the rest of the afternoon at the warehouse looking over the next day's consignment.

The sale opened with 3,400 martens, both Canadian and American. Bidding throughout was keen, and the highest price was paid by Mr. Harry Silbert, of New York, who paid $201 per skin for a lot of 17 specially fine dark specimens. This was stated to be the highest price ever paid for such skins, being about 25 per cent. above the highest prices paid at the last St. Louis sales.

There was sharp competition throughout for the marten skins, and it was stated at the close of that sale by Mr. Ascher Pearce, of Montreal, that these skins had averaged about 20 per cent. higher than the last St. Louis prices.

While this was the view of the American buyers, the reverse opinion was expressed by fur men from Canada. Mr. Frank Stopp, of the Northern Ontario Fur Co., of Sudbury, and George Monteith, of Toronto, bought in their own furs, claiming that the prices offered were not as high as they had paid in the bush for the skins. The American buyers considered that the sale prices had been running very high.

Record for Raccoons

A new record was made for the once despised raccoon skin, when a particularly choice lot of 28 Canadian 'coon skins, very dark in color, were speedily bid up to $30 each, the highest price ever paid for coon skins in Canada. It was stated that these were skins that would not be used for overcoats, but of such high quality that they would be dressed as "throwovers" or similar high-priced ladies' decorations.

Thursday's Sales $172,649

Silver fox ruled paramount on Thursday, the fourth day of the sale. While exceedingly high prices ruled, the Prince Edward Island producers were disappointed at the prices received for the higher-valued skins, as compared with the high prices paid for the lower grades. The high price during the day was $1,225 per skin for a pair of particularly fine pelts, while the low ran down to $1.60 per pelt for a lot of damaged skins, which had been cut up when caught in traps.

Owing to the unusual value of the skins offered, they were not put up in bulk, but were offered in lots of one and two at a time, the better pelts generally going in pairs. As a result, while value ran high, the totals for the day were low, only amounting to $172,649, most of which was spent on individual silver fox as "throwovers," or similar high-priced skins. Due to this slow process of selling individual skins, the sale came just below a total to date of two millions, the aggregate sales amounting to $1,996,947. Had a couple more of the high-priced silver fox pelts been sold, the total would have passed the two million mark, but it was called off shortly after six, so that the fur men could have time to get ready for the dinner in the evening.

The sales for the day began with cross fox, of which 404 skins, divided into 162 lots, were offered. Bidding on these was brisk, the high being $280 per skin, for some particularly good specimens, while the low was $4, for some damaged specimens. The total sales for the cross fox skins amounted to $36,288.

$1,225 for One Skin

Then came the great interest of the day when the sale of silver fox skins, most of which came from Prince Edward Island, started. These comprised 442 skins, divided into 340 lots, generally being offered in selected pairs or single skins. There was keen competition for these choice skins, the high price for the day being $1,225 per skin for a pair of exceptionally handsome pelts, while this ranged all the way down to $1.50 for a small lot of damaged pelts. The total sale for the day on silver fox was $136,260, by a good deal the highest during the sale for any individual skin, so far as numbers offered are concerned.

A number of these skins were bought back by the Prince Edward Islanders, it being stated that the producers were surprised at the high prices paid for medium skins, and disappointed at the prices offered for the more choice pelts, some skins for which it had been expected that $2,000 a piece would be secored, going for half that amount, while a number of lesser grades brought much more than had been expected.

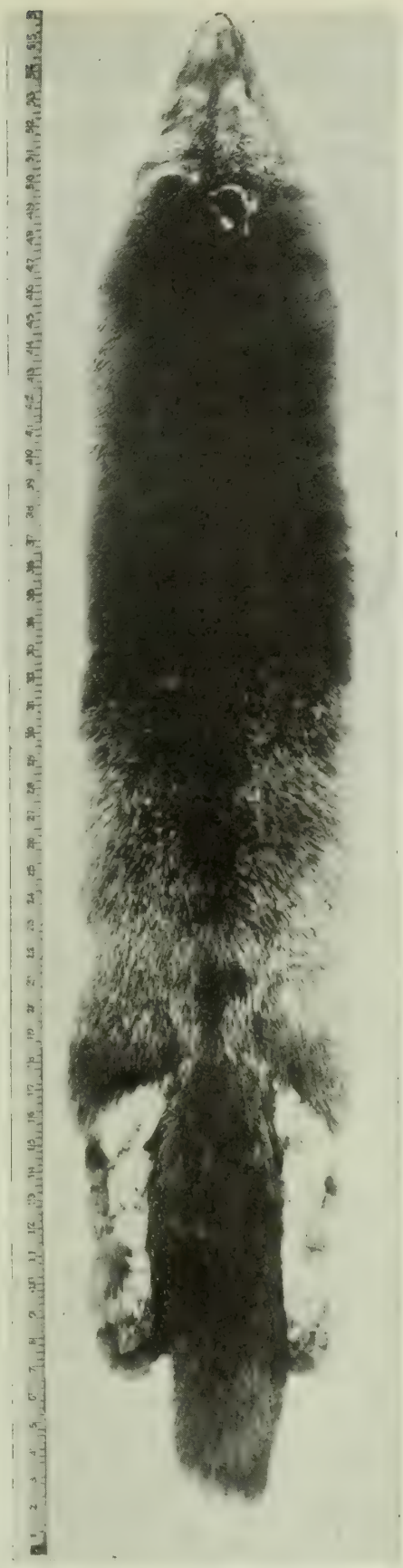
While a large number of the silver fox pelts went to New York buyers, some high-priced furs were bought by representatives of Montreal houses.

Friday Sales $1,577,811

Muskrat was king at the auctions and a new record for muskrat skins was made at the sale during the afternoon, with a high price of $7.50 for a specially fine selection of skins, sold to Mr. Harry Silbert, of New York. From this the prices ran down as low as 45 cents for damaged skins. The high prices paid for muskrats and other skins proved a surprise to the New York buyers, and they frequently dropped out, leaving the actual buying to the Canadian buyers, many of whom represented British firms.

Friday was by far the greatest day of the whole sale, the totals amounting to almost half of the aggregate for the

Continued on page 147



A Beautiful Specimen

One of the fine Canadian Silver Fox out of the Canadian Fur Auction Sales Company's collection. It measures 56 inches in length as indicated by the measure rule at the side of the photo.

Toronto Fur Men Oppose New System of Royalties

System Proposed by the Game and Fisheries Department Objected To—Resolution Passed at Meeting.

TORONTO fur dealers are opposed to the new system of royalties on the skins of fur-bearing animals which the Department of Game and Fisheries proposes to put into effect. At the last meeting of the committee, John Hallam, George Monteith, S. Brazier and W. R. Sweeny argued against the proposals, and suggested a revision of the fur licenses for increasing revenue from the fur industry. They were requested by the Chairman of the committee, Hon. F. C. Biggs, to put their suggestions into a memorandum and submit it at the next meeting.

Mr. Brazier said that the fur dealers viewed with alarm the proposed royalty system. By the increasing of licenses instead he could see a system which would give more revenue to the Province and not be a hardship on the dealers. His system of licensing would run as follows: Farmers,$5; community trappers, $5; travelling buyers from their own stores, $200; travelling buyers from outside, $250; travelling buyers who are aliens, $500. He also proposed a much higher tax on the buyers from outside who is not a British subject. The system of royalties, he argued, would be a hardship on the dealers, in that it would increase the amount of office work two or three times.

Point to Quebec Plan

Mr. Biggs pointed out that, as Quebec and Manitoba had the royalty system, Ontario should be otherwise, there would be much fur smuggling to Ontario to escape the royalty, and Ontario must play fair with her sister Provinces. The fur dealers then argued that the Ontario system should be like that in Quebec, where the fur holder paid the royalty, and not the last buyer, as in Ontario. Mr. Hallam favored an export license, which would not only be a source of revenue, but would stop illicit trade if there was a heavy enough penalty. He also favored the season for trapping of fur animals, except muskrat, beaver and bear, starting on November 1, and running until April 1.

Mr. Brown of Port Rowan protested against the proposed regulation that traps could not be set within 20 feet of muskrat houses. He also wanted a different season on these animals, declaring that 3,000 rats were lost in his neighborhood last year because of this. They would not be taken, and died. If they had been allowed to kill them there would have been much revenue gained.

Increase Bonus on Wolves

A resolution was passed recommending to the Provincial Treasurer that the bonus on wolves be increased from $20 to $50, and that the pelts go to the Government, as at present. It was pointed out that now the man killing a wolf got more from selling the pelt than he did by reporting to the Government and getting the $20 bonus.

Representatives from the National Railways and the C.P.R. protested against the season for deer being later. They wanted it in October, and the season decided for the country north of the French and Mattawa Rivers will be from October 25 to November 30.

Essex county is asking for a wild game sanctuary in that part, in one of the big marshes. Rev. Father Crowley of Sudbury appeared on behalf of the Sudbury Game and Fish Association.

A BUYER FROM JAPAN

The huge colony of fur men in attendance at the Canadian fur auction inaugural included representative buyers from every province in Canada, from Britain, France, and the United States, and even from the Orient. The man who probably came the longest distance to the sale in Montreal was K. Ishino, a buyer from Japan, who came to purchase in the interests of the Ishino Company.

THE SALES DAYS

The Canadian Fur Auction Sale schedule was carried out as follows:

Monday, March 22

Moles, wolves, timber wolves, polar bears.

Black bears, mink, fitch, goats, weasels, buffalo, musk ox.

Tuesday, March 23

Otters, South American otters, Australian opossums, nutrias, raw.

Nutrias, dressed and sundries; skunks, badgers, sealine, electric seals, muskrat, seal dyed.

Wednesday, March 24

Marten, stone marten, stone marten dressed, red fox, blue fox, raccoon.

Thursday, March 25

Cross fox, silver fox, fisher.

Friday, March 26

White fox, kolinsky, lynx, lamb, muskrat, sundries, Persian lamb.

Saturday, March 27

Sundry fox, marmot, Russian squirrel, Chinese squirrel, wolverine, Australian opossum, ringtail, beaver.

PRESIDENT'S ADDRESS

Senator Lorne C. Webster Tells Why Fur Auctions are Revived in Montreal

The first session of the fur auction opened at 9 o'clock Monday morning, March 22, with the blast from a bugle announcing the opening.

Some six hundred buyers from all over the world passed into the Rose Room and stood while the orchestra greeted them with "God Save the King," "O Canada," the "Marseillaise," and the "Star-Spangled Banner."

After a few words of introduction by E. E. Cummings, Senator Lorne C. Webster delivered an inaugural address in which he said:

"To some it may have appeared presumptuous that a company of Canadians should attempt to hold fur sales at Montreal, but history shows us that this country had its beginning in the trading of raw furs, fur trading is the oldest industry in Canada.

"During the French rule in Canada the fur trade was the important occupation. Later, in 1670, under Charles II. we have exclusive privileges given to the Hudson's Bay Company.

"I will not weary you with other historic events, but I say that furs have been more sought after in Canada than gold—our northern lands can supply the world with its choicest furs for years to come.

"At one time Montreal was the principle fur-trading post in America, and has continued to be an important centre of Canada for many years.

"A few patriotic and prominent Canadians felt that Montreal should have fur auction sales several times every year, mainly for the sale of Canadian furs.

"We saw what has been accomplished at New York and St. Louis, and what you had accomplished we felt we could attempt.

"The goods that will be offered you at this sale are 'fresh goods,' and you will know what that means. It is our desire to handle in a large measure, Canadian furs, and make the identity of Canadian goods prominent. We are sure you will appreciate the advantage of having Canadian furs gathered together and centred in one place and offered through one channel. We have gathered for you some six to seven million dollars' worth of furs in a few months. We are told we have an assortment of which Canada may feel proud. We now present and offer you this collection."

REWARD GOOD TEMPER

One of the pleasant little features of the last day of the sale was a presentation by the company to Julius, the dining room head waiter, who, in spite of overwhelming crowds attempting to gain admission to the dining room all week, had preserved his equable temper. Julius's experience in handling crowds in hotels in Venice, Paris, Monte Carlo and New York, stood him in good stead.

Six Hundred Attend Fur Sales Banquet

Historical Note Struck at Great Gathering in Montreal—Dominion and Provincial Ministers Among Guests at Gathering of Fur Dealers—Senator L. C. Webster, Chairman.



Historical Gathering

Over six hundred guests attended the complimentary banquet to fur dealers held in the Windsor Hotel by the President and directors of the Canadian Auction Fur Sales Co., Ltd. The speakers' table is at the upper left of the picture. From left to right may be seen: Senator L. C. Webster, Chairman; Hon. C. J. Doherty, representing the Dominion Government, and Mr. Fred Cooper, Toast-master.

MONTREAL—Over 600 guests attended the complimentary dinner given at the Rose Room of the Windsor Hotel by the president and directors of the Canadian Fur Auction Sales Co., Ltd., to the attending buyers, to celebrate the inaugural sales of furs, to resuscitate the historic fur auctions in Montreal, which have been carried on with much success during the present week.

Senator Lorne C. Webster acted as Chairman, with Mr. Fred Cooper as toastmaster, the guests at the table of honor including Hon. C. J. Doherty, Hon. A. E. Arsenault, ex-Premier of Prince Edward Island; Senator Smeaton White, D. C. Macarow, J. A. Bellisle, Quebec, Samuel Weingarten, New York; Ed. Pollak, Montreal and New York; Jas. Sanditz, St. Louis, Miss.; Milton Schreiber, New York; Ald. John P. Dixon, representing the Mayor of Montreal; Hon. Honore Mercier, Hon. J. E. Perrault, Arthabaska; M. S. Bogert, H. B. Henwood, A. T. Becker, New York; David Heiner, New York; Jas. White, Ottawa; Senator G. G. Foster, with leading fur buyers of Montreal, New York, St. Louis and other centres.

In opening the after-dinner proceedings, Senator Webster, on behalf of the Canadian Fur Auction Sales Co., expressed his gratification that there was so large an attendance, and that the initial sales of the company had met with so much success. He said that no enterprise he had been connected with had given him so much satisfaction as this, which meant the revival of the old Canadian fur enterprise at Montreal, which bade fair to bring back to this city its ancient prestige as the world's centre for the fur trade.

Revive Historic Trade

During the week, said Senator Webster, the eyes of the world had been turned to Montreal, and with the success of the sales so far, he felt confident that the foundations had been laid for a revival of a trade that had become historic with Canada.

Hon. C. J. Doherty, Minister of Justice, followed, and dealt with the storied days of Montreal as a fur centre, remarking that owing to the enterprise of Senator Webster and those associated with him, history was now repeating itself, with the re-establishment of Montreal as the place where the fur traders and the fur buyers of the world met.

As a representative of the Canadian Government, Hon. Mr. Doherty said he was glad to join in congratulating the Canadian Fur Auction Sales Co., under the lead of Senator Webster, on the success that had met their initial venture. He especially welcomed the many American buyers who had attended the sale, as people who had the same aspirations and the same ideas of liberty as the Canadians. These fur sales would make a means of happy meeting between representatives not only of the United States and Canada, but of other nations. In that measure he considered that Canadians thoroughout the country should appreciate the work inaugurated by Senator Webster and his associates to revive this ancient Canadian industry.

System of Control

Hon. J. E. Perrault, Provincial Minister of Forests and Mines, followed, and also congratulated the association on its work to revive the fur trade in Canada. He said that the Provincial Government had taken keen interest in this work, and had inaugurated a system of control of trapping and shipping furs which would prevent the illegal handling of furs, both by way of licensing trappers, and stamping of export skins.

He appealed to the fur dealers to aid the Provincial Government in their efforts to prevent such a wholesale slaughter of fur-bearing animals as had led to the extinction of the buffalo and other valuable animals, so that the fur industry might be kept as one of the assets of the Province of Quebec.



Incomparable!

Alike in beauty of design;
In originality of style;
In Quality of Skins;
And in artistry of execution,

Laberge—Chevalier Furs

stand incomparably alone.

Supplementing our Fall and Winter offerings, we are presenting a new specialty in

Opera Cloaks

manufactured from the finest silks, brocades, etc., and beautifully trimmed with exquisite furs.

We shall be pleased to put you in touch with one of our representatives if you are interested.

LABERGE, CHEVALIER & CO. LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.

New Furs For Fall

Our travellers are now showing full ranges in

Coats, Jackets, Small Furs, etc.

All our garments are of the usual Coristine High Standard of Style and Quality. Though prices are ruling upward you will find these furs marked lower than present conditions warrant, as a result of judicious purchases under the existing market.

James Coristine & Co., Limited

371 St. Paul Street West, Montreal

Fur Dyeing—
with the risk removed

Electric Seal

hitherto produced in France exclusively, is now offered for the first time as a Hollander "Made-in-Canada" product.

You can rely on the dye because it's HOLLANDER'S

We offer you the expert services of our laboratory, plant, and staff of trained dyers and dressers who are pleased to give you the newest ideas in fur dyeing and dressing.

Hollander Dyes are continually demonstrating their superiority for the purpose of making furs more beautiful.

Famous Hollander Seal

A. Hollander & Son, Limited

64 Queen Street -- Montreal

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MORE THAN HALF THE BATTLE

You may be buying grain or lumber or fish or in fact anything, it matters little —you know that if you buy *Right* your goods are half sold.

The Redmond line of Furs has enjoyed for many years the reputation of being always right in

STYLE QUALITY
WORKMANSHIP
VARIETY VALUE

They Are Always QUICK SELLERS.

Write us for information or ask to have our Salesman call.

THE REDMOND COMPANY
LIMITED
MONTREAL WINNIPEG

Big Firms Approve "Four Season" Idea

Millinery Wholesalers Adhering to Scheme That Will Help in Combating High Cost of Production—Large Models Coming In and Many Novel Sports Shapes With Big Shady Brims—Jade and Blue to Have Strong Run.

TO help combat the high cost of production, the "Four Seasons" campaign which has been in operation in the leading millinery shops in New York, is being adhered to here by a large number of the wholesale houses. Instead of the shops being overflowing with sport and summer chapeaux, only a very few models are being featured. Everywhere the present seasonable dark hat for Spring wear is being shown .

The wholesale houses are just beginning to hold their "openings" for advanced sport hats. Of course several of the larger houses have been shipping carloads of millinery for some time to Vancouver and the West. But on the whole, the houses are following the "Four Seasons" idea.

The "Four Seasons" idea divides the year into four sections, Spring, Summer, Austumn and Winter, and also extends them over a longer period in the millinery business. For instance, last year, at this time, the shops were overflowing with tulle and sports hats that were really only for late Summer wear. This year the shops are still selling the darker Spring hats which are being worn with the Spring suits. About the middle of April the wholesale houses will commence holding their "openings" when some advanced models for wear during August and September will be featured.

Then when August arrives instead of the usual run on velour and felt hats, being made the shops will only be showing a very few models. In this way, the time is extended for wearing each hat and the milliners have more time to devote to each season's styles. This plan has been adopted in several large cities and has proven very successful. "And a much more sensible idea it is," a leading buyer remarked to DRY GOODS REVIEW.

Large Models Lead

The large hat is again the hat of the moment. The popular large hat is of hair net in jade, navy and brown tones and many others are being made of the silk Batavia cloth. Visca straw is very evident for sports wear in turquoise, Pekin, sweet briar and white. Taffeta hats are assuming much importance and many of the French designers are featuring white taffeta for later wear. Many of the houses expect big business in white hats.

Tulle Prominently Featured

One stunning black dress hat shown was of tulle with a lisere finish. Another excellent model was a large brown tulle hat with a bunch of colored thistles at the side for trimming. A number of the large hats are showing bright flowers and ribbon combined as trimmings. The cellophane is not being featured so much this month. A number of hats with silk crowns and straw brims of another color are being shown.

Raffia in all the colors of the rainbow is being used and also a combination of wool and raffia.

Narrow Ribbon Hats

But for the sport hat narrow ribbon is the material. Many exquisite sports hats with nice pliable brims and soft crowns are being featured by the makers into Toronto. One firm is showing a lovely model made with rows of orchid color ribbon. The ribbon is very narrow and the under side of the brim is of white straw. This is finished with a small white buckle. A very narrow ribbon is used for these hats and one style shows a narrow fringed ribbon in peach color.

"The most popular shade of all is peacock blue," a buyer told DRY GOODS REVIEW, "and we are being asked for all shades of blue and jade," he added. One of the best selling hats being shown for Summer wear is of black tulle with the tulle extending over the edge of the brim and a very narrow gold band edging the brim. Several gold flowers are used at the side. Another charming model is in yellow, and made entirely of wide ribbon. The firm showing these last two models is also displaying some sports hats made of rows of narrow ribbon with straw in between.



Hats to Match

For Midsummer days there will be many lovely fabric and silk hats this year, as well as the very airy, fancy models in mohair lace straws and tulle. This dainty outfit in Copen cartridge silk shows how effectively the hat may be made in the same material as the costume.

Big Demand For Pullover Styles

The wholesalers are placing big orders with all the Canadian mills for knitted goods for next fall. A tremendous demand in pull-over sweaters and sweater coats is anticipated. Sleeveless sweaters are not being asked for at all, and merchants carrying them are being obliged to offer them at attractive low prices to clear their stock. But in the long sleeved varieties there is no let-up in the demand. "We simply can't get enough" is the general report. The best sellers for midsummer will be the ripple skirt and flare pullovers in fancy and plain stitches combined and the bell sleeve will enjoy an increased vogue. While there is a tendency towards the short sleeved sweater in novel lines the elbow being with its neat turned back cuff must give first place to the three-quarter length or full length sleeve with the newer bell cuff. This is a universal favorite and is both dressy and cool for summer wear. "It is next to impossible to repeat orders in the fine wool lines" said one wholesaler and we are finding an increased demand for the fibre silk pull-overs also.

As to colors there are some startling innovations. When the sweater first assumed the lighter role of a becoming accessory rather than that of a "wooly" donned for comfort only under the coat or at best for energetic out-door sports, its decorative possibilities were by no means realized. The introduction of fashionable shades on the fibre silk models caused quite a stir. But now more striking color effects are making their appearance in the wool models too, and among the prettiest models seen this month was a pull-over with ripple skirt in a vivid hue known best as American Beauty red. With this attractive hue a shade of blue very close to turquoise was introduced in collar, waist line and cuff edges. This vivid contrast is unusually pleasing, as is also the use of turquoise with grey and orange with grey or vivid peacock blue. Sweater coats are developing slightly new features. Brush wool scarfs and pockets are seen and shoulder scarfs and belts combined are made to complete the smart sports costume of silk skirt and sweater. A splendid range of shades are seen but there is a steadily increasing complaint over the shortage.

Brushed wool sets are to be exclusively shown next fall in pastel shades and grey is to be seen in all tints.

SAILED FOR EUROPE

Mesrs. Morriss Voss and Ralph Felcin of Voss & Storm, sailed for Europe on March 23rd. They will not only visit the European markets to purchase merchandise, but will make a thorough study of conditions and upon their return, should have some valuable information to impart to the trade.

Hosiery Shortage Critical

Better Class of Silk Hose Have Advanced 25% in Four Weeks—Almost Entire Supply Being Purchased in Canada—Good Cashmeres From England at 10% Advance.

"THE hose shortage in Canada is critical," DRY GOODS REVIEW was told a few days ago. "Hose that we purchased at $3 a month ago are being repeated at $4, and others at $3.50 have advanced to $4.50," stated a big wholesaler in Toronto, who also stated that in the higher class lines the shortage is acute. The mills are overloaded with orders and cannot begin to meet the demand. The Canadian wholesalers are carrying almost exclusively Canadian manufactured goods.

"We do get some English hose and they have recently advanced 10-per cent. but we have purchased practically nothing from outside markets, apart from British, for some time," one large wholesaler stated. "We are purchasing cashmere hose in England, but also all our cotton and silk hose in Canada."

Asked as to the advance in the better line of silk hose during the past month, one wholesaler told DRY GOODS REVIEW that prices had advanced 25 per cent. in less than four weeks. But that has made no difference to the purchaser.

"It used to be: 'Have you anything cheaper?' Now it is: 'Haven't you anything a little better than that?'" said one dealer in this line. "It does not matter what price is asked, anyone is willing to buy. And everyone wants only the better class goods, they will not look at the cheaper lines."

Underwear Advances Again

People who bought early on fine cotton and lisle thread underwear have saved 25 per cent. according to best advices, and many saved as high as 33 1-3 per cent. The regular lines are all in demand and every one is asking for bigger shipments than the mills can possibly let them have. All repeat orders will have to be placed at a considerably advanced figure, and even at that shipments will be very slow.

Several of the wholesalers told DRY GOODS REVIEW that the big mills, without exception, had withdrawn their samples two months ago, being unable to entertain further orders in any lines for the time being. There is a general shortage of Summer weight underwear in all the regular knitted cotton and lisle lines.

Long Gloves Wanted

"We have had a very heavy demand for long silk gloves in white indicating that the vogue for short sleeves is increasing with the advance of the season," one wholesaler stated. "During the past few weeks we have had a steadily increasing number of orders for long silk gloves in both black and white."

Silk gloves are coming into their own with the approach of Summer. Kids have been selling at fabulous prices and people have paid them, but at the same time, with the advance of warm weather, silks will be welcomed, both for comfort and because of slightly lower prices. Wholesalers and retailers who are fortunate enough to have any of their stock in long silk gloves left over from a previous season can sell them much cheaper than they could repeat orders, and merchants are being advised to buy longs without delay. It was the opinion of one wholesaler that these lines could not be repeated at less than a 25 per cent. advance. In the longs, plain backs are favored, rather than contrasting backs, as in shorter and gauntlet lengths. Many of the short lengths have pipings and little frill sections to trim the wrists, and these are introduced in sand or white on navy, in white or black on grey, and in white on black and white on brown. All shades of fawns and grey are very much in evidence at present, but white is promised a tremendous midsummer vogue. Fancy shades in light colors are not being shown.

SILK HOSIERY BAN MAY AFFECT PARIS STYLES

Parisiennes are up in arms against a proposal to prohibit the importation of silk stockings. This ban on the importation of silk stockings will lead to a change of fashion it is believed, for if women are compelled to wear cotton stockings, they will revert to long dresses, it is said.

M. Marcel, the Finance Minister, is reported as being determined to bring about economy in women's dress, and at a meeting of fashionable women recently he delivered a speech in which he indicated how great economy could be effected in dress bills. France's output of silk stockings is wholly inadequate for home requirements, 20,000,000 pairs being imported yearly.

BUILDING ADDITION

The Vancouver Knitting Company has purchased the three storey brick building on Dufferin St., which they have been occupying, and are building an addition on the adjoining property which they recently purchased. The new building will house the dyeing, pulling and scouring plant, as well as the heating plant, for the entire factory. The work will be completed in sixty days.

Rumors to the effect that the Maison Paupas was going to cease business have been emphatically denied by M. Paupas who, on the other hand, said he is preparing an important collection for the summer openings.



Summer Hats for Summer Wear

await your inspection at

TORONTO HAT CO. SHOW ROOMS

featuring

Milans
Leghorns
and
Transparent Styles

Appealing interpretations of the Mode in Millinery, as expressed by Fashion's authoritative Centres and anticipating the demands of the coming Season.

Clever Designs

BAKER HATS

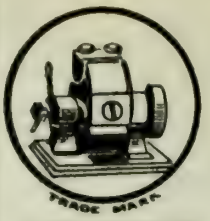
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DYNAMO BRAND

Wholesalers!

This Trade Mark is your guide to—

"Dynamo Brand" Maline

The Original Guaranteed
Rainproof Maline
Ideal for Millinery and Scarves.
Resists rain, dampness, snow, sun, and perspiration.

Exceptional quality
Guaranteed
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We are the only selling agents for Gros Million & Co., of Lyons (France) for the Dominion of Canada.

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MONTREAL

A String on Your Finger

—lest you forget to turn to the latter part of this issue and read the Buyer's Market Guide.

Use these Electros in your Newspaper and Circular Advertising

WE have prepared one and two column advertisements for use in merchants' newspaper and circular advertising. They are reproductions of Ballantyne magazine advertising, and also link up with the colored window display cards supplied by us to retailers.

Here is an opportunity for you to take part in and reap the benefit of a well-balanced and comprehensive advertising campaign for knitted coats. Have us send you electros and use them in your advertising.

Electros of these advertisements will be sent you, free, on request. They are part of the Ballantyne service to the retailer, which does not stop with supplying him with goods of irreproachable quality and style, but also interests the public in these goods and the retailers who sell them.

When you write, specify whether one or two column electros are desired, or both.



THE vogue for Knitted Coats has been maintained by producing something different each season and by perfecting the making of these coats so that they retain their smartness and give excellent wear. The name "Ballantyne" on a Knitted Coat is a guarantee of its high quality, and any woman who examines the new models we are showing will find an irresistible charm in their daintiness, their fascinating colors and their chic design. We are showing a fine assortment of these coats for this season — new designs, new colors, but the same old dependable Ballantyne quality.

DEALER'S NAME

R. M. BALLANTYNE LIMITED

STRATFORD, CANADA



What's in a Name?

Unless the goods bearing that name have been tried out by the public for a number of years—unless they have given every satisfaction in every respect and in every case,—a name is worse than useless.

But there is a distinct selling power behind such a name as "Penmans." For years the public has been familiarized with the never-failing comfort, durability, style and genuine worth of hosiery bearing the name.

Penmans Hosiery

"THE STANDARD of EXCELLENCE"

A Year-Round Demand

There is no season of the year when children's woollies are not in demand, because the tender bodies of babies and young children are constantly in need of the comfortable protection which soft, light woollen garments alone can give.

Priscilla Quality

Children's woollen garments have that softness of texture and perfection of finish which only purest wool and best workmanship can impart.

The year-round demand for these quality lines makes them a profitable proposition for the dealer.

HENRY DAVIS & CO., Limited **259 Spadina Ave., Toronto**

ATLANTIC

You Profit When You Please

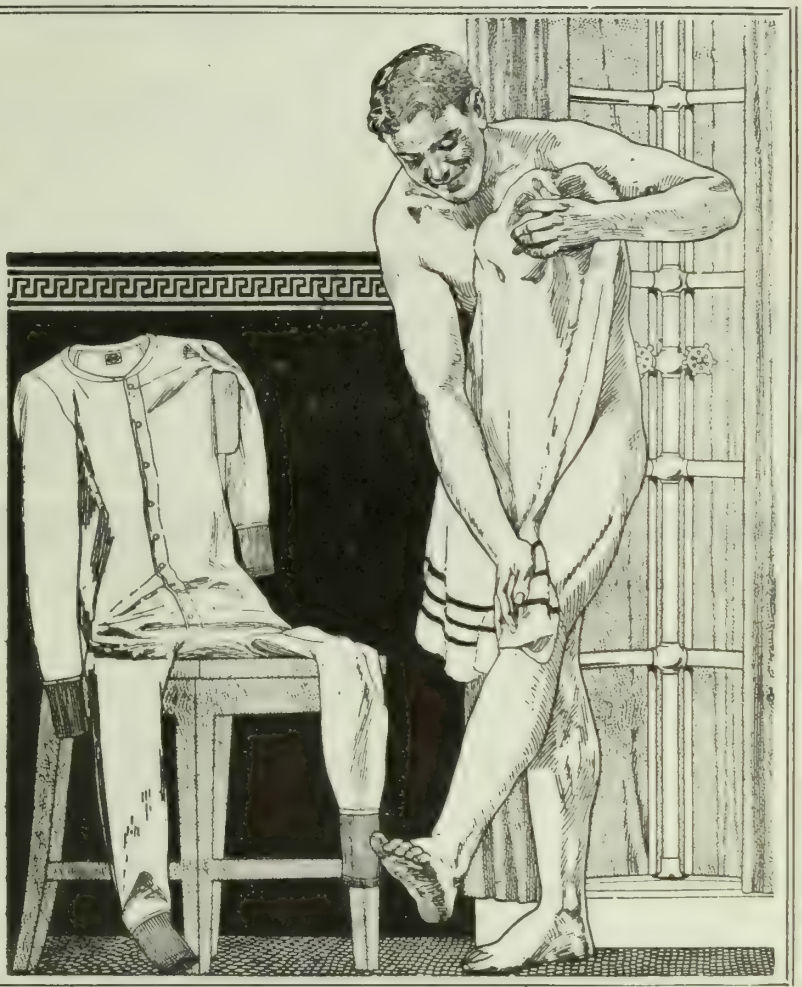
To carry a full line of Atlantic underwear is to identify your store with a superior and popular product—to please your customers and to reap greater profits.

Your jobber has them.

Atlantic Underwear Company,
LIMITED
MONCTON, N.B.

E. H. Walsh & Company,
Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces



This Trade Mark sells "CEETEE"

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark. If you are catering to the best trade in your district you must sell "CEETEE"—

For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada.

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

MADE BY

THE C. TURNBULL CO. OF GALT, ONTARIO

Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE



Something to Look for



Something to Find

IT means satisfaction to any man who has ever worn St. George Brand or St. George "Woolnap" Underwear. Relatively greater satisfaction, because these garments are now even BETTER than before the war. That's a fact that will appeal to underwear buyers these days.

Give the Fall lines your critical inspection. Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations —worthy of your strongest recommendation.

Agents
COYLE & RODGER
230 McGill St., Montreal
R. COPPING & SON
31 Melinda St., Toronto
A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

You Get Quality *in* Circle-Bar Hosiery

WHY do the best stores carry Circle-Bar Hosiery?

Because customers demand a high standard. No hosiery can claim better quality or neater fit than Circle-Bar Hosiery. We use the finest Botany wool, pure silk and long fibre cotton. No seam disfigures and no welt causes discomfort. Reinforced heel, sole and toe assure durability.

We aim at, not only good hosiery, but the best hosiery.

When you carry a stock of Circle-Bar Hosiery your customers get satisfaction and you win their confidence and continued patronage.

Latest styles in silk, wool, mercerized, lisle and cotton, for men, women and children.

CIRCLE BAR
REGISTERED HOSIERY

The Circle-Bar Knitting Company, Limited
Kincardine - Ontario

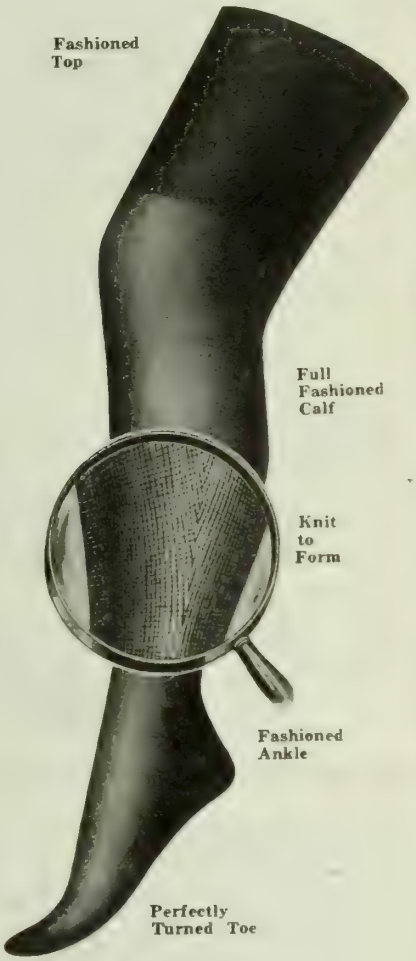
Mercury Hosiery

THOUSANDS of Canadian women have learned to identify the words Mercury Hosiery with the finest product of its kind in the shops.

Women can tell at a glance there is extra comfort and long wear in Mercury Hosiery. It is knitted into shape without seams, is correctly fashioned throughout, and is made from the finest and most durable materials.

Mercury Hosiery is ever in greater demand and the merchant who sells it can look forward to increasing sales from customers who have tried it.

Made in Mercerized, Lisle, Cotton, Cashmeres and Silks.





Mercury Mills
Limited

Hamilton
Canada

Makers of Mercury Underwear and Hosiery for Men and Women.

Peerless Underwear

Makes Friends—and Keeps Them

Peerless Underwear — for women, children and infants — has *real* qualities which rank high with discriminating women.

Carefully fashioned from soft materials, neat-fitting and wonderfully durable, Peerless Underwear is a brisk and permanent seller.

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. Moodie & Sons, Limited
Hamilton, Ont.

These Garments will Boost Your Underwear Trade



IT means something nowadays to be able to offer your customers a brand of underwear which you can assure them is BETTER than ever. We invite your critical comparison of St. George Brand Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations with any other brands offered you, confident that you will recognize the superior quality and careful workmanship which will satisfy your most particular customers.

Agents:

COYLE & RODGER — 230 McGill St. - Montreal
R. COPPING & SON — 31 Melinda St. - Toronto
A. R. McFARLANE - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

Buster Brown Stockings
—the economical kind

ECONOMY is a big point with your customers to-day—especially when it is combined with good looks and durability.

And Buster Brown Stockings possess these three qualities in a remarkable degree.

They stand up surprisingly well under the knock-about treatment the average boy gives his stockings, because they're knitted with three-ply heels and toes. and double-ply legs and feet. *Doubly and triply reinforced* where the wear is hardest.

Good looks are knitted into them as well—in the smooth finished, extra-long yarn and narrowed foot and ankle.

And Buster Brown Stockings *are* economical—because of the longer wear and greater satisfaction they give.

Display Buster Brown Stockings prominently. Point out their superiorities to your customers. Their many "talking" points will "sell" the customer the first time—and the long wear and satisfaction obtained will bring that customer back again.

You can get Buster Brown Stockings—and Buster Brown's Sister's Stockings from your wholesaler.

Buster Brown's Sister's Stockings
are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade Tan, Pink, Blue and White. Well shaped and moderately priced.

The Chipman-Holton Knitting Co., Limited
Hamilton, Ont.

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED

"Dods Knit"



Underwear for Men and Boys

APPRECIATED

for the unusually sturdy quality and splendid wear obtained at a reasonable price.

The Dods Trade Mark always ensures honest value and enduring satisfaction.

Combinations
Two-piece Suits

—

Elastic Knit
Flat Knit
Merino

GUARANTEED

for quality, size and workmanship.

We are constantly adding touches that make for greater comfort and added value.

Ask your Wholesaler to show you samples.

To Wholesale Trade Only

Dods Knitting Company, Limited

Orangeville, Ontario

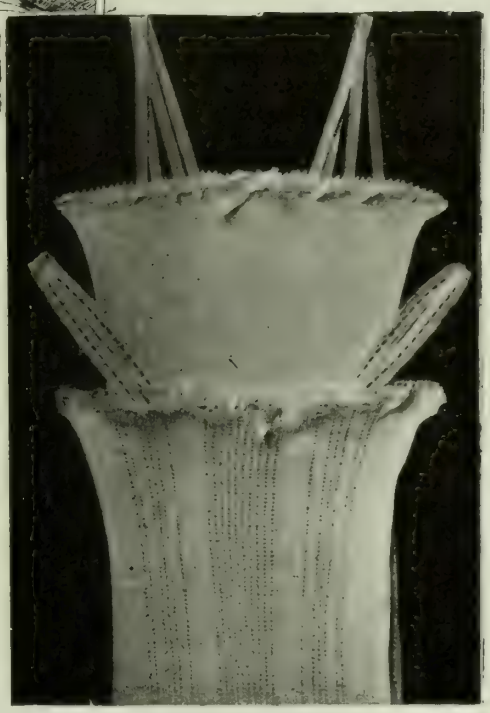
SELLING AGENTS:

Ontario and Western Canada:
R. R. DAVIS
33 Melinda St., Toronto

Quebec and Maritime Provinces:
WM. C. FOSTER
43 St. Sacrament St., Montreal



Oxford Underwear
—For Ladies



The distinctive daintiness of OXFORD Undergarments is sure to attract sales in your Department.

The features that give solid comfort and the faultless finish that ensures long wear, will bring complete satisfaction in every case.

Complete range of—

VESTS—DRAWERS—COMBINATIONS.

Summer or light weight.

The Oxford Knitting Company, Limited
Woodstock, Ontario

Western Representative: T. H. WARDELL, 102 Hammond Block, Winnipeg
Ontario Representative: H. R. BLADE, - Carleton Chambers, Ottawa, Ont.
Maritimes Representative: F. W. McLEAN, 5 Paddock Street, St. John, N.B.

Leather Bags in High Favor

Kodak and Avenue Models in Evidence—Lambskin in New Grains Being Featured—Some Silk Bags in Demand—Colors for the Most Part Are Quiet—Some of the Novelties.

THE evidence of leather this season in all manner of accessories, including the narrow belts, dress trimmings and hat ornaments is undoubtedly to a very large extent responsible for the renewed vogue of leather hand-bags. Leather bracelets in odd designs have made their appearance, leather novelties of all sorts have appeared on the market, and for this reason the fabric bag, travelling out, and fabric purses of all varieties have had to give first place to the leather models for similar purposes. As the season advances the leather bag grows in popularity—it is the last word in smart accessories for the street tailleur and even dressy models in silk look to the finer "skin" models in perference to the more elaborate made-up bags. Leather models appear strongly to the popular trade for they are made in compact design, and the majority of women favor a small, neat hand-bag. They would rather pay a good price for a good looking neatly finished leather purse than they would for a more extreme made-up bag.

The leather bag is modish without being over dressy—briefly, it is the practical accessory, and as such has the widest appeal.

The Leaders in Style

The newest shapes in the leather models for Spring and Summer, and even those being shown by the wholesalers for next Fall are the "Avenue" bags, a pleasing version of the well-known vanity bag, and the newer developments in the kodak model. Tailored simplicity characterize the best selling lines, and when touches of trimming appear they are invariably part of the general color scheme. Lambskins in morocco grains lead in the kodak models and the ostrich grains, too, are very strong and give excellent service, due to the splendid wearing qualities of this leather. These bags are showing in greens, tans, brown, greys and dark shades of blue. "Zebu" finishes in browns, tans and taupes are also very good and smart bags of the 4-inch frame type are retailing at about $10.

Kodaks in Patent, Too

"I have done half my business for the past two months in kodak bags," said one of the largest manufacturers of this class of goods in Canada when seen by DRY GOODS REVIEW. "I carry them in long grain and striped patent leather as well as in the colored lambskin in navy, grey and brown." This same maker is showing a number of chain handle effects on patent bags, while his silk moire bags in black with chain handles were also shown among the best sellers.

This same maker carries a very excellent line of Linen grain bags at moderate prices that will enable them to be retailed at the most popular prices of $3.50 and $4.50 each. These are also on 4-inch frames.

"We have had little demand for the 5-inch frame although in the United States these are selling very well, and the present tendency points to a stronger vogue for them in Canada," stated a manufacturer interviewed.

Suede bags are rarely seen in Canada—even in the higher class trade the novel bead bag, the broche and even the feather bag appear, and suede model remains persistently out of the picture.

The Avenue bag with its curved lower edge is very compact and very smart. It is equipped like the kodak bag with mirror, while memorandum pads and small purses appear in models according to size.

The more highly-priced models of course go in for more fittings and more trimmings. The extravagant Oriental designs are seen in exclusive bags, and models of moire, duvelyn, faille and mesh are included in the Spring and Summer array of more expensive accessories. There are a few light-tinted leathers being shown with gold trimmings in these high-priced lines, but even women of very fastideous tastes will revert to the more tailored varieties after a Winter and Early Spring season of fabric fads.

Moire, faille and brocade silks add gaiety to the assortment of costly bags. They are mounted on frames of shell, sterling silver or of ornamental metal that has the appearance of some semi-precious ore. In several instances bags have been designed with particular reference to the evening gown—frequently elaborated with ostrich fringes, with crystal embroideries or made entirely of feathers. The pendant tassel of beads or silk is usually a feature of the evening wrist bag. Several of them are sufficiently capacious to hold, besides the vanity case, opera glasses, the fan, mouchoir and vinaigrette. These, of course, have no appeal to the popular trade.



For All Occasions

These three smart handbags represent the newest styles for Spring and early Summer wear. The upper left is in light brown morocco grain lambskin in the swagger "kodak" design. Below is the neat little "Avenue" bag of striped patent leather. To the right is a lovely silver mounted black moire bag with chain handle and tassel trimming. All bags are fitted with mirrors and attractive linings. Shown by Canadian Leather Products, Ltd., Toronto.

A New Collar Feature is Seen

Lack of Novelty Displayed in the Easter Neckwear Being Made Up For in the Introduction of Curved Laces and Embroideries—Tremendous Demand For Circular Collars in All Styles—Colors Still Good.

EVEN though big prices are comparatively easy to get, the retailer will not need to ask them this summer for neckwear, and certainly the consumer who purchases expensive neckwear will do so by choice, and not necessity, as in so many other lines. There are to be plenty of dainty organdy, lace and batiste, as well as lace neck novelties, at reasonable prices, for the goods are in the country in good quantities, and even if the made-up pieces and sets retail at an advance, the neckwear laces by the yard, which are really the newest on the market, are here from Switzerland and are available in a very extensive range at moderate prices—as prices go nowadays. The very last word in neckwear creations is being shown by a Toronto wholesaler and is illustrated in this issue. The tab collars have been popular with the trade for some time, but a later version is seen in these new "curved" laces which show the tabs, scollops or points, whatever the shape of the design may be, completely finished and worked from a firm beading edge, which allows the design to radiate or curve, so that the collar may be adjusted about any shaped neckline, and lie smoothly without rumpling. These laces come in numerous delightful designs and the one in the accompanying illustration represents the most popular treatment—the use of art Venice. The lacey effect is very lovely on silk or cloth costumes, while dainty curved trimmings are also shown for cotton summer frocks in baliste, organdie and Georgette. These are shown in numerous lines in which colored embroidery is introduced—pink or blue in pale shades being very pretty on white. White embroidery is shown on the tabs in "toast" or pink, while all-over effects in white are, of course, good. These curved laces and embroideries are not for collars only. They are shown for hats—many lingerie hats are to be seen this Summer—for lingerie table covers and centrepieces. The art Venice laces show great variety in design, one of the novelties which should have a big demand being the imitation bead design—a clever pattern that closely resembles a fancy neck ornament in white beads. Dainty little medallions are very pretty in these collar designs placed at the edges of the patterns between some of the points.

Also very pretty are the tabs and points being shown that are shipped from the makers in Switzerland straight, but which can be cut between each point without hurting the design, so that the desired curve may be had. These laces are made with the points completely finished, but caught with little cross threads, which may be cut or left as they are. In either case, the design is effective.

One wholesaler pointed out that in case the curved collar fad should go out before all the present stocks are sold, the laces would still be able to be utilized for other uses if uncut. This wholesaler, who has imported large quantities of dainty Swiss goods, says that as these laces will retail around $1.50 and $2.50 per yard, a dainty collar may be had for a little over a dollar, or for the higher-priced laces for less than $2.25. It takes about three-quarters of a yard to make the collar, and there is no additional trimming required to have a very pretty finish for the Summer frock.

"No one will object to paying a little over a dollar for a pretty net and guipure or point Venice and filet collar," pointed out this wholesaler, who showed the DRY GOODS REVIEW representative a wide range of very dainty designs, ranging in prices that will enable them to retail moderately from $1.25 to $3.00. An exquisite Brussels applique is to retail at $2.25, and a handsome fine filet at $3.00 a yard. Very pretty patterns in batiste with point Venice or filet were seen that will sell at $1.50 to $2.00 a yard on the retail counter.

"These goods are to be in great demand," stated the wholesaler who was showing the samples. "These samples have only been in a week, and I do not expect the goods for a week or two at least, and the entire shipment is sold already on the samples. I have cabled a repeat order." These laces also come in sizes suitable for table covers and other household linens.

This wholesaler is also showing beautiful luncheon sets of linen, with insets of filet in white ecru, including 14 pieces. These are intended to sell at $18.00 a set, including the full complement of doilies, tray covers and cloth.

Filet laces with escurial designs were effective and will be priced at $3.50 and $4.50 per yard.

"Cheap lines are off the market," DRY GOODS REVIEW was informed. "People will not buy anything but the best. Prices don't seem to cut any figure at all any more, and if we show people cheap stuff they won't be bothered with it. Colored lines in neckwear are still strong—pink and toast in organdie, batiste and Georgette being very pretty, while the all-white designs are still most desirable for some uses.

With the donning of cotton frocks and suits the sale of collars and vestees should enjoy a new zest and merchants will do well to replenish their stocks wherever possible. Neckwear of all the popular styles is to sell very well all Summer.



Curved Laces

Neckwear laces and trimming laces for all purposes can now be had already curved so that they do not become disarranged when shown to a curved neck line, table cloth edge, etc. Lace in above cut shown by Thompson Lace and Veiling Co., Toronto.

New Notes in Fall Veils and Colored Handkerchiefs

French Veils Show Crackly Effects and Bold Conventional Motifs —Prices Attractive—Lace-edged Kerchiefs and Colored Borders Rivals With Popular Tastes.

SOME of the new veilings for autumn have arrived during the past week or two, and the samples shown to DRY GOODS REVIEW and those lent for use in illustrations proved very interesting. The meshes are of those fine, soft, durable qualities that only the French seem able to make, and the figured effects, though rather faddish, are very smart. The fancy veiling permit of considerable color, but black and taupe are apparently the favorites for autumn with browns and purples also strong. The "crackly" designs are promised a strong vogue in the novelties, also the firm figure effects, and, of course, the chenile motif which is now being shown in the very newest French meshes in contrasting color. The veil is always a plain black mesh, but the chenile spot or figure may be in any of the three leading colors: henna, jade or copen.

Fine Meshes Lead

The fine thread mesh is undoubtedly the favorite, and when figures are introduced they are of artistic and effective design. The escurial designs are to enjoy quite a vogue in the complete veils next autumn, and borders will be seen on veils and veilings by the yard alike.

Metal and Tinsel

Dress trimmings in opalescent, irridescent and jetted sequin effects arranged in strands on nets are to be very much in demand in the very early autumn. The eleven strand (2-inch width) will retail at about $3.50 or $4 a yard, and the thirty-three or 6-inch width should sell for not more than $10 a yard. These trimmings are most effective and are used for bodices of evening gowns or for trimming motifs elsewhere on formal dance and dinner gowns. Sequin embroideries in all-over designs are very good and will retail this fall at prices ranging from $10 to $15 per yard.

Belts and Girdles

The great vogue that DRY GOODS REVIEW predicted for the school strap and other versions of the leather and kid belt, has been realized so completely in such a short space of time that another hint is going to be thrown out without further delay—fancy girdles of every design will be quite in order this Summer. Bead effects, silks, cords, metallic cloths and ribbons are to be made into all manner of girdles and belts for every known type of costume. Merchants will do well to give prominence to the novel fancy goods and fabrics that will be required for the fashioning of these smart accessories.

The New Kerchiefs

Pure linen handkerchiefs have been so scarce for so long people have quite unconsciously become accustomed to all kinds of lawn and lighter cotton fabrics, even in dainty lace trimmed handkerchiefs. Lace edgings are coming in very strong again this season, and with the revived vogue of lace collars and dress trimmings the lace-garnished handkerchief is being widely favored. Colored borders and whole colored handkerchiefs are being shown for informal and sports wear, and bright-hued effects are being shown along with the designs in the ever popular purples, blues and rose tints. Henna is seen, of course, and bright shades of green, including jade and emerald and the printed Georgette designs are featured for wear with figured voiles of the same order. Dainty little bits of embroidery are favored and corner motifs in all white are frequently hand worked. Lace borders are shallow and wide, and cream is seen as well as white.

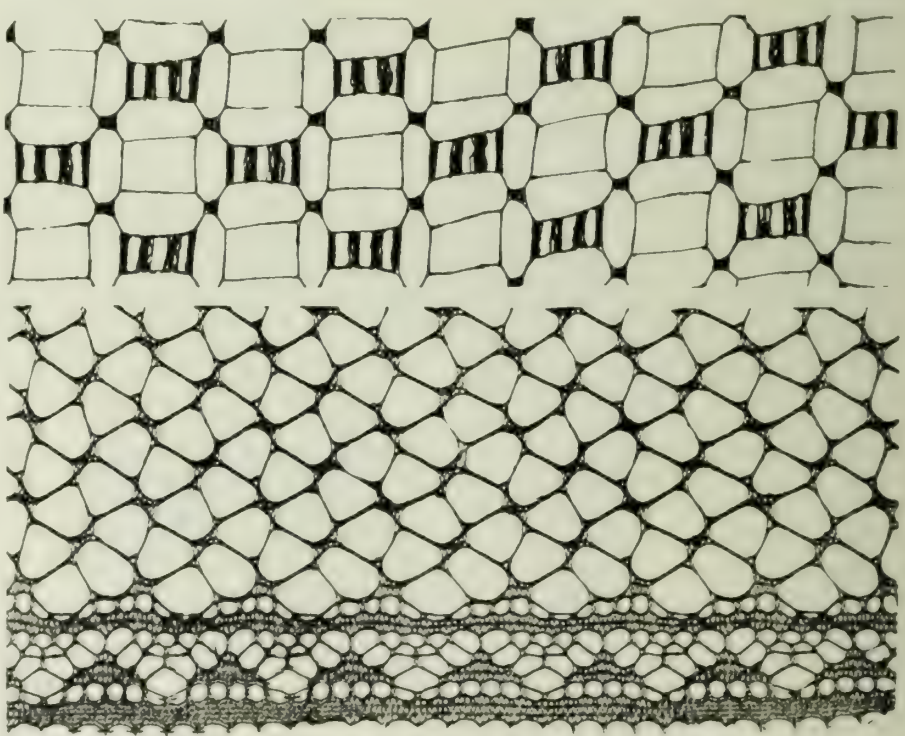
Hosiery Output Decreases in U.S.

At the recent annual conference of the National Dry Goods Association of the United States, it was stated that a decrease in production amounting to 12 per cent., due to a 48-hour week, has taken place in the knit goods (hosiery) industry. About 7 per cent. of the American production was exported in 1910, and it was anticipated that the demand for underwear from Europe would more than absorb any surplus stocks which the Government might have to dispose of.

It was also declared that there had been an increasing demand for underwear of woven fabric. Seventy-seven firms are now turning out this type of garment, and their aggregate production is about $13,000,000 dozens annually. The wage increase in New England mills since 1914 has been about 152 per cent., making an enormous increase in the cost of manufactured goods. The demand for fine grades brought about through abnormally high wages was another factor in raising prices.

It was also mentioned that the use of cotton for tyres and other mechanical goods is making large inroads on the supply of cotton available for wearing apparel.

From statements of the various manufacturers present, it was estimated that the American production of hosiery now averages about 60 per cent. of normal, although there were some who claimed that they were producing as high as 80 or 90 per cent. of their pre-war quantities.



The Autumn Days

Two rather extreme meshes which will be among the modish meshes for Fall wear. A very effective reproduction of a jet motif is exploited in the upper design, while the bordered veil is called "crackly" by the French.—Courtesy of the Sterling Lace Co. of Toronto.

A DICTIONARY OF DRY GOODS TERMS

(Cotton Spinning, Continued)

Combed Yarns—A good quality of spun yarn, usually Egyptian or Sea Island cotton, which has undergone the combing process in addition to carding.

Combing—Combing is a very important and necessary process where fine yarns of good quality are required to be spun. The object is to eliminate all fibres under a certain length so that those remaining may be uniform and placed parallel, thus producing a regular and clean sliver.

Conditioning—When yarn is taken from the spindles it usually contains about 3 per cent. less than its natural moisture. It is therefore conditioned by keeping a few days in a damp place, so as to regain the loss.

Cop—The cylindrical form in which the yarn is built up when spun on the mule. It consists of a rounded bottom with the top or finishing part cone-shaped.

Counts — Refer to the diameter and weight of cotton yarns for a standard length. Single-thread counts are denoted by the number of hanks of 840 yards in one pound (avoirdupois), or 7,000 grains (troy). Example: A 20 cotton thread equals 20 hanks to the pound; 20 x 840 = 16,800 yards to one pound. Folded-yarn counts are determined by the number of threads twisted together. Low coarse counts are denoted by yards per ounce.

(Cotton Weaving and Manufacture)

Back Rest — The back crossrail or roller of loom over which the warp passes in a horizontal direction to the healds and reed.

Balled Warp — A warp or number of threads coiled in the form of a large ball for easy transit and handling.

Beam — A flanged roller, similar to a large bobbin, for coiling the warp round in a broad sheet. Used for beam-warper and the loom.

Beam Warping — A system of preparing back beams for the slasher. Each beam contains a standard number of threads of a certain length. Used principally for the grey trade.

Beating Up — The third primary movement of a loom. The forcing or bumping up of weft after it is carried across through the warp by the shuttle. It is accompanied by the loom crank sley and reed.

Brocade — A class of figured weaving produced by means of the "Jacquard" in which the warp and weft are made to float indiscriminately in the surface of cloth to form a desired pattern or figure, the ground weave being of a firm structure. The figures are weft.

[To be continued]

Shortage Still Serious

Corset Output Still Below Normal—Strike on Other Side Presents Added Difficulties—Shortage of Raw Materials Increasing.

THE corset manufacturers are facing bigger problems almost daily. They simply cannot keep the supply adequate for the rapidly increasing demand for better class models.

Added to the increased shortage of raw materials is the problem of proper shipping facilities. The railway strike in the United States is holding back orders that were previously held up for materials. One firm after waiting for several weeks for their orders to be filled were informed that the raw materials were obtained and shipped. After waiting a few more weeks the firm sent a wire and were told that the goods were on their way. Up until now they have not arrived and are probably reposing in some railway car somewhere in the United States. Several firms which have been using airplane material in their corsets are also finding it increasingly difficult to obtain this. The steels and accessories are very hard to get and some firms who have been able to secure the cotton are having their orders held up.

Uncertain Conditions

"We do not know from one moment until the next when we will be able to supply our customers," one buyer told DRY GOODS REVIEW. "Sometimes when we least expect it an overdue shipment arrives, and at other time we are weeks behind," he added.

There are very few new designs being featured for Fall owing to the uncertainity of the markets. Just now the Summer light weight corset is being featured. Owing to the demand for a light boneless corset for dancing and sports wear the French dancing corset is being displayed. One of these seen was in pink brocaded silk with a narrow edging of white lace, and buttoned in the front. The low busted lightly boned styles predominate.

The hygienic corset remains the same and very little change is anticipated in this line of goods.

Should Establish Designing School

Miss L. M. Hart and Miss Jean Mitchell Give Address to Designers' Club

Dresmaking for the stage was discussed at the dinner given by the Canadian Women Designers' Club in Toronto this month.

Miss L. M. Hart, one of the guests of honor, gave her audience a very practical idea to work upon in the suggestion that there ought to be a school of design in Toronto. Miss Hart thought that such a school of design might be worked out in connection with the curriculum in the Central Technical School of Toronto.

Miss Jean Mitchell, who designs the costumes for the plays at Hart House, of the University of Toronto, was also a guest of honor and during her lecture she pointed out that modern dress is a complete unit, but that on the stage it is not. The dress must be keyed to suit the setting. In color much has to be considered. Very often only one color is used with a complement, as blue and yellow or red and green, but the modern, so-called "color harmonies" are of little use when seen from the back of the theatres. Light is a great color and certain colors disappear under the light. Purple is one of these. It can only stand a full red light. Miss Mitchell also pointed out that for line certain materials have to be used, and cotton will replace silk because it clings to the lines of the body instead of springing away. A recent play was costumed entirely in Shantung to get the lovely fall of the Greek costumes. The same gorgeous materials used by the Greeks cannot be secured to-day. Woollens, for instance, are not to be had but the same surface feeling is secured by the use of ratines, tufted materials and monk's cloth.

Tapestry stimulates brocade linings and so forth, and leather and Madras over a sateen foundation makes a good representation of priceless cut velvet.



Of Embroidered Georgette

A dainty Georgette model illustrating the charm of the over blouse when effectively embroidered. Shown by the Caplin Waist and Dress Co., Montreal.

Best Value in Canada

CLP T

None Better Made Anywhere



Grained Patent Leather,
Chain Handle.



Ostrich Grain,
Colored Lamb.

Kodak Bags -	-	$30.00	to $108.00	Doz.
Vanity Purses	-	8.50	to 108.00	Doz.
Silk Bags -	-	24.00	to 78.00	Doz.
Ladies' Belts	-	1.50	to 12.00	Doz.

MANUFACTURED BY

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST

TORONTO

Successful Corset Departments

F. W. Smith, Ltd. of Weyburn, Sask.

enthusiastically recommend

GOSSARD *Front Lacing* CORSETS



The H. W. Gossard Co.,
Chicago, Ill.
Gentlemen:

We regard Gossard Corsets as a vital asset to our business. They not only bring exclusive trade but they also bring the masses to our store which is absolutely necessary for the success of a business in a city the size of Weyburn.

The styles are so numerous and comprehensive that we can fit any figure and we have absolutely no trouble in reselling customers who have previously enjoyed the satisfaction and comfort of wearing a perfectly fitted corset. We fit every corset that leaves our department so as to insure the purchaser complete satisfaction.

We have been handling Gossard Corsets for seven years and the sales in this department have increased steadily. In the city of Weyburn we believe that we sell fully 75% of the corsets sold, namely Gossards.

Yours truly,
F. W. SMITH LTD

FWS/MT. President and Managing Director

The Canadian H. W. Gossard Co., *Limited*

284-286 West King Street Toronto, Canada



"Society"

Trade Mark Reg U. S. Pat. Off.

Sport Veils

The National Advertising Campaign is Launched

From the moment "SOCIETY" Sport Veil advertising appeared in the newspapers and magazines—sales started climbing.

With merchants who have an attractive Cabinet of "Society" Veils on their counter—every sixth sale is a veil.

Women find the motifs fashionable—the elastic band sensible—and the price irresistible (25c).

Merchants find "Society" Sport Veils easy to handle—and the generous margin of profit particularly satisfying.

Act now—while the veil season is on.

Your wholesaler will supply you—If he cannot, write us.

HERBERT B. LEDERER CO.
A CORPORATION
Manufacturers and Importers
91-93 FIFTH AVENUE, NEW YORK CITY





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Griffin Gloves

MADE IN CANADA

They have
won their
POPULARITY
through the
SATISFACTION
they always
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Griffin Gloves
TRADE MARK

CHAMO SUEDE DUPLEX

CHAMO SUEDE AND SILK

Griffin Gloves Limited

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Sole Selling Agents:

Richard L. Baker & Company

84 Wellington Street West, Toronto

"The Exclusive



Neckwear House"

BIRMINGHAM

authoritative, advance styles always portray what is "going to be good" in

NECKWEAR

Style Quality

Our range offers you a wide selection of the season's daintiest and smartest effects.

All the popular materials and shades are represented —sheer, crisp organdy, fine net, crepes and chiffons, all-over laces and many striking combinations. You are sure to find in the BIRMINGHAM range just what you are looking for.

T. H. B. LTD. TRADE MARK

T. H. BIRMINGHAM CO., LIMITED

93 to 99 SPADINA AVENUE, TORONTO

PERRIN'S GLOVE

THE EVER-INCREASING DEMAND

for PERRIN'S GLOVES is only natural when you stop to consider the number of real live men and women who are familiar with the quality, value, and prestige of the PERRIN GLOVE.

This enviable reputation has had the logical result of creating a demand so great that we have been compelled to open a factory in the New Wilder Building at Montreal in order that we may be in a better position to supply dealers with

THE GLOVE THAT SELLS ITSELF

Our representatives are now out with the complete range for Fall placing.

P. K. COMPANY, LIMITED

Sommer Building MONTREAL

Ritchie's Made in Canada

Ritchie's Made in Canada

Very Latest New Designs

in

METALLIC EFFECTS

on

Silk Net and Georgette

Suitable for Evening Wear

Our Travellers now en route showing goods for Fall delivery. We would suggest early placing to ensure arrival on time.

H. P. RITCHIE & CO.

38 Clifford St.,
TORONTO

Ritchie's Made in Canada

Ritchie's Made in Canada



J.C.
AMERICA'S BEST
RIBBONS

Sylvia Breamer—charming and gifted screen star, like all of her discriminating class, appreciates and applauds the beauty enhancement and distinction

"J.C." RIBBONS

add to dress. The illustrated gown trimmed with **"J. C." SILVERKIST RIBBON,** is a striking evidence of the design possibilities these ribbons offer. There's one for every need—buy them by name—

SATIN DE LUXE — VIOLET
LADY FAIR — SANKANAC
TROUSSEAU — DEMOCRACY

(Registered trade mark name)

JOHNSON, COWDIN & COMPANY, Inc.
America's Best Ribbons
40 East 30th Street — New York

PHOENIX PHOENIX



Colored Organdy Neckwear

to be "vogue"

LACE POINTS
Venise
Batiste
Organdy
Oriental
PATCH LACE COLLARS

Toast *Nattier Blue*
Orchid *Flesh*
Mais *Grey and Navy*

are to be popular this coming season. The PHOENIX range includes a wide selection of delightful effects. Every piece bears the unmistakable PHOENIX stamp of correct distinction.

PROMPT DELIVERY

ROUNDING AND TUXEDO COLLARS
LACE VESTEES
COATEES
For Bolero Coats

Phoenix Novelry Company

154 Pearl Street Toronto

BUTTONS

FANCY TRIMMINGS
TAILORS' SMALL WARES

—

This Season's styles showing a decided Vogue for Buttons, it is an ideal time to make Your Button Deparment prominent. Unprecedented selling is yours if you have the goods to attract attention.

Our range cannot be excelled for variety, artistic designing, quality and value.

Be sure to see them!

—

THE ONTARIO BUTTON CO.
LIMITED
KITCHENER ONTARIO



Rich Coloring
Downy Softness
Finest Quality
Smart Designs

These are the features that are contributing to the ever-increasing popularity of our lines of

MARABOU

Natural, Black, White, Grey and Taupe. We advise placing well in advance. Let us send you an assortment.

DOMINION OSTRICH FEATHER CO.
Limited

78 Wellington St. West - Toronto

Representatives:
H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
Geo. Strachan, Welton Block, Vancouver.

VAN RAALTE *Veils*



Style - Beauty - Variety - Value

Of these qualities—Style is the dominant veil selling force. Style is the foundation of the profitable and growing Van Raalte Veil business in hundreds of stores.

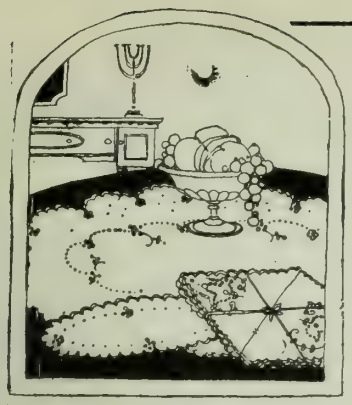
This is because Van Raalte styles have a beauty, a variety and a value that multiply purchasers and purchases.

Van Raalte Veils always mean a busy veil department.

VAN RAALTE COMPANY

New York Address: Fifth Avenue and 16th Street
Chicago Address: 103 South Dearborn Street

Silk Gloves - Silk Hosiery - Silk Underwear



Stamped Goods for Immediate Delivery

Children's Dresses	Embroidery Threads
Gowns, Combinations	Crochet Threads
Towels, Pillow Cases	Bag Frames,
Centres, Doylies	Crochet Hooks
Runners, Cushions,	Knitting Pins
Instruction Books on Knitting and Crocheting	Flossell Royal Artificial Silks

HAMBLY & WILSON, Limited TORONTO

SHOE STRING BELTS

The narrow kind
with Mackinaw Buckles

Patent Cloth ¾" and 1"
Patent Leather ⅝" - ¾" - and 1"
White, Grey and Tan Kid in ¾"

This is the most popular selling novelty of the season.

We still have a supply of all colors
in the
"CAP SHAPE" REAL HAIR NETS

This is the net that has the call at present.

WRINCH, McLAREN, LIMITED

The Exclusive Smallware House
77 Wellington Street West - Toronto, Ontario

COMPLETE STOCK OF

Swiss Voile and Organdy Flouncings

Our wide range shows the finest obtainable in these immensely popular lines for immediate use, and all styles of narrow Embroidery. Order early!

Also — Laces — Veilings — Handkerchiefs

Travellers now out with samples. Write us or call in.
PROMPT DELIVERY on all orders.

WESTLAKE BROTHERS, LIMITED

24 Wellington St. West Toronto

Building Up Bigger Industry

Canadian Toy Makers Are Increasing Output of Better Class Stuff—Marbles for Canadian Boys No Longer Sent From Germany—Indian Dolls Return to Captivate—Many New Members Added to Doll Family.

THIS second Springtime since Peace sees a large percentage and a better quality of Canadian-made goods on the market. By working steadily and surely the Canadian manufacturer has forged ahead with rapid strides, and the Springtime of 1920 sees the Made-in-Canada toy riding on the wave of popularity and comparing favorably with the toys made by European manufacturers.

The demand for Made-in-Canada toys has been large; and this, besides encouraging the manufacturer, has enabled him to turn out better work. A bigger and better standard in toys is being established, a fact which is resulting in quick appreciation on the part of the consumer.

For beauty and grace the Canadian-made doll should soon have no rival. One firm in Toronto is featuring some large cork-bodied baby dolls which are exceedingly popular. These dolls are large and life-like and being made of cork they are very light and easy to carry. This same firm is also showing the jointed kid-bodied doll of long ago. These dolls are Canadian products, too, and have pretty faces, open and close, their eyes and are strongly made.

They are very much in demand and retail at $4.50 each. The dressed doll which comes in a variety of styles is still popular and sells much cheaper, owing to the fact that less finishing work is required on the body of a dressed doll. An undressed doll requires a finer "polishing off" to complete it. Canadian-made baby dolls are also being shown and by their appearance a promising future is predicted for them.

The Indian Doll Returns

"The Indian doll which was in vogue a few years ago is again on the market and the demand is heavy," a leading manufacturer told DRY GOODS REVIEW.

A cunning novelty in dolls is being shown by one big Toronto maker. This is a small baby doll lying on a silk pillow of either blue or pink color and feeding itself with a bottle. These small babies are proving a tremendous attraction. This same firm is also displaying several imported Dutch dolls. These are very attractive and are garbed in typical Dutch boy style with wooden shoes and wide comfortable trousers in either blue or pink with white waists buttoned on to the trousers.

The Kewpie novelty doll, which sold so well last year, has been succeeded by a large following of Canadian-made sisters of somewhat the same style. A large range of these dolls are being featured by another big Canadian firm. "The Artiste," a dainty maiden similar to the ladies of Crinoline days; the "Hollikid," a jolly looking little fellow in a green and red suit are included in the novelties. Then there are the "Smilie," the "Lotta Sun," "Winkie" and the "Indianette" dolls. These are all exceedingly popular with the trade, according to the prominent manufacturers.

The French "Poilus" dollies are still being featured, while the celluloid dolls are very scarce. These are being imported from Japan and as yet there are very few on the market.

Canadian-made dolls are undoubtedly improving, and are retailing at prices from 40 cents to the expensive life-sized doll at $25.

While the Canadian manufacturer has been turning out a better class of Canadian dolls, he has not diminished his output of other toys. One buyer for a big toy department said that he believed Canada was turning out practically every class of toy for which there is any demand. There are wheel toys of all descriptions; fire reels, engines, trains, cars and autos, all strongly made and of good appearance, as well as all kinds of educational games.

Aeroplanes, naturally, have a tremendous appeal for the twentieth-century child.

These are of Canadian make in a variety of sizes and prices and are cleverly designed and strongly built. The "wheel" toys are as big sellers as ever and come in many diversified types. A number of toy animals made of pulp-paper are being featured and these are proving popular.

Games and Rhymes

The demand for educational and instructive games is increasing and the Canadian-made games of this style show considerable thought and fine workmanship. A set of twenty-six dolls, each a letter of the alphabet, is helpful in teaching a small child his letters. These dolls stand up steadily and the child rolls a ball and knocks one over. By learning which letter of the alphabet he has knocked over, he gradually learns his letters, while playing. Many other in-



A Row of Canadian Beauties

These new novelty dolls, including the Tiss-Me, Artiste, Winkie and Smilie, are only a few of the many new Canadian-made dolls which are being featured by the Borgfeldt Company of Toronto.

structive games are shown in bright colors and all are of reasonable price ranging from 65 cents to $1.50 each.

A number of good-looking story books are also on the market. These are made of good, heavy linen in bright colors and have large printing which enables a youngster to read without eye strain.

The boy who plays marbles this month will in all probability be "rolling" a Canadian-made ally as there are no others on the market. "One firm cannot take any more orders," one maker told DRY GOODS REVIEW. Formerly the Germans controlled a large percentage of this business and now as there are only two Canadian firms making marbles they are working overtime.

COLOR TESTING APPARATUS
Will Show Effect of Sunlight on Wall Papers, Textiles, Etc.

In a new electrical instrument the fading effect of sunlight is standardized and reproduced for testing the permanency of colors in textiles, wall papers, coloring materials, and so on. The new device consists of an arc, using special electrodes, and encased in two telescopic sheet-steel cylinders, the whole being mounted on a stand. The instrument, which may be used on either direct or alternating current, is said to consume about 2,800 volts. Provision is made for testing 40 samples at once. Part of each sample is covered and part is exposed to the light, so that comparisons can be made between the tested and untested portions of the samples which are under inspection.

NEW DESEEDING DEVICE

A number of Government officials and others interested in the flax industry made an official test of a new deseeding machine at the factory of the Dominion Linens, Limited, at Guelph, last month.

This machine is capable of deseeding a ton of flax every hour, which is considerably faster than the old method of threshing. If the machine is pronounced a success a number of them will be installed.

London Fair a Big Success

Great British Fair and Market Conducted in Agricultural Hall—British Makers Show That They Can Turn Out Meritorious Products.

THE second annual London Fair was held in the British Metropolis at the Agricultural Hall in March, attended by a gratifying success, that showed what one year's effort had achieved.

The Drapers' Record, in a report on the opening comments in part as follows:

"Since its inauguration by the International Trade Exhibitions, Limited, the London Fair has made big strides, and it is now confidently stated that it has supplanted the famous Leipzig Fair in importance. It is open to manufacturers of all nationalities, except Germany and Austria, at present, but there is undoubtedly a preponderance of British exhibitors, who anticipate brisk trade before the fair closes on March 26th.

"The quality, variety, and good taste of the exhibits show the increasing desire and ability to capture some of the extensive trade which Germany and Austria before the war carried on with this and other countries. The London Fair differs, of course, from the Leipzig Fair in that it is concentrated under one roof, and makes it a condition that exhibitors shall make a reasonable display of their products. It serves to bring before buyers new markets and sources of supply, which, without the Fair, it would be difficult to discover. Here buyers can view the best examples of many hundreds of firms, the exhibits running into thousands of lines of goods.

"This year the scope of the Fair is considerably enlarged now that the Government prohibition on exhibits of jewellery (precious and imitation), clocks and watches, articles of gold, silver, or electro-plate, and other metal goods has been removed. The Fair will certainly attract home, colonial, and foreign buyers in large numbers, since it offers an unique opportunity for gauging the condition of the market where toys and fancy goods of every description are concerned.

"Lord Morris, K.C.M.G., who formally opened the Fair, expressed regret on behalf of the management for the drawbacks experienced by exhibitors in not having all the stands ready for the opening day, but it was confidently anticipated they would all be in order on the following day. In the course of his remarks, his lordship spoke of the importance of the times, and laid stress on our great reputation. He urged the necessity of greater efforts being made to develop business. Trade follows the flag, and we must go on and carry the flag much further, he observed, if we are to be worthy of our great reputation.

The Toy Exhibits

"As regards the toy exhibits as a whole, it is interesting to observe the progress made in many lines, but the prices in many instances will prove a drawback. We still cannot turn out the well-finished mechanical trains that used to come in such quantities from Germany and retailed as cheaply as 6½d. in pre-war days. Nor can we at present turn out cheap toy tea services, or satisfactory cheap lines in building bricks.

"Fur and plush animals, wood and metal toys of a high order, we excel in. In dolls in the higher-priced lines we can beat the Germans, but our lines in the cheap end of the doll trade must be further improved. Some goods, such as the mystery boat toy, are better than similar German articles on the market before the war. This steam-driven toy is an improvement on the German boat at the same price. Cheap lines in mechanically propelled toys are still lacking, and neither the French nor ourselves seem able to make headway with this section.

"There was no very big display of Japanese toys, but doubtless when transport becomes easier we shall see more of these. Owing to the scarcity of wood in the war years, boats were difficult to supply in large quantities, but now they are a good deal more plentiful, and there are some capital new lines in self- righting boats.

Fancy Goods

"In fancy goods, notably as regards leather wristbags and purses, there is no doubt that we ought to retain permanent control of a greater portion of the trade in fancy leather goods. Another section that we were formerly dependent upon Germany for was the trade in lined cases and boxes for jewellery, as well as cases for plate and for manicure sets. We are now making these, and can compete more than favorably with the Germans."



Three Pretty Dolls Are We

These dolls, the Indianette, Lotta-Sun and Hollikid, are also by the courtesy of the Borgfeldt Company of Toronto.

Great Opening for Canadian-Made Toys

Canadian Toy Makers Have Opportunity of Their Lives—Important Factors That Must be Observed

THAT there is ample market here in Canada for toys of Canadian manufacture, and that the Canadian stores will buy them, and furthermore that they will guarantee to sell them and buy more, is the opinion of E. D. Fletcher, manager of the toy department of Goodwin's Ltd., St. Catherine Street West, Montreal. In discussing this matter with Mr. Fletcher, DRY GOODS REVIEW was impressed with the fact, as pointed out by Mr. Fletcher, that there is a sufficiently wide field in Canada for toys made here, and that, other things being equal, such goods will be bought here and the home manufacturer favored.

"It is a matter of price and quality. No matter how much may be said to the contrary, prices talk. A given line of toys must be produced at a price which, when profit is added, will be paid by the consumer." "Quality," continued Mr Fletcher, "is naturally an important factor, and this must always be given consideration, and the better quality toys will sell."

Great Room to Expand

There is plenty of room for expansion of the industry, in Mr. Fletcher's opinion. "As yet very few toys have been made here, as far as we have been able to see, and yet, what have been offered have sold well. We had a line of wood locomotives last fall that sold splendidly, in fact we sold all we could get and could have disposed of more had it been possible to get them. The manufacturer had to turn these out by hand and his quantities were therefore limited. He is now planning to expand his plant so as to make them in quantity. This, of course, will increase the output, and the unit cost will be cut down. This is an important thing that should be kept in mind by the manufacturer.

"Another toy that we sold many of was a coasting attachment for use with roller skates. The boy attaches his roller skates and this little attachment is so made that he could sit on a little seat placed in the centre, holding to the top end of this toy by means of a crosspiece handle arrangement. Starting at the top of an incline the lad can enjoy a fine time, the base of the attachment being fitted with ball-bearing casters similar to the roller skate wheels."

The Electrical Field

There has been great expansion in the electrical toy field, and in this direction there is much room for expansion still. "People will pay the price for a good electrical toy, but they must be told the value of the toy and a thorough explanation or demonstration made of what it will do. If it is really useful, well made, and likely to wear, many will buy these toys. We have sold many electrical trains starting at $11 or $12, and some of the electrical toys run as high as $25 or even more."

The above observations of Mr. Fletcher are interesting and instructive. Particularly pointed are they at the moment when so much is being written and so much said regarding development of the electrical field, for nowadays boys are eager to learn the art of using their hands and their heads. They want to be creators of ideas, and, if given half a chance, they will deliver. Herein lies, therefore, a great opportunity; that of manufacturing such mechanical electrical contrivances as will be instructive and at the same time interesting. Canada is well equipped to manufacture such lines here, electrical development having been very marked in other directions. If the opportunity is taken to manufacture these toys now, while the mind of the child and the parent is susceptible, then great benefit can be reaped and a future is assured.

"We sell," said Mr. Fletcher, "a great many of the steel structure outfits; they have been very popular, and in these the trade is largely with the growing boys."

If the demand for these builder outfits is increasing as it is from year to year, there is naturally great room for expansion of the "toy that moves"—in other words, for the electrical toy.

Export Toy Trade

Excellent opportunities for Canadian manufacturers of toys and sporting goods to develop remunerative trade in the United Kingdom is reported by the Department of Trade and Commerce. Cricket bats, skittles, nine-pins, building blocks, motors, engines, trains, lanterns, lead furniture, tin dinner sets, and all kinds of wood-turned toys are in demand. The opinion is expressed that Canadians may not be able to compete in the cheapest class of trade, but for slightly higher grades, a good market should be easily developed.

Aeroplane Gun

A new type of gun for kiddies is called the aeroplane gun, which is used to give the toy propelling power, not to bring down the flyer. The gun is made the same as any ordinary air rifle except for the fact that the entire length of the gun has a slit that runs from the trigger to the nozzle.



The above might make a strong window display for advertising phonograph records, especially the little ones for children that are so popular with the trade at present. A real boy and girl in the window would certainly make a hit among the big folk as well as with the kiddies.

Knitting Wool Hard to Get

Heavy Demand For All Lines of Fancy Goods — Printed Designs Strong — Knitting Wool Unusually Short—Dainty Ribbon Confections Being Offered for Summer Trade.

"WE are doing our utmost to buy the necessary materials from our own country," a manufacturer of fancy goods told DRY GOODS REVIEW. This same manufacturer stated that he was having tremendous difficulties to obtain wool. The popular wool sweaters which are still in vogue require a quantity of wool for the making. "The woollen mills which supplied us last year are only able to give us about an eighth of the quantity this year," he added. The crochet needles which are in demand at the present time for the new fancy work cannot be obtained in Canada, but must be secured in the United States. The manufacturers and wholesalers in Toronto report a good demand for all kinds of stamped whitewear, especially children's dresses.

Hand Tinted Designs

The novelty fancy goods being shown are in many new designs and colors and are domestic products almost entirely. Some of the exquisite articles being featured this month are hand-tinted. One Toronto manufacturer of ribbon novelties is displaying some lovely hand-tinted vanity bags. These bags are in various sizes and are made of fancy satin or silk ribbon, which is tinted in all the colors of the rainbow. There is an expert in hand-tinting work engaged with this company and many and beautiful are the articles on display.

This company is also showing boudoir slippers, lingerie sets, child's armlets, garters, etc., in ribbon work, which are designed and made in Canada.

The majority of these goods which were previously designed in the United States, are now being produced in Canada.

Another Toronto firm is featuring a unique match holder in black and green, made in the shape of a duck. The body, which is made of painted pine cone, is round, and the duck's beak extends from a small round pine cone head. This same firm is also featuring many new designs in the popular Florentine ware in lamps and candlesticks. There is also a good demand for mahogany candlesticks, which are being shown in a number of clever designs. A magnificent boudoir lamp of cut glass is being featured exclusively by another Toronto maker. The shade of this lamp is finished with a fringe of white beads and when lighted it gives a good light, besides being very handsome.

Importing From Motherland

"We are trying to do most of our importing from Great Britain," DRY GOODS REVIEW was informed by a



manufacturer, "and many pretty dishes with the 'Made-in-England' stamp are taking the place of the 'Made-in-Austria' brand familiar before the war." And we are informed that much of the foreign goods previously imported are slowly being supplanted in this country by those of home manufacture and British make. Another novelty being featured which is also very useful is the individual nickel ash tray, which is for use at card games.

Wicker Ware Strong

Many attractive wicker flower baskets are also being displayed. These are in a wide range of styles and in the majority of cases are handsomely decorated with painted flowers. The demand for these is very good.

"We can hardly sell a handbag," one maker remarked to DRY GOODS REVIEW. "The demand is for the kodak bag and the vanity purse," he added. And many and varied are the styles being shown.

Some wonderful sample bead bags from Paris are being displayed by Canadian importers of this class of goods. These bags are the first samples to reach this country. They are hand-made and of wonderful design and color. They range in price from $13.50 to $35 each for retail selling.

"The Canadian public are demanding more and more made-in-Canada goods and the present articles on the market augur well for the Canadian manufacturer in every branch of the industry," was the statement of one of the largest wholesale firms in fancy goods lines.

Deplore Loss of Canadian Trade

Says United States Policy is Short-Sighted—Have Not Shown Proper Consideration for Canadian Market

AN interesting viewpoint is expressed in the letter reproduced herewith as written by an American business man to the New York "Tribune." It deals with the effect of the exchange situation on the feelings of Canadian customers. The writer says:

"Sir,—True we have lived in peace with Canada for more than a century, but are we at present doing those things which will serve to cement friendship? There is no gainsaying the fact that there is much bitterness against the United States beyond our northern border.

"Doubtless much of the resentment against America from the Canadians is due to the fact they are forced, at present, to pay an extra fifteen or twenty cents exchange on every dollar's worth of goods bought in this country. They, accordingly, are buying as little as possible on the American market and are preparing to make heavier purchases in Europe. The rate of exchange cannot justly be put down as the fault of the United States. It is due mainly to economic unrest.

"The United States could do a good deal more than it has done to remedy the situation, however, and to encourage such a short-sighted policy for the benefit of the American exporter is not only wrong but opens the way for future retaliation and loss of trade.

"Say what we may, the American business man in the past has not shown proper consideration for the Canadian market, although it has been his third or fourth best customer. It was third last year, trailing Great Britain and France. Canada offers a far more attractive market, by virtue of the proximity, than Latin America.

"Last year we sold to Canada just twice as much as we sold to all of South America put together. Could not the Republican party devise some means by which to hold the Canadian trade which already is ours?"

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.



This advertisement appears as a full page in the leading women's publications, including Ladies' Home Journal, Needlecraft, and Butterick Quarterlies.

Speed Your Safety-Pin Sales With a *Name*



EACH year more than 60 million dollars are spent on notions. Of this sum, the greater share is for articles that have a name and reputation. The dealer who *displays* these widely known items, makes it increasingly easy for the woman to buy them.

For thirty years or more women have seen in their favorite magazines the name De Long. It has always been associated with high-quality dress accessories. This advertising is going into thousands of new homes during 1920. "See that hump?" will, this year, become better known than ever, as a standard name for Safety Pins, Hair Pins, Hooks and Eyes, Hook-and-Eye-Tape, Toilet Pins, and Snap Fasteners.

Display these De Long quick sellers, and watch your sales grow.



THE DE LONG HOOK AND EYE CO. OF CANADA, LTD., St. Marys, Canada



WHY CARRY MORE THAN ONE LINE OF HOME DYES

when with this attractive counter container properly filled you can supply 22 colors from dainty pink to jet black and navy blue.

These colors are permanent, will not run, fade, crock or wash out. Sunset is the only soap dye that will permanently dye silk, wool, cotton or mixed goods the same shade and depth of color in the same dye bath.

Dyes and cleans in one operation.

Will not stain hands or utensils.

This Compact Attractive Container Sells

Sunset Soap Dyes

Selling at 15c, these dyes pay you more profit than any other home dye.

Extensively, truthfully advertised, Sunset is fast becoming the leading home dye. Are you getting your share of the sales and profits?

If you don't carry Sunset in stock — order a gross — now — in this sales stimulating container. Put it on your counter and watch the quick turnover. Sunset is a marvel in repeats.

Order from your jobber or write

Harold F. Ritchie & Co., Inc.
New York Toronto

NORTH AMERICAN DYE CORPORATION
LIMITED
Toronto, Canada Mount Vernon, N.Y.

WRIGHT'S BIAS FOLD TAPE

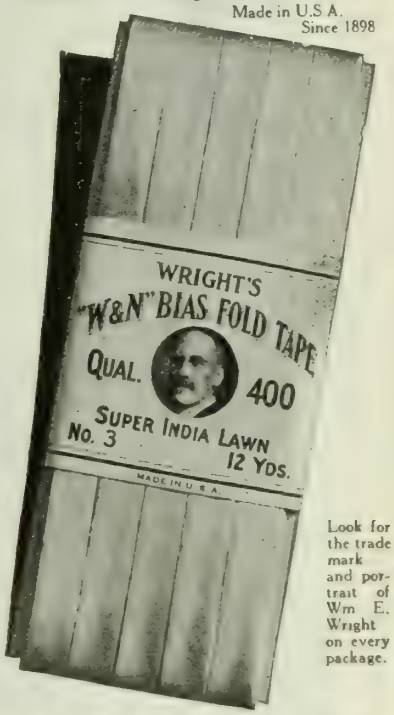
The notion counter's easy seller

Made in U.S.A. Since 1898

"W & N" Monarch and Meteor Brands for binding, piping, fancy work and trimming, in white, black, and colors.

Cut from reliable fabrics of first quality stock, on true bias, selvages trimmed, seams opened and pressed.

Easily sold because easily used



Look for the trade mark and portrait of Wm E. Wright on every package.

WRIGHT'S E-Z-TRIM

Saves time—Saves labor



All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment — collar, cuffs and yoke.

Made of Wright's Bias Fold Tape, stitched in parallel rows on fast colored percale,

A progressive commodity for the progressive merchant.



(In U S Pat Off.)

Wm. E. Wright & Sons Co.,
Mfrs.
315-317 Church St. New York

Stocks carried at all Agencies

CHICAGO
E. S. Ransom
223 W. Jackson Blvd.

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street

BUTTONS
for FALL

OUR RANGE IS READY FOR YOUR INSPECTION

We are showing a large and well selected line of Celluloid, Ivory, Pearl, Cloth Covered, Composition *and* Crochet *also* Slides *and* Buckles.

WAIT TO SEE OUR SAMPLES

A. WEYERSTALL & CO.

66 Wellington West Head Office, TORONTO

"Canada's Exclusive Button House"

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.
Edmonton, Alta.
Halifax, N.S.
London, Ont.
Ottawa, Ont.
St. John, B.C.
Vancouver, B.C.
Victoria, B.C.
Montreal, Que.
Quebec, Que.
Toronto, Ont.
Winnipeg, Man.
Hamilton, Ont., and St. John's, Nfld.

Reputation gained by long years of vigorous, conscientious and successful work.

TORONTO, CANADA.



Think of the Advantage
of using a
Non-Snarling Thread!

You realize this from the first time you use

"FOUNTAIN BRAND" IRISH LINEN THREAD

manufactured by

Island Spinning Co. Ltd. Lisburn, Ireland

Manufacturers are quick to welcome a strong, dependable linen thread uniformly good; and which, being full length, saves valuable time being wasted in tying broken ends.

One Trial Will Convince You.

½-lb. and 1-lb. Patent Wind Cops; 1, 2 and 4-oz. spools.
Colors — Black, White, Whitey Brown

SOLE AGENTS FOR CANADA

Walter Williams & Co., Limited.

FOUNTAIN BRAND

MONTREAL	QUEBEC	VANCOUVER	TORONTO
508 Read Building	533 St. Valier St.	217 Crown Building	20 Wellington St. W.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

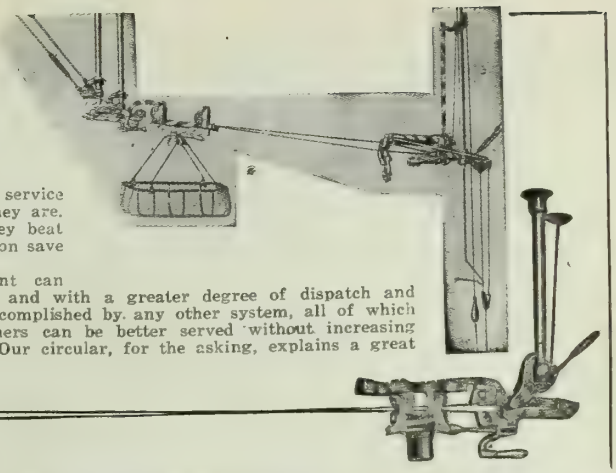
Bay and Wellington Sts., - Toronto, Canada

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The EUROPEAN NOVELTY Co.
46 St. Alexander St. Montreal

Better Than Any Other Service





Gipe-Hazard Store Service
Co., Ltd.
113 Sumach St.
Toronto - Canada

Our carrier system and service are as good as we say they are. We say that together they beat any other service, and soon save the investment.

By them the merchant can perform more functions, and with a greater degree of dispatch and certainty than can be accomplished by any other system, all of which means that more customers can be better served without increasing your staff of salesmen. Our circular, for the asking, explains a great deal.

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED
Toronto Ontario

DELFOSSE
DISPLAY FIXTURES



and fine May weather will help you sell lots of Spring and Summer goods.

WAX FIGURES
BUST FORMS
DISPLAY FIXTURES

high in quality and low in price.

New designs constantly coming from our factory into stock.

Have you a copy of our latest illustrated catalogue?

DELFOSSE & CO.
247-249 Craig St. W. Factory, 1 to 19 Hermine St.
MONTREAL

Business Data

Would it interest you to get all information published from time to time on industrial conditions in certain districts?
Do you ever wish to refer to the advertising of a competitor, the past quotations of certain stocks, the expansion of factories, the fire losses or any data that may assist you in managing your business?
Our service is a decided success in this field and three months' trial will prove to you that having this valuable data at your finger ends is assuredly worth while.
We will be glad to give you rates and suggest a service that you will use daily.

Canadian Press Clipping Service
143-153 University Avenue, Toronto

Making Your Ads. Add Business and Your Windows Win "Dough"

Profitable Team-work by Which the Ad-writer and the Display Manager Both Play Into the Hands of the Young Lady at the Cash Register For the Benefit of the Boss's Bank Account.

MAYBE at this very moment the massive volume of the latest mail order house catalogue is spreading its attractive colored cover and well-printed pages temptingly before one or two, or more of your customers. Advertising in color, or even only in plain black and white, costs money, but it does sell goods. And the mail order catalogue is usually a bit of good advertising in both color and plain print. There's no getting away from that, and there's no getting rid of mail order house competition. Railing at it does no good: wailing about it does no good; a far better plan is to face it fairly and squarely, making your methods of meeting it such a source of strength and attractiveness for your store that customers keep on coming to you with the feeling: "How much better than ordering by mail!" This is being achieved by enterprising merchants in many a Canadian city, and team work between the ad. writer and the display manager works wonders to further the desired end.

Color Sells Goods

There is a woman in Montreal who won't buy blue-berry pie. "I don't like the color of it," she says. There you find a truth. You have proved it so yourself a hundred times in your own selling experience, and your display manager is constantly keeping it in mind as he considers the effective arrangement of the new season's shades and brilliances of hue.

Color influences purchasing power. Women's purse strings respond as their eyes take in tints.

You can't get color into your advertising in the local paper very easily. It might be done with much difficulty, and at big expense, but even the mighty mail order catalogue goes cautiously with its color pages, radiant though they may be. However, here comes in the team-work by which your ad. writer—who must use plain black and white—and your display manager—who has the season's latest in colors at his disposal—can combat the mighty mail order catalogue right in front line trenches so to speak, and "wallop" it too!

Your Store Is Judged By Its Show Windows

See that they are properly lighted with modern electric concealed fixtures.

Make Your Show Windows Work For You

Display your wares attractively, creating a favorable impression, winning new customers night and day. We'll be glad to advise you on your store lighting problems.

LIGHT AND POWER TROUBLES ON EASTER MONDAY SHOULD BE Phoned to 758

B.C. Electric

Fort and Langley Streets

An advertisement which not only supplies an example of bold and effective type-setting which is attention-getting and capable of elbowing its way out from a pageful of rival ads., but which also conveys a mighty valuable message for the merchant who would make the most of his window displays in attracting and directing purchasing power through the doorways of his store.

Make Page and Window Keep Step

There is a merchant in a certain Western city who does his own window trimming, and who writes his own ads. He is for himself both display manager and ad. writer, and he's a dandy at both lines, besides being a clever buyer, and no slouch at selling a customer either. There are others like him, and a good many who have in business development outstripped him to the extent of having someone to write their ads. for them, and someone to trim their windows too, although over both departments they may still keep a watchful eye.

This particular merchant, however, has to keep his watchful eye over only the clever work of his own hands as yet. But his work is team-work all the same, for he always lets his right hand know what his left hand is doing when it comes to display arrangement and advertising.

In other words he sees to it that his advertising and his window or counter displays are keeping step together. It's a pretty lively step too, for he's after business, and business needs some catching any old time. Sometimes his ad. writing sets the pace, and sometimes his window trimming, but they're never far behind each other, and his customers have come to know it.

New Advt. New Trim

Knowing that there are always customers who on seeing an attractive window display want to know details about the goods which cannot all be explained at length on the price tickets or attention-getting cards, he takes care to furnish some of that information in his newspaper advertising. Thus the ad. calls attention to the window, arousing in customers who have not yet seen it the desire to look, and adds persuasion for those whose attention has already been engaged by the color and substance of the display. Not infrequently this merchant has tried the effect of pasting a copy of his ad. on the glass of his window right beside the display the ad. deals with. From studying the window, and reading the ad. to the next move, which is entering the store to handle and talk about the goods and finally to purchase them, the customer usually proceeds naturally. This merchant goes one better than the mail order cata-

logue. He achieves what the mail order catalogue tries with but indifferent success to do: that is to give the prospective customer a favorable realization of the goods offered. At that business, and with his power to serve plus his personal knowledge of his customers the home town merchant has the mail order man "skinned a mile."

Besides his fairly large-space display advertising, this merchant has a habit of using a flock of little "readers" in the personal columns of the local paper. These can be very swiftly handled by even a none-too-satisfactory printing plant, and where it has proved impossible(as it sometimes does) for the printer to make the display ad. appear coincidentally with the new window show, a few of these busy little reader ads. convey information enough, and draw attention to the window in the manner desired. It has always been an aim of this merchant's to have his store talked about where the women of his town meet over the tea cups, and a good deal of his success in this direction can be attributed to his effective teamwork with ads. and window trims. Quite probably the fact that his little reader ads. are interspersed with social notes in the newspaper has helped also. The facts that Mrs. So-And-So has a new baby, and Mr. Merchant a new line of lingerie in one and the same week may not be of equal social importance, but both make mighty useful talking points with the womenfolk.

An important factor in connection with this team work between ad. writer and window display manager is that while both appeals to the purchasing power of the customer are closely interlinked, each is also independent of the other for purposes of persuading to buy. The advts. do their work as well as printers' ink and good business English can. The window trims use every effective device achievable to induce enquiry, and develop the desire to possess the goods shown.

Long ago the Western merchant referred to learned that it does not do to buy space in a newspaper simply to invite people to come down town and look in a store window. Each ad., each little reader-par. even, stands firm and four-square on its own sturdy business feet, conveying a selling message, calling attention, arousing interest, satisfying inquiry, and persuading the purchase.

So with the window displays. Within the limits of the space available, and subject to the restrictions of the materials involved these displays are made eloquent as the ads. They have the advantage of color, and reality. They combat the persuasive charms of the mail order catalogue by fair means and most effectively. Behind all is the one great, main, and most effective argument of all which the provincial town merchant has to use in meeting mail order competition—his unrivalled power to serve, to oblige, and to satisfy without delay the customers who learn to value the convenience that home town service means.

The Counters of Your Store

Points That Will Enable the Storekeeper to Improve the Store's Appearance, and Incidentally Convenience Customers.

COUNTERS should be neither too high nor too low but just the right height to afford comfort.

A few stools or chairs placed in front of the counters will be found a boon to tired shoppers.

Place a large basket or box behind the counter for trash.

The space back of a counter should be wide enough to permit two persons to pass without crowding.

If you use counter display don't make same too prim, as many people hate to disturb a prim display.

If possible arrange a trap behind the counter so sweepings can fall into a box or barrel in the cellar.

Arrange a bin with spring lid in which a fire bucket is placed. On the front of the counter at just the place this bucket rests place a placard reading, "Fire bucket."

Round off the ends of the counter; this will save many a bruise when hurriedly leaving the rear at times.

Sandpaper and plane the top of the counter at frequent intervals; this treatment to be followed by a coat of varnish so the counter makes a good impression on trade.

Change Cup Assists

Place a small change cup on the counter so money can be deposited therein. This prevents people from fumbling to pick up their change. Keep a pad and pencil on the counter so people may figure when making a purchase. This will also be found handy for taking telephone numbers instead of searching for a scrap when wanted.

Remember everyone on the reverse side of the counter is your guest. Conserve paper and twine. Use just the right size to wrap each parcel, also the proper amount of twine.

Save the large pieces of paper and twine. These can be used with a saving in many cases.

Affix a twine reel; as each piece of string is salvaged, tie to the loose and save.

Have a knife or twine cutter handy so you will not be compelled to break, tear or haggle the ends of a package.

Do not pile goods in such form that the clerks or goods behind the counter are obscured.

Be sure your display is not so arranged that a touch will send it toppling. Many a customer has been embarrassed by knocking over goods which were so displayed.

Smile and say "thank you" every time you close a sale.

Do not tempt the weak by a display easily pilfered.

Keep a dust cloth handy so the counter can be wiped clean of dust every little while.

FASHION SALON REMODELLED

Ottawa, Ont.—Tastefully decorated in French blue and grey, the remodelled Salon of Nu Vogue, Sparks Street, Ottawa, is a fine tribute to three years' honest endeavor by the management to give Ottawa splendid values in ladies' wear at prices reasonable while fashion's dictates are always in evidence. Just three years ago the store opened for business and by faithful service, real values and up-to-date merchandise has come to be looked upon as a store worth while.

I DON'T KNOW

Few things are more exasperating to the average retail buyer than to have an inquiry made of a salesman or saleswoman answered with the expression, "I don't know."

While obviously there are many things about the merchandise entrusted to their care which they cannot be reasonably expected to know, in general the man or woman to whose care certain merchandise is entrusted should have a fair amount of definite information regarding the same.

However, when a query cannot be intelligently answered, it is certainly better to frankly acknowledge ignorance than to try and bluff.

In the main, in our stores, there is room for a vast amount of improvement in this matter of knowledge of merchandise. It is too true that order takers and not salesmen are in the majority.

And yet, properly trained by the employer, a goodly percentage of these would and could graduate from the former class into the latter.

The crux of the whole matter often lies in the attitude of the merchant toward his business and his employees. Indifference, lack of enthusiasm and carelessness on the part of the "boss" are almost certain to beget a like condition among the selling force.

Merchants owe it to their business, to themselves and to their help to see to it that maximum efficiency prevails. One broad highway leading to this condition unmistakably bears the title, "Knowledge of Merchandise."



A Prize Window

This window was arranged by the display manager of the D. E. Macdonald and Bros. Company, of Guelph, to illustrate a special line of porch shades carried and recommended by the firm. The display took second prize in a widely entered contest arranged by the makers of the shades. The shades are hung plain across the back of the window, conveying a "completely screened" idea. Other shades hang half way down in front of these to convey to the passerby the quality and utility of the screen. In the foreground rolled-up screens in various widths, decorative display cards and porch-climbing flowering vines add point and attractiveness to the display.

Extend Credit When Possible

High Wages Have Increased Ranks of Open Account Customers—Let Customers Make Suggestion—Ways of Securing Charge Accounts.

PEOPLE will buy more goods if they do not have to pay for them at once. As a rule better goods are purchased. In these times of high wages most every person, excepting the known "dead-beats," is a logical customer on open account. The working men who wore cotton hose a few years ago now wears silk, and his wife who last season made over her dresses, now clothes herself in the latest style.

A sort of an endless chain plan can be operated soon after a few hundred reliable names are listed on the books. Have printed a number of cards and send them with bills. Send these cards attached to a letter reading:

"We feel by this time you realize the advantages of a charge account and would like to extend the privilege to some of your friends."

Just as soon as the names come to hand send a letter to the person recommended with a statement that Mrs. Smith suggested her name for charge account. The result will be another customer for the price of a postage stamp.

Still another, though a more expensive way to secure charge accounts, is the method used by a certain store in Cleveland.

Canvas Likely Customers

This house sends around the city two young women who call on the majority of families in town and invite them to open a charge account.

This idea was conceived by the proprietor of the store, who at first sent his confidential clerk on a visit to a well-known newly-opened hotel, with the purpose of making friends with the guests.

This clerk gained the good graces of the leading families stopping there and extended the charge account privilege, with the result that a special force consisting of two women travellers is now penetrating into all parts of the city calling on a selected list.

At the inception of this plan one young woman was sent out over a route by herself, but experience soon showed that one was virtually "lost" while alone, but as a rule, when two go out together each supports the other. The new accounts they open quickly double, and the success of the method is assured for this particular store.

Still another plan is to insert in each month's bill a folder descriptive of some particular merchandise on sale. Experience has shown that when a customer mails a check in settlement of a monthly bill there are few which are not accompanied by an order.

The British Board of Trade has removed the export embargo on wool, it was announced from London early this month.



A Sunroom Scene

This was the effective Spring opening window of the Cressman Company, Peterborough. It represents the interior of a sunroom—the woodwork being done in canary yellow with the exception of the lighter lines which define the panels. These are in light blue. The window draperies are all in light blues and the flooring in imitation tile is in harmonizing shades of blue, blocked off with a narrow yellow line. In flower boxes and vases the dainty yellow and blue combination is carried out, and the wicker furniture is in a bluish grey tone. The wax figures are amazingly life-like in pose and appearance. "Cost is not counted in arranging for our window trims," said the Cressman display manager. "The business prestige gained in our policy of display is what matters to us. We are looking to gain favor by using up-to-date methods through the style of our store and through our classical window displays." The use of the scenic painted back drop should be noted in this beautiful window. The curtain is similar to the drop used on the stage.

UNIQUE BUTTON DISPLAY

One New England merchant conceived a unique button display in this fashion:

Realizing that the fleeting of time is of almost universal interest, he decided to utilize the clock idea to focus the attention of the public on his ability to cater to its button needs.

Instead of showing the usual sample cards on which buttons are sewn in vertical and horizontal lines, he arranged his samples to represent the dial of a large clock with the hours, minutes and even seconds provided for. The hands of the clock were also made of buttons.

This merchant's timepiece did not actually keep time. However, such a clock can be made to do so with the help of mechanical devices. Adding action to the display would have greatly increased its effectiveness.

CANADIAN BRANCH TO A. STEIN & COMPANY

A. Stein & Co., Ltd., a branch of the same firm with offices in Chicago and New York and known as the makers of "Hickory" garters for women and children, "Flexo" arm bands and other elastic articles, recently began active manufacturing in the Empire Building, 64 Wellington Street West, Toronto. This firm has been in business since 1887 and their main factory is in Chicago.

"The high standards of quality which A. Stein & Co. have always maintained and which have won for them an international reputation will, of course, be strictly adhered to," said R. S. Donnelly their manager in referring to the opening of this Canadian branch. "There is a real appreciation in the Dominion for products like ours and there is no reason why we should not duplicate here the same success that has rewarded our efforts in the United States."

How I Made My Hardest Sale

One Salesman Tells How He Learned Customer's Hobby and Secured Interest in Merchandise Through a Game of Chess.

By JOSEPH BRICKLEY

SEVERAL years ago I sold silk linings for a well-known concern located in New York City. I had the usual salesman's luck and established what I was proud to term a paying line of customers. In my section was a concern which used many thousands of yards of silks each year, but, try as I would, I could not even get the old gentleman who bought the goods to look at my line. Every salesman knows this type is a thorn in his side, for to get a man to look at his line and then not sell him is no crime against salesmanship, but to have a man consistently refuse is disastrous. I resolved to make renewed efforts to sell this man or find out why I could not. Once I had the true reason I felt there must be a way to overcome it, as I knew my line was right and the prices fair.

The result of my investigation revealed the fact that every cent's worth of goods was secured through a son-in-law whom he favored by reason of his relationship, and by the same token barred competition. I learned also that the old gentleman was an ardent chess player, and the son-in-law looked on the game as a waste of time.

Learned to Play

I myself did not rank as a first-class player, but thought I saw a way to break through the wall of reserve by this means. Accordingly I went to a noted chess player and brushed up on my game. I also went to Atlantic City and tried conclusions with a celebrated player who meets all comers at a well-known amusement pier. Next, I went to my factory and had them make up a handsome chess board of the best grade of black, white and red silk.

Thus equipped, I went again to the man I resolved to conquer. Presenting my card I wrote on the back: "A fellow chess player wishes to say a few words."

I was admitted at once, and said: "Sir, I have called on you several times and tried to have you look at my line, but this time my call is on another subject. I find myself alone each time I visit this city, and, as I am an ardent chess player, I wonder if you would not accommodate me with a game at such times!"

Accepts Challenge

The old gentleman, with the instinct of a chess player challenged, replied: "By all means, young man, I am always glad to beat a new visitor. Come around tonight."

You can bet I was on the job that evening, and when the old fellow got out his chess board I asked permission to have him try what I considered an unique board, being made as it was from my line of silk samples. My plan succeeded. I made the display via the chess board and the trick so amused the old gentleman that he decided a fellow as artful as I proved to be at least deserved a look at his samples, and for my pains I secured an order from him the next day.

Wide Range of Beautifully Blended Shades includes twenty tints.



Patent Anti-ladder Stitch Prevents Garter Ravels—a Boon to all Women

Winsome Maid Pure Thread Silk Hosiery gives prestige to your reputation as a judge of quality in silk stockings.

It has charm, individuality, beautiful weave and perfect fit.

Patent anti-ladder stitch at the hem, which absolutely prevents garter runs, gives it big selling possibilities.

All sizes from 8½ to 10.

ALLEN SILK MILLS

43 Davies Ave., Toronto

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449 Granville St., Vancouver
Western Representative

H. Switzer,
193 Sparks St., Ottawa
Representative for Eastern Ontario and Montreal

Jones-Cairns, Ltd.,
St. John, N.B.
Eastern Representative

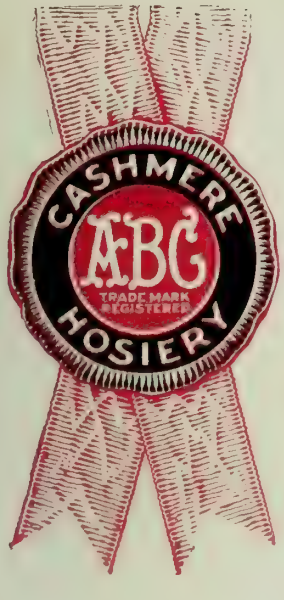
E. R. Clarry,
14 Algonquin Ave., Toronto
Representative for Northern Ontario

R. H. Switzer,
35 Wellington St. W., Toronto
Salesman for Toronto

J. E. Cote,
66 Church St.
Quebec, Que

Norman Switzer, 35 Wellington St. W., Toronto, Representative for Western Ontario

"CANADIAN GOODS ARE BETTER."



A.B.C. HOSIERY

FOR CHILDREN

SATISFIES CUSTOMERS

Your customers want children's stockings that wear well, look well, and fit well; stockings that are a little better than the average, that give honest value for every dollar spent.

You want to carry hosiery that combines all these qualities, and which consequently

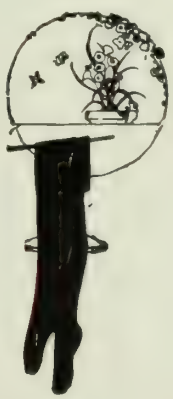
SELLS QUICKLY and PROFITABLY

A.B.C. HOSIERY for children—as well as for men and women — satisfies you and your customers. It invites critical inspection of quality, is built to withstand rough wear, and is economical.

MADE IN ALL SIZES

from 4 to 10 inches, of finest imported wool, in black, white and browns, with reinforced heel and toe, and strong elastic weave (1 and 1 rib).

Write for Prices

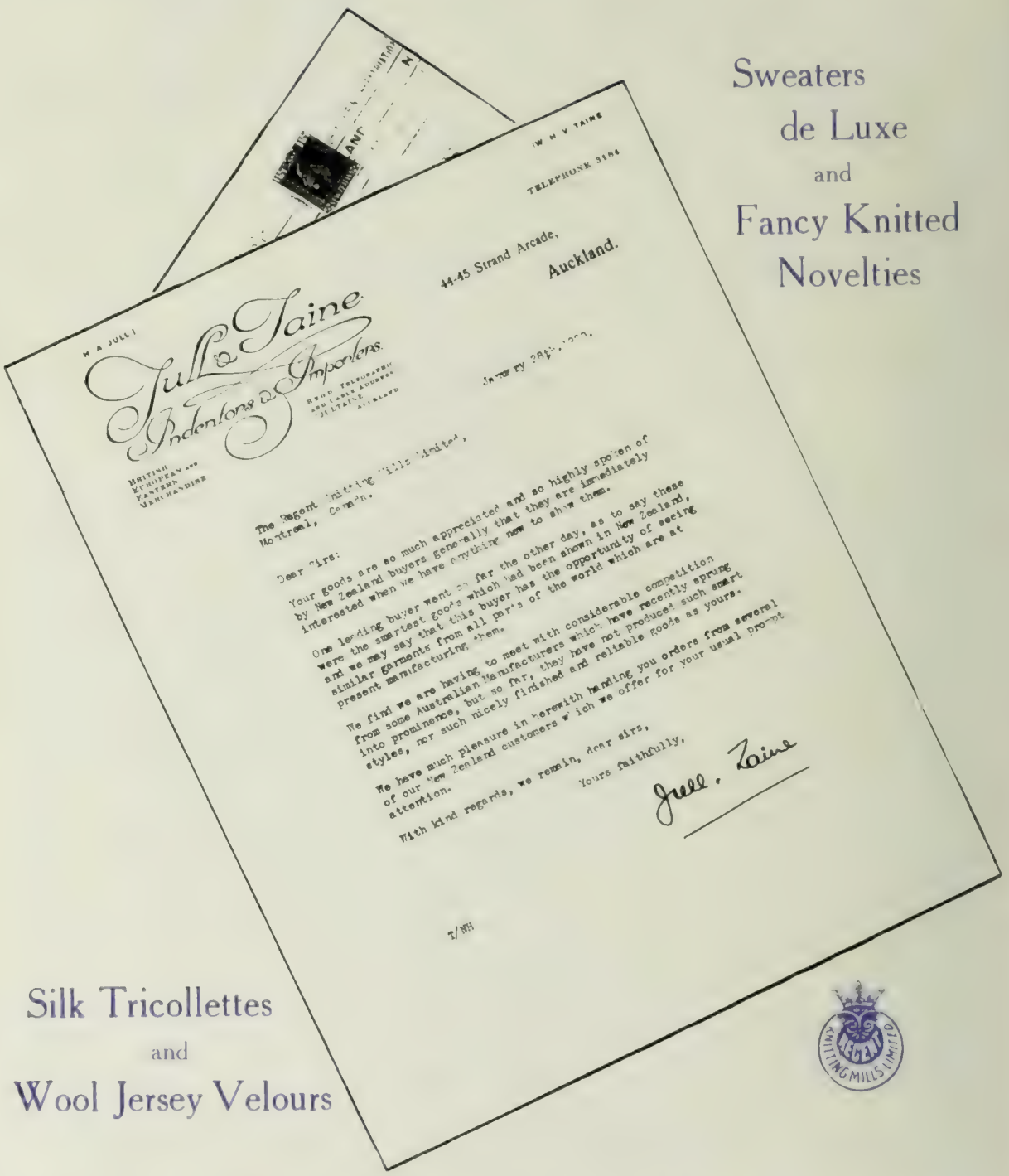


ALLEN BROS. CO. LIMITED

883 Dundas St. East **Toronto**

"CANADIAN GOODS ARE BETTER"

NEW ZEALAND'S OPINION OF *REGENT-KNIT SPECIALTIES*



Sweaters
de Luxe
and
Fancy Knitted
Novelties

Silk Tricollettes
and
Wool Jersey Velours

REGENT KNITTING MILLS LTD.
MONTREAL

Two of our
Leading Sellers

For Immediate Delivery



Style 293—Rose



Style 279—Flame

Supplied

In the following Colors

Turquoise, American Beauty, Sea Green, Saxe, Rose, Paddy, Maize, Pink, Flame, Mauve, Violet and all staple shades.

We would be pleased to submit a sample assortment for your inspection; a letter from you will bring it.

THE UNIVERSAL KNITTING CO., LTD
Vancouver, B.C.

"Canvelco"

Veils *Veilings*

POPULAR DESIGNS AND PRICES

BRIDAL VEILS



NOVELTIES AND MOURNING

"MONA LISA"

The biggest hit since Veils were first produced.
Stock limited

Colors—Black, Navy, Nigger, Taupe, Prunelle
If you are one of the few not selling them yet, try some right now !

ELASTIC VEILS
Plain and Fancy

LACES
From a Baby Edge to a Flouncing

BLACK MALINE

SILK NETS
Black and all colors

COTTON NETS

FRENCH GEORGETTE & NINONS

"At Your Service"

Canada Veiling Co., Limited

84-86 Wellington St. West
TORONTO



Look for the Blue Star

Net-Top and Oriental Laces

Fashion's Latest Fancy

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS

Beautiful filmy creations which give the last touch in distinctiveness to Summer Dresses and Blouses. They are very much in vogue for the coming Summer season.

HOSIERY
BRASSIERES
HANDKERCHIEFS
WASH GOODS
RIBBONS

The Blue Star line, as always, offers a complete and authoritative presentation of what **is** and what **will be** in the world of style. The newest whims of Dame Fashion are ever to be found first in the Blue Star range.

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London
Nottingham Paris Calais Baltimore
Los Angeles San Francisco
Caudry Le Puy
St. Gall

Display & Fixtures

Introducing
A new line of CLATWORTHY Fixtures

Artistic Wood Pedestals and Hat Stands

Mahogany or Walnut Finish

No. 701—Pedestals—Top 10 in. diameter. Three heights—12 in., 18 in. and 24 in.

No. 702—Hat Stand—Made in seven heights, for counter, window or floor use—18 in. to 60 in. high.

Mahogany only kept in stock.

Walnut made to order.



No. 701—Pedestals No. 702—Hat Stands

Artistic in Design—Rich in Coloring—Beautifully Finished

Our New Catalogue

Will be off the Press May 1st. It contains 136 pages showing the most complete line of **Display Fixtures** and **Display Forms** made in Canada. Every page full of interest to the Dry Goods Merchant, or Window Trimmer.

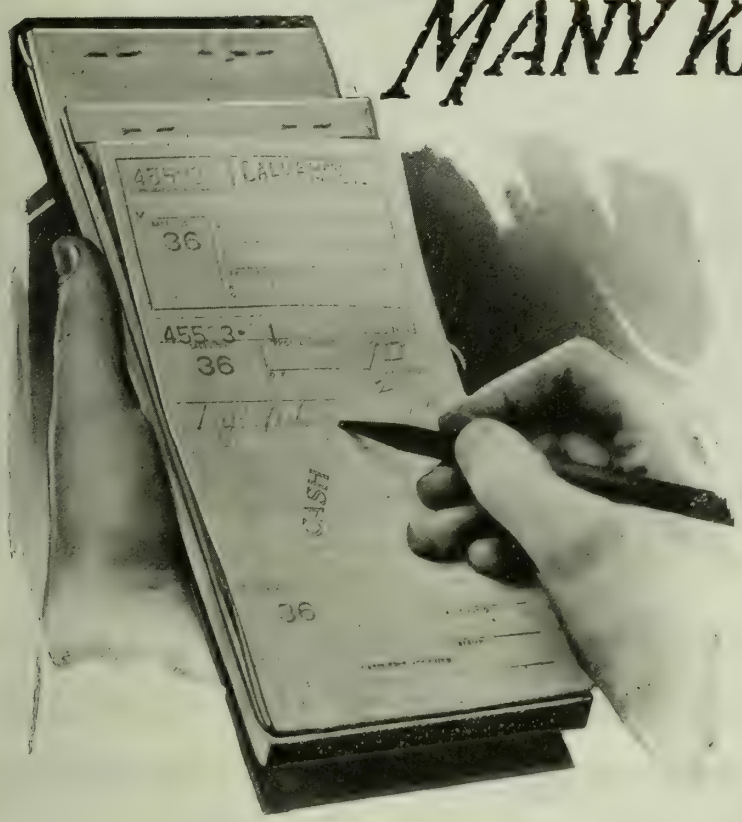
Send us your name for a copy.

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

REPRESENTATIVES:

Vancouver, B.C.: M. E. Hatt & Co., Mercantile Bldg.
Montreal, Que.: Graham Harris, 31 Drummond St.
Winnipeg, Man.: O'Brien Allan Co., Phoenix Block.
Halifax, N.S.: D. A. Gorrie, Box 273.



MANY KINDS OF SALES WITH ONE UNIFORM SYSTEM

Paid-Take	*Exchange*
Paid-Send	*Refund*
Charge-Take	*C.O.D.*
Charge-Send	*C.O.D. part payment*

THE variety of transactions in the retail store is surprising. Paids, charges, C.O.D.'s, exchanges, refunds, will-calls—to mention but a few.



To simplify their handling by salespeople is to insure quick "breaking-in," lessening of mistakes, reduction of overhead.

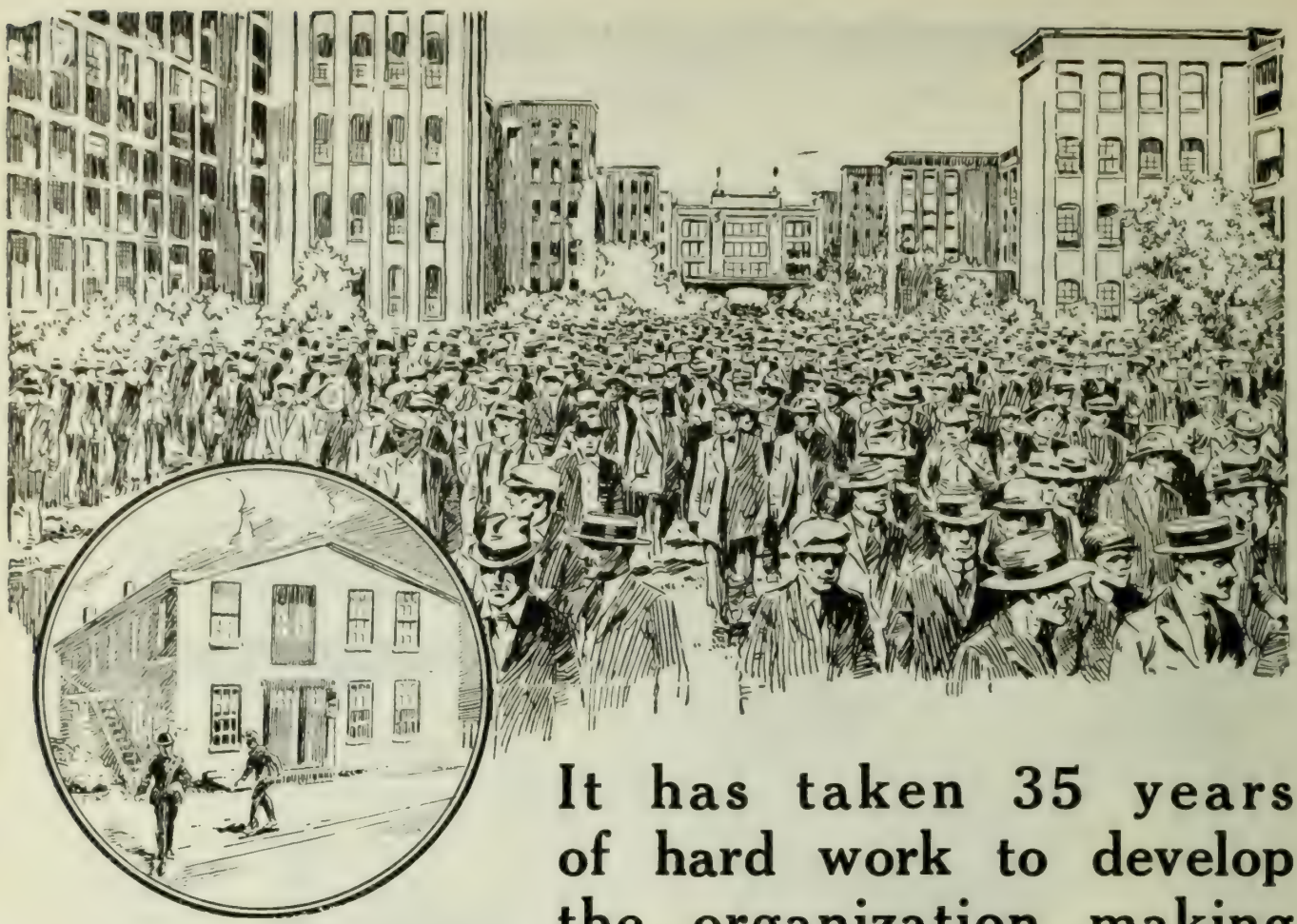
With the centralized system—wire line, electric cable, or pneumatic tube carrier—all transactions are handled uniformly alike.

An itemized salescheck is made out and sent via carrier to the central cash and credit desk.

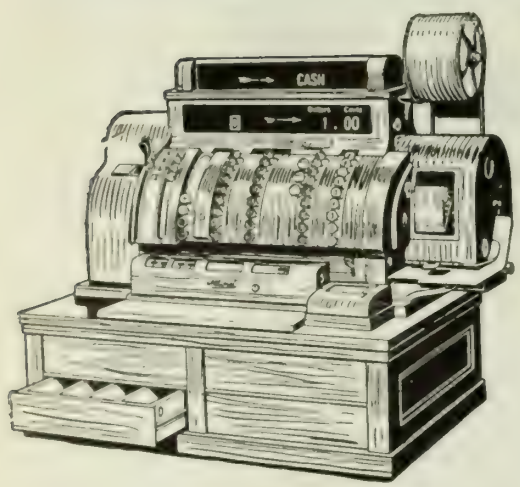
Records are then clear, errors are largely eliminated, bookkeeping is simple, and invisible leaks are prevented.

In this connection, Richard Hall & Son, of Peterborough, Canada, say—

"Our experience indicates that the centralized system simplifies the problems of operation. Uniformity in handling transactions, sending the cash and saleschecks to a central point, makes necessary less supervision.



It has taken 35 years of hard work to develop the organization making National Cash Registers



STARTING with two employees in one little room, The National Cash Register Company now has a making organization of over 7,000 people working in 21 big buildings.

It has taken 35 years to develop this tremendous organization.

Many obstacles had to be overcome in those years. Money, time and energy were thrown into the enterprise by large-visioned men who believed that cash registers were a necessity in stores of all kinds.

Slowly but surely the business grew. Building after building sprung up to house the expanding organization.

The National Cash Register factory of to-day is the result. It is built on a foundation of faith in the cash register as a business necessity. It is dedicated to the making of a labor-saving machine that helps merchants, clerks and customers.

The National Cash Register Company of Canada, Limited

Factory: Toronto, Ontario

BRANCH OFFICES:

Calgary	714 Second Street W.
Edmonton	5 McLeod Bldg.
Halifax	63 Granville St.
Hamilton	14 Main Street E.
London	350 Dundas Street
Montreal	122 St. Catherine Street W.
Ottawa	305 Bank Street
Quebec	133 St. Paul Street
Regina	1820 Cornwall Street
Saskatoon	265 Third Avenue, S.
St. John	50 St. Germain Street
Toronto	40 Adelaide Street
Vancouver	524 Pender Street W.
Winnipeg	213 McDermot Avenue

CANADA'S LEADING DISPLAY FIXTURE HOUSE



No. 177 E/x—Newest Waist Form on the market. Will boost your Waist sales. True to life in every detail.

Superb Art in designing, best facilities, and skilful workmanship, all combine to make —

DALE FIXTURES

THE BEST OBTAINABLE

The standard of absolute perfection that we have always insisted upon has won throughout the trade appreciation and commendation from those who realize the importance of artistic Display Fixtures and irreproachable Wax Figures.

WAX FIGURES
Perfect in every detail

DISPLAY FORMS
of all kinds

DALE WAX FIGURE CO.
LIMITED

86 York St. - TORONTO

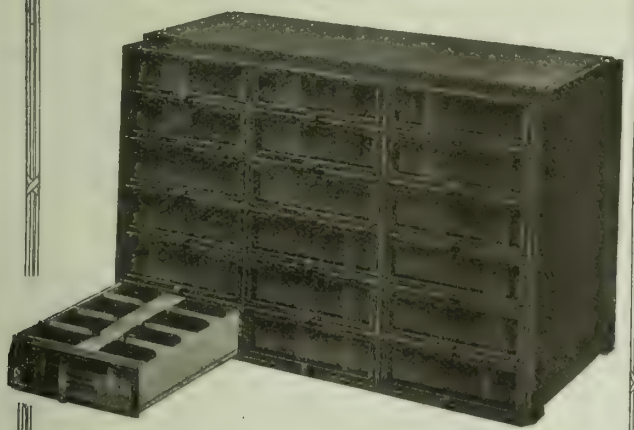
Agents:

P. R. MUNRO,
150 Bleury St.
Montreal

E. R. BOLLART & SON
501 Mercantile Bldg.
Vancouver



No. 3020—Waist Stand, finished in Old Gold and Old Ivory—three heights—24, 30 and 36 inches. Beautifully finished and designed.



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system.

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

Palmenberg EST 1853 · Norwich EST 1879 · Kindlimann EST 1887

The Latest in PERIOD DESIGNS

Ivory finishes, white and gold, French gray, gray and ivory, gold, antique silver, etc.

Beautiful decorations in beads and wreaths.



All styles of stands for millinery stores and departments.

Write for particulars.

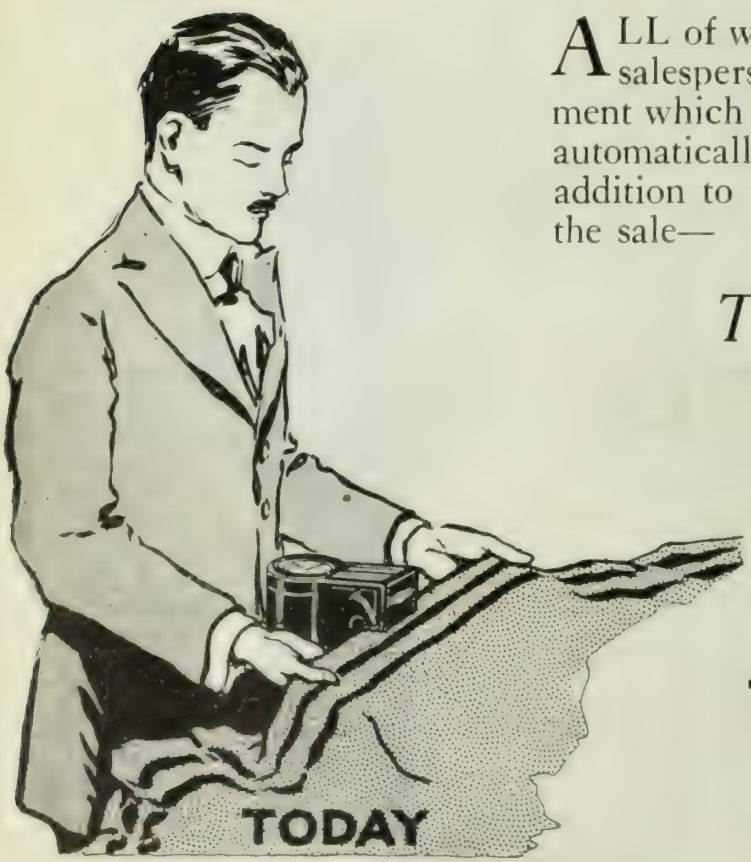
J. R. PALMENBERG'S SONS, INC.

NEW YORK
63-65 W. 36th St.
BOSTON
26 Kingston St.
CHICAGO
204 W. Jackson Blvd.
BALTIMORE
108 W. Baltimore St.



HERE we see that even 800 years ago the thumbs were relied upon to measure fabrics. It may, at first thought, seem absurd to make a comparison of present day yard-stick measurements with "yards" as measured centuries ago, but investigation reveals that yardstick results now are quite, if not more, variable than the picture shows. You may smile, Mr. Merchant, but let us prove to you that such is the case.

IN OUR research work, we have found that not infrequently a purchase of two or three yards *will measure* a quarter to three quarters of a yard *over* — sometimes a full yard *over*! Instances where a customer received six and one half instead of four and one half yards, or seven for five yards are not infrequent. The latter cases are not due to loss incurred by "swapping thumbs," but to interruption while making the measurement—*merely loss of count*.



ALL of which is easily overcome by supplying the salesperson with the modern, up-to-date instrument which measures 36 inches to each yard, records automatically the number of yards measured, and in addition to these functions computes the amount of the sale—

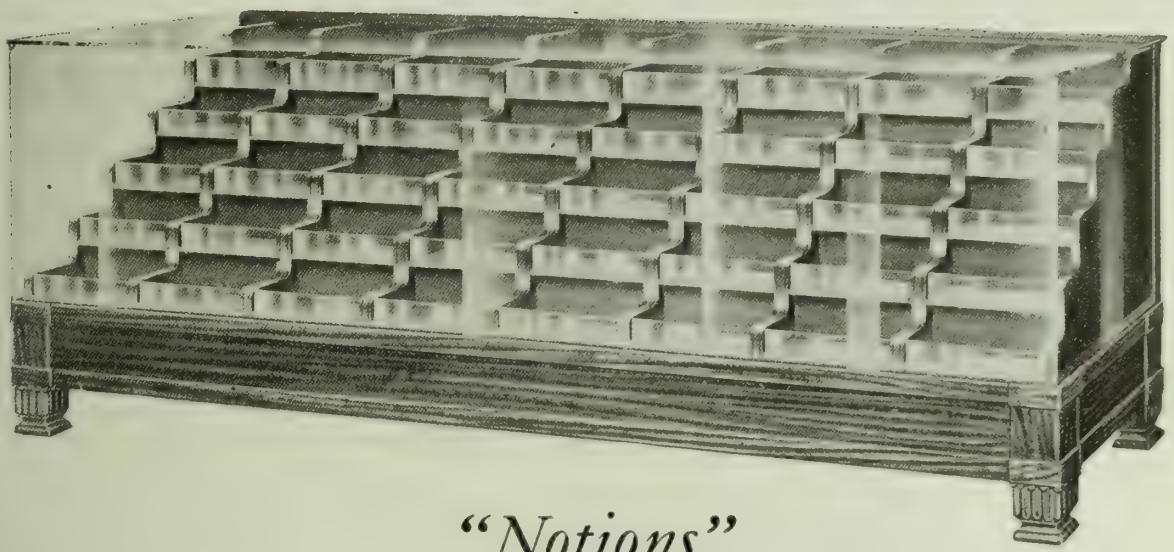
THE MEASUREGRAPH

A Post Card Will Bring
Our Representative

TRADE MARK
MEASUREGRAPH
REG. U.S. PAT. OFF.

The Measuregraph Company
of Canada, Ltd.
88 Bay Street -- TORONTO

"Display Your Wares"



"Notions"

Can You Trust Your Customer?

—to come and *ask* for that little article

Remember the power of suggestion!

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

181-199 CARLAW AVENUE

TORONTO

Exquisite Draperies from France

Large Collection of Wall Coverings, Furniture Fabrics, Lamp Shade and Cushion Materials Received From Paris This Month Emphasize the Speedy Recuperation of French Industries.

Paris, France,
April, 1920.

EDITOR, DRY GOODS REVIEW: Having been fortunate to secure a full collection of novelties in the Upholstery Department, I am sending you herewith these samples with particulars. I divide the subject into several chapters: Wall Coverings, Furniture Coverings, Curtains, Cushions, Lampshades.

Wall Coverings

Need strong materials, and the most suitable is Toile de Jouy, plain for the greater part of the wall with a passementary border, or some painted cloth to trim. Pattern No. 1 would be found useful in the natural shade blue for bedrooms, drawing rooms or boudoirs; darker, in brown, dark red, for halls, stair cases, studyroom, etc.

The following patterns are more suitable for country houses where the light of the sun is very crude and allows bright colors; No. 2 and 3 are composed according to the staple style which calls for flowers and leaves in their real shape and shade. Both would do well for dining room wall coverings and even curtains. No. 3, I could also see in a bedroom, especially if lighter mauve could be obtained, which is very likely. No. 4 is already on its way to impressionists' style. Yet it would look effective, too, in any room where everything: Furniture, knicknacks would match—a gentleman's sitting room, for instance, full of curiosities collected all round the world.

As to No. 5—it is decidedly impressionist's style, and I can only devise it in an artist's room with everything topsy-turvy (I ought to say that my taste should not be taken into consideration, because I am so decidedly against the new painting).

No. 6—I like, because it is a reproduction of the Egyptian art with its straight lines and plain colors. It reminds me of the Sphinx, the Pyramids, and I am sure a room thus adorned would call one back to that ancient civilization, and make one wonder at the difference with our times, and goodness knows whether the result of such meditations would be in favor of our days!

No. 7—Japanese style, very fashionable now, would call for carpets, tiny tables and lampshades entirely enclosing the light, such as is seen in Japan.

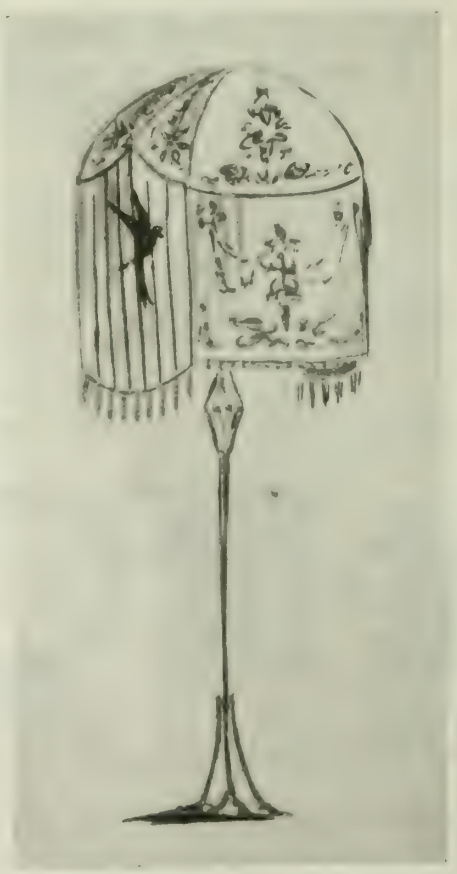
No. 8.—Brings us back to the steady wall coverings or furniture coverings. This ottoman, in either shade (gold, pink, orange, green), is sure to win many admirers, as it is strong and rich through being a mixture of thread and silk.

Apart from No. 8, which would make some very fine drawing room armchairs, sofas, etc. I might mention velvet coverings such as:

No. 9.—A kind of Utrecht velours frappe, which in any shade will make all the seats it will cover, look warm and comfortable. The only objection I have to it is that it would look dusty after a time, and would need embroidered white cloths to preserve it. In fact, this is true of all velvet, and No. 10, however, fashionable it may be, would not be spared. It is very much sought after, though, for there is a great tendency just now towards using all pekines in upholstery.

The velvet sample I prefer is No. 11, which is so very silky in appearance, and reminds one of the old tapestry to be seen still in museums or in a very few houses. It never looks dusty, and the soft hues of the shades are certainly beautiful.

For very practical use, I mean, to cover the seats of a drawing room where the public is apt to come, at a doctor's, a dentist's, or a lawyer's, for instance, I would use either No. 12, which is a reproduction of old tapestry, although a little coarse, or No. 13, a very delicately made tapestry that reminds one of the "tapisserie au petit point," very famous here years ago, which would make some very nice sofas, armchairs, chairs, also staircase wall coverings and floor cushions. I most strongly advise them for the above purposes.



A Handsome Standard Style

Beautiful pedestal lamp fashionable in France for drawing-room or living-room decoration (described in letter.)

Curtains and Draperies

The present fashion is not in favor of bed curtains, but to make up for it, we have, against the wall at the head of the bed, a flat panel hanging from the ceiling down to the floor. The window curtains are also very flat, and, not having any drapings in our bedrooms, we shall find use for the very thick materials shown in No. 14, 15, 16.

No. 14.—A very thick silk and gold brocade would be quite fine enough to appear in a drawing room to hide a door or trim a window. However, the former use would be more common, as at present, we have a very big panel of net and lace or embroidery to replace the two curtains which the French windows needed until recently. A great deal of luxury is displayed there and I have seen some of these panels bought for over 2,000 francs each.

No. 15.—Although only in silk might be used to advantage also in the drawing room.

As to No. 16, not only as curtains or door panels, but as a piano draping it would look fine, too.

Needless to say that the spare pieces of either of these would make some exceedingly beautiful cushions. The top might be in cloth No. 14, 15, 16 and the under part in satin as per sample No. 17 (of course in the shade to match) or in any other silk.

No. 18 is also a very good specimen for it may be used as certains or furniture covering. It is plainer than above, but very fine still.

No. 19 a pattern of moire pekine and with flowers would do very well in a young lady's room, or in a boudoir.

No. 20 and 21 are samples of pekine such as used in the present furniture of the Empire style. On the sofa you have one or two pillows made of the same material.

Cushions

There is a great tendency towards having cushions made of a light material one side, and a much darker one on the other. For instance, with mauve you have deep purple and velvet ribbon, also purple. Light green with deep green is also very effective.

Lampshades

So much luxury has been displayed lately in lampshades that I must tell you most specially about them.

All varieties are fashionable either in shape or in materials, but much caution should be taken in choosing lampshades, as there are two rules not to be transgressed.

The lampshade must, in the daylight, match the whole furniture of the room in which it stands, and when the lamp is lighted at night, it must agree with the complexion of the people that sit in that room, and, as in a good many cases the light is thoroughly enclosed in the lampshade, its reflects are liable to improve the room or do the opposite.

The following materials are particularly suitable for such purposes:

THE SAMPLES ILLUSTRATED

Over thirty beautiful samples of wall coverings and furniture draperies were received from our correspondent in Paris this month. Owing to the absence of contrast in many of the patterns — several were in one-tone effects only — it was impossible to reproduce some of the prettiest fabrics received. An effort has been made, however, to show examples of as many of the fabrics as possible described in the accompanying letter, and for this reason the numbers referred to have been left for reference even though some of them in the various groups, of necessity, have been omitted from the illustrations. — Editor.

No. 22, toile de soie, should be veiled with white lace or finely open-worked embroidery to make a lampshade for an electric suspended lamp.

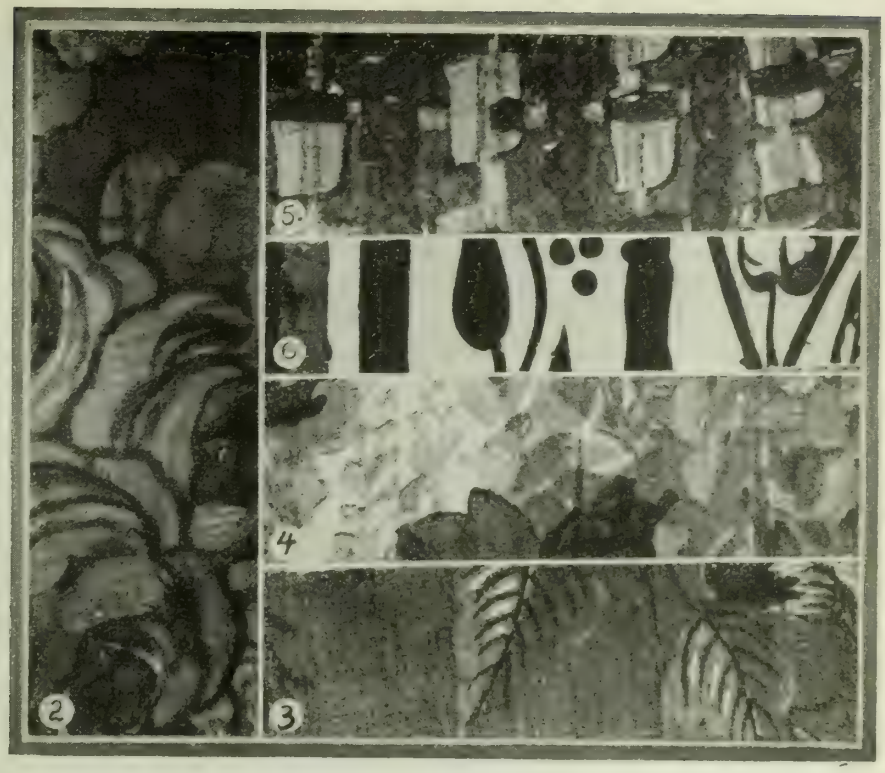
No. 23 should be used carefully and in complete accordance with the other colors of the room. As you know, it is most important to have the three principal colors used in the same room, that is, red, blue and yellow. Therefore, with No. 24, which is pink, we should have green (which comprises blue and yellow). With No. 25, chameleon taffetas, blue and red, we should have gold or yellow. No. 26, purple (red and blue), we should also have yellow or gold. No. 27, taffetas, red and yellow, we should have blue.

Amongst the fancy materials used for lampshades, we have the following: No. 28, foulard rather effective, and not gaudy. No. 29, two specimens of art nouveau, that one may accept. No. 30, a really impressionist pattern which may look nice though, as well as No. 31 which is certainly very original.

As regards the shapes, I refer you to enclosed sketches: (a) Is a beautiful electric lamp on a pedestal at least one yard high which can be seen in every fashionable drawing room. The lampshade is a huge dome which is very elegant as you may well see. (b) Is a bedroom electric lamp with a lampshade composed of two veilings, the under one is in printed material and the upper veiling is in lace or net. (c) Is an oil lamp, of the Chinese style. It is in painted China, and the lampshade reproduces in embroidery the exact drawings of the lamp. It is extremely rich and fashionable. I have just seen a similar instance, but the designs had been printed on cloth instead of embroidered. (d) Is also in dome shape, and generally made of albatre, or painted glass as per Galle's style. The lampshade might be made of cloth just as well.

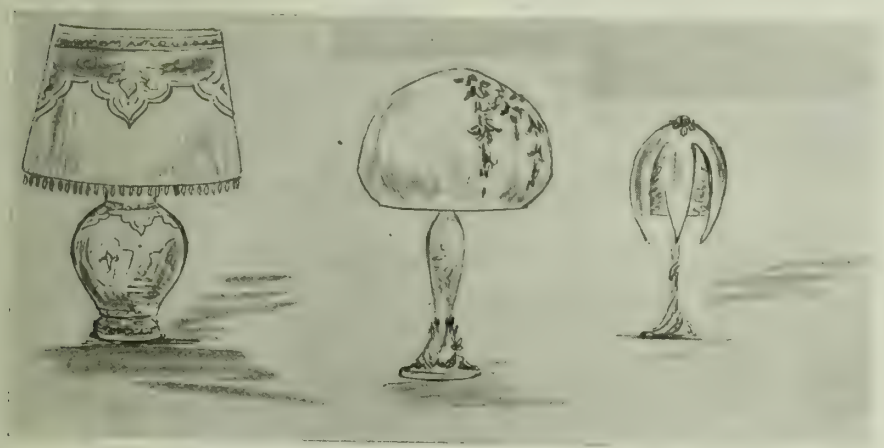
Your very truly,

JEANNE GSELL.



The Japanese Art

A clever batik design is here shown (No. 5), a handsome floral cretonne, a very odd stripe, and two decorative styles employing foliage designs.



Three New Lamp Designs

(c) A Chinese oil lamp.
(b) A dainty bedroom electric light and (d) a handsome dome lamp in painted glass. (Described in accompanying letter on house furnishings.)

VETERAN COMMERCIAL TRAVELLER DEAD

The death has occurred in Montreal of Robert Herring, who claimed to be the first commercial traveller in the Dominion.

The late Mr. Herring who was seventy eight years of age, came to Canada over seventy years ago from Bastery, Yorkshire. He entered the dry goods business of Messrs. Winks on St. Paul St., Montreal. Mr. Herring's territory included Toronto, Hamilton, London, Kingston and Ottawa, then called By Town and several smaller places.

Bonuses Offered for Prompt Deliveries

Price Has Become Secondary Consideration — Operatives' Demand for 100% Advance Granted — High Prices Must Prevail — Descent Will be Gradual When it Begins — "Buy Without Fear."

DURING the Fall of 1919 prices in all lines of cotton fabrics appeared to have reached the limit, and conservative merchants were only buying from hand to mouth, feeling reasonably sure that prices would soon begin to drop, though probably in a very conservative way. American buyers of fine cotton yarns, Egyptian and South Sea Island, refused to place their orders in September and even October, claiming that prices were too high and would react. At the begining of November definite information regarding the above-mentioned crops became public property, and when buyers realized that the Egyptian crop was only two-thirds of normal and the South Sea Island crop one-fifth, owing to the ravages of the boll-weevil, a scramble for yarns immediately commenced. Price became a secondary consideration, as in many cases it was essential to secure yarns or close the factories. This partly accounts for the large advances which took place between October and February, advances averaging around eighty per cent. Another matter which made British manufacturers apprehensive of booking very far ahead was the much advertised demand of the spinners' operatives for an advance of 100 per cent. (pre-war rate) commencing March 1. This, the writer understands, has been granted, and if it operates in the same way as it has been proved to do in other industries, production will immediately drop off.

IMPRESSIONS OF MARKETS

These remarks deal exclusively with draperies, tapestries and kindred lines. The report is based on information gathered during February and March in Great Britain and France.

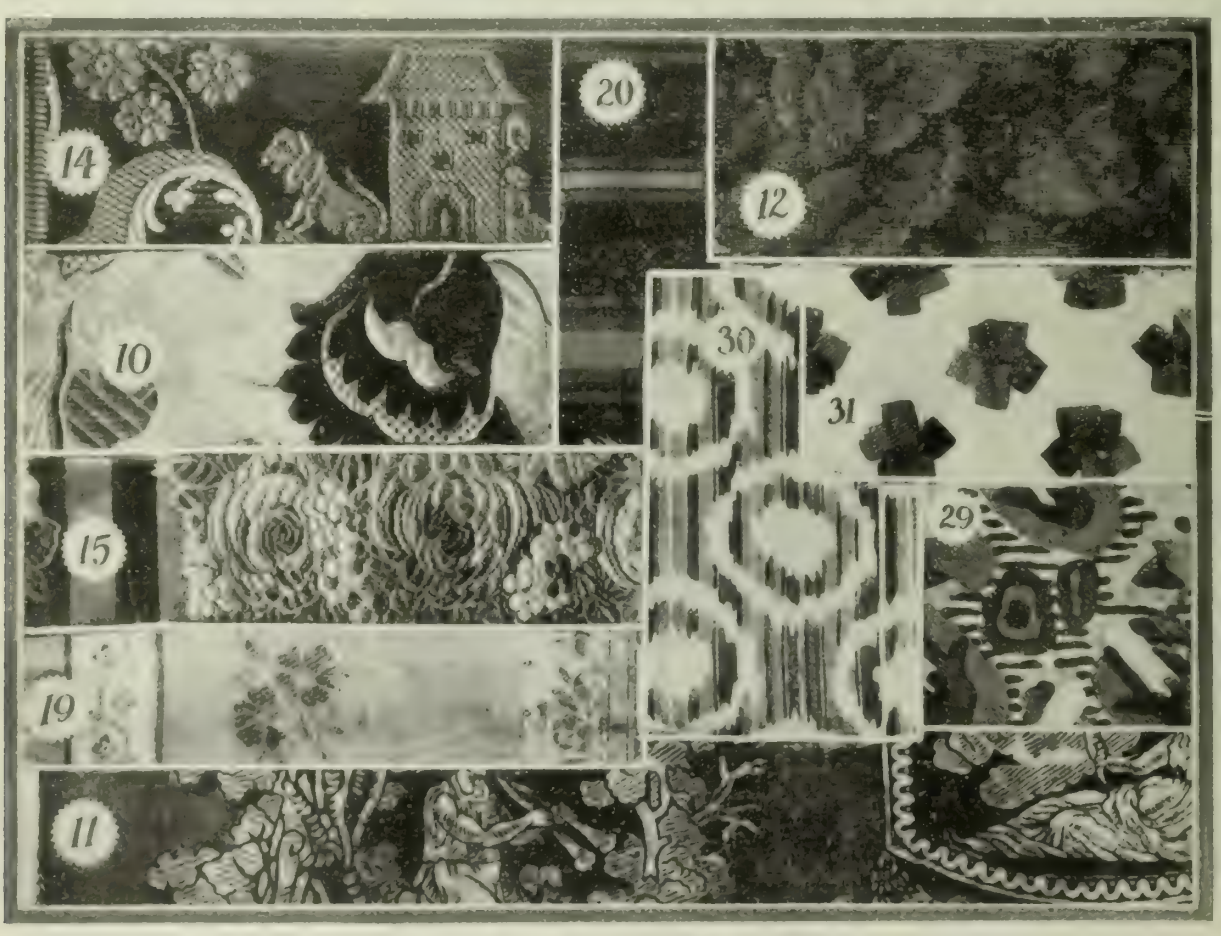
Eastern markets have also been largely represented in Britain for many months, and so anxious are they for reasonable delivery that bonuses for prompt shipment have been freely offered.

In both France and Britain, American buyers were everywhere also buying for delivery irrespective of price, as the rate of exchange was so enormously in their favor, and their customs houses allows goods to be imported on the basis of exchange, and not at par as in Canada.

As France buys most of her yarns from Britain, the same causes affect her manufacturers, and as her exchange is much worse, being about 50 per cent. off in value of sterling, high prices are bound to prevail to offset high costs and overhead.

Around Lannoy and Tourcoing (Nord) and other centres where tapestries are woven, the working day has been cut from ten to eight hours, but not the wages. Agitators sometimes claim that as much work is done in a shorter day, where the employees are satisfied, but the findings of a French Government commission are interesting, as they prove production has fallen off 20 per cent.,

Continued on page 131



Lovely Drapery Fabrics

Ten samples out of the collection sent from Paris this month. These fabrics exploit every style, color and design in vogue for house furnishing and interior decorating in France at present.

Big Demand for Wicker Furniture

Sunroom and Verandah Lines Approved for Indoor Rooms—Exquisite Combinations of Satin-Finished Wood With Enamel Wicker and Cane—Tapestries and Mohairs on Upholstered Furniture.

SUNROOM furniture is the premier feature of every furniture display at present. Wholesale and retail furniture men alike can talk of nothing but wicker ware, cane and enamel. So great has become the demand for these splendid and attractive lines in wicker ware that many people are asking for sets for living rooms and bedrooms as well as for sun parlors and verandah purposes. The preference for this furniture for indoor rooms has encouraged the manufacturer to go into more elaborate developments, and for the more exclusive trade this summer there is a decided novelty that will retail up in the hundreds of dollars. "It hardly seems possible that people will pay such high prices for so-called verandah furniture," said one buyer for this class of goods. "But they do, and they want it so much that price is the last thing they seem to consider."

The Murray-Kay Co., of Toronto, is handling an exclusive line of the higher-class as well as the popular lines of the wicker furniture. DRY GOODS REVIEW was shown a table in one of the new lines which is retailing at $86. The piece was made of wicker and enamel wood in two shades of grey. The French enamel formed the table top the drawers and the shelf beneath. The wicker fashioned table legs and trimming, supports, etc. One of the smartest lines carried in this new combination of enamelled wood and wicker is developed in French blue and white and in drab and cream or French grey and cream.

Whole sets including table, settee, rocker, chair, standard lamp and ferneries are shown—the complete sets ranging in price up to $300 and $400. One beautiful piece in the Murray-Kay display is a fern standard with swinging bird cage suspended from a beautiful high curved handle that is attractive at either end of the fern basket. The basket is similar to an oblong window box and stands about three feet off the ground on an ornamental standard. The curved handle extends to a height of about six feet so that the bird cage is suspended over the centre of the basket and still leaves plenty of room without harming flowers or plants. The whole piece is in enamel wicker except the ledge on which the basket is built—and it is of plain enamel wood. With this piece which is in ivory and drab is an entire sunroom set most beautifully finished.

Browns for Popular Trade

In the plainer lines for less extreme decoration nothing can beat the good shades of natural and dark browns. They are strongly made, well finished, and fitted with cushions of dainty cretonnes in any desired shade or design. All this wicker is imported of course, but many firms import it in the natural finish and do their own enamelling and upholstering to order. Thus tables, chairs and graceful settees arrive unpolished in the natural state of the wicker, and these can be finished painted and enamelled, cushioned or upholstered in any desired color. Seat cushions are all put in with springs. "Practically all our wicker sets are fitted with springs in the seats and cushions," said one buyer. "It places them in the same class as upholstered furniture. They are comfortable and the chairs are being made more and more along roomy comfortable lines. The styles come in all plain weaves or plain with designs woven on the backs and arms.

Cane panels are shown in many wicker lines and cane panels with the plain enamel wood lines. One pretty set in French blue enamel had panels in the chair backs and settee back of cane which were most effective.

Mohair Chesterfields

Apart from the wicker ware vogue the preference strangely enough is given to the great heavy, spacious lounges and chairs in mohair or tapestries. These are fashioned luxuriously and the mohair covers which are so much in demand closely resemble the "car plush" familiarly seen in railway pullmans, etc. The tapestries are in splendid rich dark tones and the lines of these chairs and lounges are further enhanced by their employ. Great deep spring cushions permit one to sink into comfortable depths, on chairs as well as Chesterfields, and even when the more formal styles of furniture are used showing highly polished wood backs and combination cane and wood, soft broche cushions and seats with spring depths are featured.

Walnut and Mahogany

In the furniture for living rooms and dining rooms the favored periods seem to be Queen Ann, William and Mary, and Adam. Dining room chairs often have seats of tapestry to match the tapestry panels which are frequently used on the walls of the room, and leathers of good dark shades are also showing. Beautiful indeed are the bedroom suites in genuine hand-carved mahogany and in walnut. For guest rooms the ivory enamel are still very effective, but these lines of course run into very high prices and therefore cannot have any attraction for the popular trade.



A Colonial Interior

Cretonnes in tapestry effects are being successfully used for dining-room decoration. They are employed in wall panels and repeated in window draperies and chair seats. The effect is homelike and very attractive.

Buyers Return With Good Business

Production in British and Continental Mills Increasing—Prices of Some Draperies and Upholstery Fabrics Have Advanced 100%, But Demand for British Goods is Insistent—Swiss Curtains to be More Reasonable.

PRICES on furnishing draperies and upholstering fabrics in Great Britain and France have advanced from 100 per cent. to 125 per cent over last August's quotations, but the exchange being favorable to Canada reduces this to about 75 per cent. as far as the Dominion is concerned. DRY GOODS REVIEW has been able to secure first-hand information on the conditions prevailing in the British and European markets this Spring by keeping in touch with the overseas buyers for big Canada houses. Many of the buyers are just returning with the very latest developments of the market at their finger tips.

"Conditions in Britain and France are improving so far as production is concerned," stated Archibald McCaig, overseas representative of the Geo. H. Hees Company, of Toronto, when seen this month on his return from an extended trip in England, Scotland and France.

"Every one is clamoring for British-made goods," said Mr. McCaig, "and as they are by no means up to the pre-war standard of output, the whole situation is difficult and is responsible, of course, for prices soaring as they have for the past six months."

Mr. McCaig said that he had not been able to take in Switzerland, Italy or Belgium on his recent trip, but that it was his intention to sail again in May to spend some time abroad purchasing for his firm.

No Danger in Purchasing

Mr. McCaig discussed the markets in detail with DRY GOODS REVIEW and expressed the belief that prices will remain firm and in all probability will advance. Merchandise purchased by retail merchants this year for next Spring's selling will be quite safe. At present there is no indication to show that any merchant, either wholesale or retail, has sufficient stock for his requirements, declared Mr. McCaig, and deliveries from the sources of supply are not too promising, and it is therefore advisable for merchants to anticipate their requirements, if they would avoid an unfortunate shortage.

Cretonnes

According to the buyers, cretonnes in direct and shadow printing are still in demand. Many new novelty ideas are to be found in London, some of which are rather extreme for Canadian tastes, but the more moderate and conservative designs and colors show real merit and will be well liked. These will be seen very shortly on the Canadian market, and will be available for any Spring requirements.

The cotton market has increased 75 per cent., and the finished goods, namely cretonne, will represent a large increase over previous quotations. Some of the Canadian buyers have executed a good stroke of business in making their purchases early, and consequently these attractive cretonnes will be available in Canada at very advantageous prices.

Tapestry Designs in Shadows

Shadow cloths are still to enjoy a great demand, and the beauty of these fabrics are more pronounced than ever. Several of these, ordered by one big Toronto house are reproductions of fine, old tapestries, and can be used for tight or loose coverings for Chesterfields and easy chairs. "We anticipate a large business for these goods," said a representative of this particular firm; "our advanced selling has been beyond all expectations." These "shadow tissues" are in light and dark grounds and in 31 and 50 inch widths. This firm referred to controls certain designs on English printing warp machines, and is in a position to offer the trade exclusive designs at reasonable prices.

Lovely Casement Cloths

"I have great faith in Casement cloth," declared one of the recently returned buyers. "Orders were placed last year for 36 and 50 inch widths and are just about due. Most of the homes in England use these dainty self toned casement hangings, which conform so well with bedroom and sunroom decorations."

The beauty of these cotton casement cloths is that they are guaranteed fadeless. Prices on these materials which favor rose, blue, olive-green, brown, stone and ivory have advanced 50 per cent. and prices will go higher, according to the most reliable advices.

Imported Velours Out of Sight

Prices for British, French and American velours are still exceedingly high, DRY GOODS REVIEW was informed, and to import these just now would make prices absolutely prohibitive. They would be next to unpurchasable, and

DRAPERY FABRICS AT PRESENT IN DEMAND

All widths of Ecru and White Madras.

Self-coloured Madras and mixed-coloured Madras.

Figured Muslins.

Mercerised English Poplins in many colorings.

Tapestries from $2.65 to $9.00 per yard. (stocks small.)

Bungalow Nets showing freely, but difficult to secure in fine qualities.

The above summary was supplied to DRY GOODS REVIEW by a recently returned buyer for one of the big wholesale firms in Toronto.



A Cheery Window

A charming window arrangement for the informal living-room or dining-room The vallance and overdrapes are cretonne in rose and blue design on a cream ground. The window shades are cream with Battenberg insertions. Shown by Geo. H.. Hees & Co.

with this situation in view one big Canadian wholesaler has entered into a huge contract for Canadian-made velours, and has practically taken up the entire output of these mills making Canadian velours. This firm has sample books out with over 20 shades of desirable colorings that will be shown to the trade.

Tapestries and Damasks

Another firm stated that in view of the enormous demand for tapestries and French damasks they had entered into an arrangement with leading manufacturers in England and France, whereby huge orders were placed at fixed prices and guaranteed delivery dates. Since this arrangement this firm has been advised that these goods have advanced 25 per cent.

Curtains to be Lower

The Canadian buyers have good news concerning fine Swiss curtains. Orders were placed in most instances in good time for this year's delivery, and Irish Point, Point Venise, Swiss panel effects, Bris-Bise, etc., will again be seen on the Canadian markets at reasonable prices for the first time since pre-war days.

Fine nets, filets, weaves, and Swiss madras from Nottingham and Ayrshire are very scarce. The world demand for lace goods, it is stated, has caused the production to be sold up for the balance of the year. When manufacturers quote they do so on to-day's prices of yarn, for they have no old contracts to go by. Prices have advanced 100 per cent. on nets and lace curtains since last August. One buyer who visited practically every factory in Scotland manufacturing madras and muslins found the same increase of 100 per cent. since August on these goods.

The demand for these goods has been enormous for there is no better treatment for any window drapery than that of these desirable nets offered by the Nottingham and Ayrshire makers. Table covers, they state, are again procurable and orders were placed by one firm with Scotch manufacturers for tapestry table covers in 65 in. by 65 in. and 65 in by 81 in. widths. These come in self-toned and figured centres in shades of blue, brown, green and wine. The qualities are guaranteed to give satisfaction.

BONUSES OFFERED FOR PROMPT DELIVERIES

Continued from page 128

exactly corresponding to the hours worked.

Deliveries of all drapery lines are slow and merchants would be wise to secure their wants as early as possible. Prices cannot fall for at least nine months, and the only reason this time limit is set is the inability of the writer to see further into the future. When prices do start to drop the descent will be gradual, allowing all concerned ample time to unload without loss. Now is the time to buy intelligently, but buy needed goods without fear. Manufacturers are compelled to buy equal quantities of yarn at the prevailing price to secure delivery of orders placed months ago. Practically all wholesale houses are disposing of lines at much less money than they can replace.

If prices were honestly compiled on to-day's basis, retail merchants would be asked 100 per cent. over prevailing rates, high as they may seem.



Panels Are Popular

The fulled-on curtain is giving place to straight hanging window panels such as this handsome marquisette with insertions of filet and exquisite motifs and lace insets. Courtesy of Geo. H. Hees and Co., Toronto.

Coats' Cotton Prices

Famous Thread Manufacturers Reply to Findings in Report of Standing Committee on Trusts

Commenting on the findings of the Standing Committee on Trusts respecting the current and pre-war prices of sewing cotton manufactured by British firms and dealing especially with the profits claimed to have been made by J. and P. Coats, Limited, the March Drapers' Record says:

"A detailed reply to the report of the Standing Committee on Trusts has now been issued by Messrs. Coats. Briefly, Messrs. Coats challenge the findings of the committee as well as their conclusions, and certainly appear to have the best of the argument. Without going over the whole ground, it may be said that there is a suggestion of business-like definiteness about Messrs. Coats' contentions that is often lacking in the committee's report. It must be apparent to all business men that unless the committee can refute Messrs. Coats' figures, they will be discredited to an extent that will render any future reports worthless. The view in the drapery trade is that Messrs. Coats' figures are very unlikely to be wrong, whereas there is no such feeling of confidence in the findings of the committee. There for the moment, the matter may be left. The incident, however, suggests that the profiteering machinery is not going to effect more in connection with wholesalers and manufacturers than it has in the case of the retailers. In the light of what has been accomplished since the Act was passed, the talk of 'astounding revelations' is particularly foolish. Very little has been heard of the wonderful investigations into costs, and when the committees venture upon statements of facts they are promptly challenged to substantiate their conclusions. With regard to the sewing-cotton reels, the retail draper is not profiteering. What he gets for handling these goods is quite inadequate at the present time, and his profit will no doubt be increased very shortly. The question is whether it can be raised without adding any more to the cost of the reel to the public. As to that, we shall probably hear before long."

In replying to the findings of the Committee the directors point out that 95 per cent. is too high an estimate of the trade they control and state that they have over 60 competitors in Great Britain. They also show that four-fifths of their goods are sold abroad.

Messrs. Coats have invited the Committee to examine their costings and satisfy themselves that the recent advance in the retail price for the 400 yards' reel to 10d. is perfectly justifiable, and free from any taint of profiteering.

REMODELLING DEPARTMENT

The carpet, tapestry and housefurnishing departments of Dundas and Flavelle's store in Lindsay, Ont., are undergoing extensive alterations, which will equip the department for the handling of more up-to-date merchandise. Rugs are now sold in place of carpets by the yard, and for this reason the firm felt the necessity of improvements and alterations which will convenience customers and facilitate display.

ENLARGED ALBERTA STORE

J. Dillon and Sons of Alberta, have made extensive alterations to their business with a view to giving better service. The interior of the store has been completely remodelled and is now departmentized. Special emphasis is to be put on window display.

GEO. H. HEES, SON & CO. LIMITED



OF course you know that there is a shortage of houses. **Why?** Because building has been at a standstill for five years. What will be the result of this situation? It will take some years to catch up.

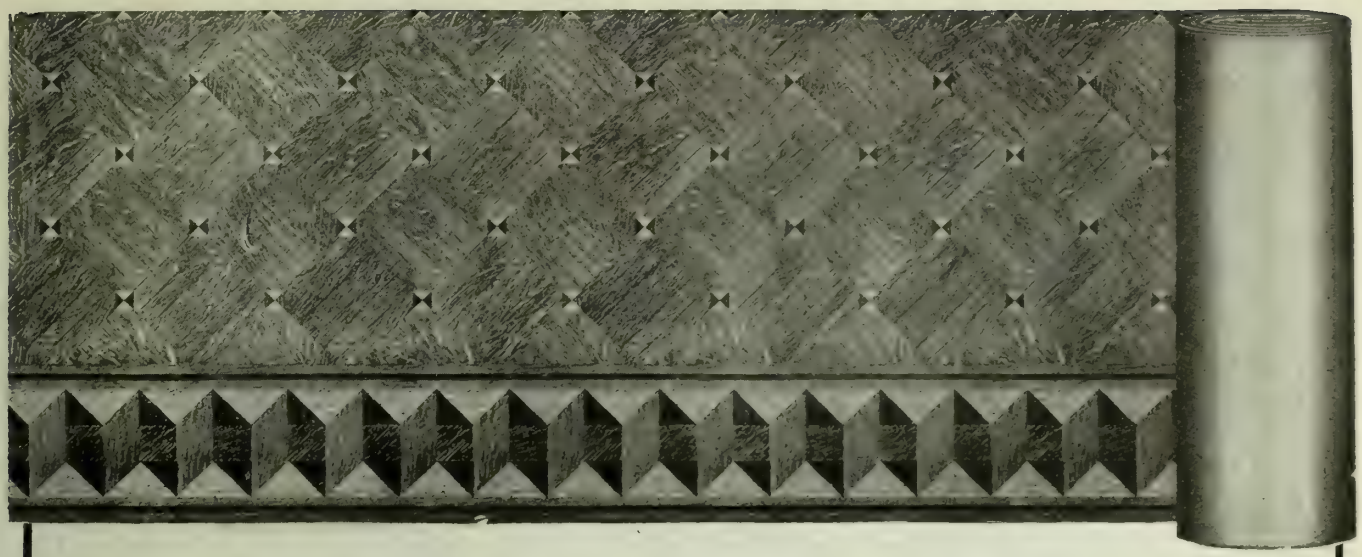
Is your Furnishing Department prepared for the coming demand? Each house will have from 15 to 50 windows, and all will want shades and curtains.

We are prepared. We have good stocks and we advise you to go over our many house furnishing lines while we have the selection.

GEO. H. HEES SON & CO.
LIMITED

MONTREAL
OTTAWA
52 Bay Street
TORONTO
WINNIPEG
QUEBEC
VANCOUVER

GEO. H. HEES, SON & CO. LIMITED



We are sole **Canadian Agents** for the **Cott-a-lap Rug Borders, Surrounds** and **Floor Coverings.** We carry all their latest patterns in stock at the present time, 24 in., 36 in. and 72 in. wide.

These goods are sampled with all our salesmen. We enjoy quite a comfortable trade in this class of merchandise, and if you are interested, we would be glad to reply to your inquiries.

GREENSHIELDS LIMITED

Wholesale Distributors of Carpets and Draperies

MONTREAL



MADE IN MONTREAL, CANADA

USEFUL — AS WELL AS ORNAMENTAL

This is one of our lovely designs; an artistic marquisette novelty panel with distinctive lace work of unusual merit.

MAKING THE HOME BEAUTIFUL

is what vitally interests the Biltmore Organization and **your own** curtain department. Let us tell you about our new designs.

BILTMORE CURTAIN CO.

332 CRAIG ST. WEST
MONTREAL



Tapestries---from $2.65 up

In our new lines, just received, you will find a great variety of attractive, quick-selling designs of beautiful quality.

Beauty and Dependability

characterize our selections of

White and Ecru Madras.
Mixed Colour Madras.
Self Colour Madras.
Mercerized Poplins. 36" and 50" Plain and Figured.
Bungalow Nets.
Muslins (Assorted widths).
Aurora Casement Cloth in wanted shades.
Dark and Light Shadow Cloths.
Nottingham Curtains.
Novelty Curtains.

Agents for
Wm. Strang & Son, Glasgow, Scot.
Hood, Morton & Co., Newmilns.
Stirling-Auld & Co., Darvel.
John Watson, Manchester, Eng.
Biltmore Curtain Co., Montreal.

Write for Samples or call personally

J. B. HENDERSON & COMPANY
LIMITED
80 Bay Street - - TORONTO



House-Cleaning Time
IS HERE

Old Window Shades are being taken down and discarded. New ones must necessarily go up.

People are moving into new homes, that means more new shades.

HOW IS YOUR STOCK?

Are you ready for this big rush of spring trade?

We are ready to co-operate with you. Order now. "Dalmor" Brand shades are the best—ask for them—they are—

Arrow • Dominion • Regal • Peerless • De Luxe Tints

DALY & MORIN LIMITED
LACHINE • MONTREAL • QUEBEC

Spring

The Season's Newest Concepts in Window Draperies

Invite Discriminating Buyers

Curtain Nets

Madras Muslins

Cretonne

Shadow Cloth



Curtain Scrims

Casement Cloths

Chintz

Plain Poplins

Laces

Chosen for their appealing designs and honest values. Dame Fashion favors Laces in abundance.

One sees dainty VALENCIENNES trimming alluring Vestees. FILETS, ever popular, in pleasing variety and

The Newest POINT EFFECTS for Milady's Neckwear, Sturdy TORCHONS, also fine MALTESE.

Select some of these, and your Merchandise will show INDIVIDUALITY and GOOD TASTE.

The LACE GOODS CO., Limited

"The Handkerchief House of Canada"

79 Wellington St. West (Fifth Floor Wellington Building)

TORONTO

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Dominion Oilcloth & Linoleum Co.
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Manufacturers of

Plain and Printed Linoleum
Battleship Linoleum
Cork Carpet
Linoleum and Floor Oilcloth Rugs
Floor and Stair Oilcloth
FELTOL Floor Covering
Table and Enamelled Oilcloth
Shelf and Carriage Oilcloth
Sanitile Wall Covering
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OUR GOODS ARE HANDLED BY ALL WHOLESALE DRY GOODS JOBBERS IN THE DOMINION

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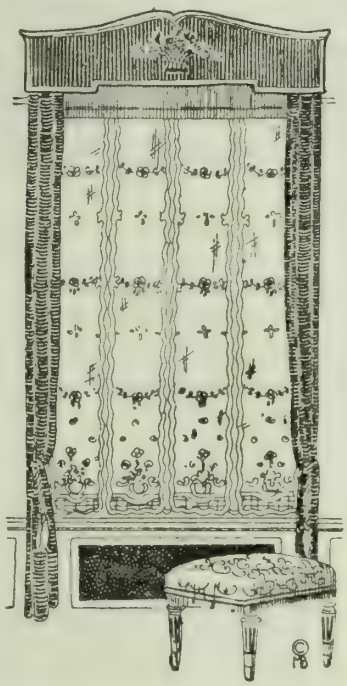
New Novelty Net Curtains

In Ivory or Beige Shade
Make very light and graceful Curtains
These lines are priced attractively and are being well received by the Trade.

Marquisette Voile and Filet Curtains

In Ivory and Beige Shade

Are also shown in a variety of Designs.



Point Arabe Curtains

Are selling better than ever before.

We can give reasonable assurance of good deliveries.

All these goods are made in our own factory.

Every effort is being made to keep up our standard of service.

Our Curtains are made well and hang right.

WE WANT YOUR BUSINESS!

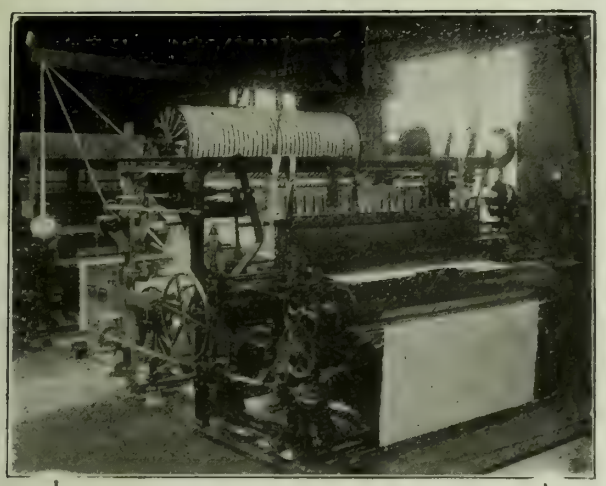
PRIME AND RANKIN, LIMITED

MANUFACTURERS AND IMPORTERS

74 York St.,
Toronto

22 Warser Gate
Nottingham, England


The Spring Pilgrimage
For Crex Grass Rugs
With the advent of Spring the pilgrimage for CREX grass rugs is of annual recurrence in retail stores where this most popular line is on display.
Due to the meagre stocks of other floor coverings the demand for CREX this Spring should be unusually heavy.
We are in position to make reasonably prompt shipments but urge dealers to anticipate their requirements as re-orders and "fill-ins" are being received in volume larger than ever before.
CREX CARPET COMPANY
212 FIFTH AVENUE NEW YORK
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VELOURS
MOHAIRS
and
PLUSHES

Woven
Dyed
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Finished
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The
Oriental Textiles Co.
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Salesrooms:
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A READY SELLER



Advertised extensively to the consumer, this Kiddies' garment has become widely known and immensely popular everywhere. It will bring you ready sales all the year round. Its satisfying features never fail to bring repeats.

Made for Boys and Girls, 2 to 7 years.

This Original garment made ONLY by—

The J. A. Haugh Mfg. Co. Ltd.
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Manufacturers of the famous "Arm & Hammer"

Shirts, Overalls
Bloomers



Trousers and
Shopcoats

Silks and Cottons Exploited in Charming Summer Modes

Smart Suit Costumes in Tricolette and Shantung Will Endorse Simple, Straight Silhouette --Taffeta Frocks Cling to Bouffant Style, and Voile Models Enjoy Dainty Trimmings, Round Necks and Lace Collars.

"BACK to the days of the crinoline styles" is the slogan of the new taffeta frock which has made its appearance in the shops for the Summer of 1920. A frock of either blue or black taffeta with rows and rows of narrow frills on the draped skirt, and frills on the sleeves and frills on the wide taffeta sash and finished with a demure little cream-colored lace collar is essential for the well-dressed young women's wardrobe this month. Navy taffeta is much in demand and these dark frocks for immediate wear are proving extremely popular with the trade. They are practically all featuring the frills and round lace or net collars. These models are selling at prices ranging from $39.50 to $49.50 and some more exclusive models are priced, of course, considerably higher. White taffeta for midsummer wear is also being shown and these dainty models are featuring short sleeves and wider and shorter skirts. Many of these models are finished in the popular jade or jade and black. Others are showing touches of mauve, while blues in Grotto, Pekin, navy and Copen are also in vogue.

Owing to backward weather conditions and slow deliveries very few advanced styles and a less varied array of materials has been displayed to date but this month the shops are beginning to blossom forth in many gay colors for late Spring and Summer wear.

Taffeta and Voile

Of the many lovely materials being shown taffeta for immediate and voile for later wear predominate. Some darker voile dresses for early wear are selling well just now. These are made with overskirts, generously frilled, and in some cases the skirts are draped also. They are showing the three-quarter length sleeve frilled, and wide sashes of the same material, also frilled. In most every case the round neck is featured. These dresses are in great demand and are selling at prices from $13.50 to $27.50.

Many exquisite voile frocks for later wear are also displayed. One exclusive model in a delicate mauve shows an overskirt of net caught up at either side with small bunches of flowers, giving a draped effect. The round collar features a frill of net and the finishing touch is a wide satin sash in jade.

Gingham Again Featured

Gingham and fine muslin are also featured and some serviceable looking gingham dresses for all day time occasions are shown. The gingham dresses are made very plainly and in many cases wide roomy pockets and the round neck are features. These dresses are shown in many of the new shades—mauve, blue, rose, jade and in combination colors in block effect. Others show stripes. Muslin dresses for later wear are shown in dotted patterns and flowered designs.

Frills, wide sashes, short sleeves and lace or net collars are the main features of this season's dainty modes and the taffeta frocks are particularly noticed, featuring short sleeves and wider skirts.

Tricolette Costumes

Many lovely suits of tricolette are displayed for later wear. One model in yellow tricolette features a long shawl collar and narrow belt and has a vest of white net. Another model shown in rose tricolette has a narrow roll collar and the coat is fastened with one button. Straight lines characterize both these suits.



Smartness By the Sea

A delightful little costume designed exclusively for DRY GOODS REVIEW in lemon yellow linen with kilted skirt attached to a low waistline. Mercerized embroidery is effective on the odd neckline and sleeves.

Shantung May be Seen

A good future is predicted for the Shantung suit this Summer and although few have made their appearance they augur well for the trade. Tailored suits of real Shantung in the natural color are meeting the approval of the more exclusive trade. These suits stand out conspicuously for their elegance of line and for the beauty of material. The coats are of the loose, boxy three-quarter length models that give the clinging "ligne" of the season. The skirts are plain and fuller than those of Winter, measuring one yard and three-quarters at the hem. For smartness and convenience two slit pocket perfectly tailored with stitching are frequently introduced.

Some of the more eleborate models display embroidery carried out in Chinese willow design in blues of a hyacinth shade. The coats are slit at the sides and the slight fullness in held at the wait with a string tie of Shantung. The sleeves are full length and tailored.

A few coats of Shantung for Summer wear are also shown. These are in loose military effect and nearly all feature the narrow leather belt. Some are trimmed with small leather buttons and in some cases the sleeves are caught in at the wrist with a narrow leather strap. At the present time few coats for later wear are displayed—the polo coat with a narrow belt of leather being most popular with the trade just now.

NO LONGER A LUXURY

New York.—"Silk hosiery for women is no longer a luxury, it is a necessity," says A. Keeney Clarke, who owns and represents forty-three silk mills throughout the country. Mr. Clarke has left for Havana, where he will introduce the new lines, as it were, to the ankles of Cuba.

The silk merchant's further comments may be of interest to the harrassed father of a family. "Cotton hosiery is not considered the staple article for the average trade now," he says.

"Five years ago the lowest price on women's hosiery was $3.25 a dozen. Other grades and prices were figured from this basis. Now the price that forms the basis is $16 a dozen," he concluded.

Paris Making Up for Early Closing

Afternoon Affairs on the Increase Now That Restaurants Must Close at 10 o'Clock — Tea Resorts Almost Impossible of Access—Gay Styles Prevail and Famous Couturiers Put Their Best Work Into Costumes for the Popular Day-Time Ceremonies.

PARIS, April 15—As a result of the order compelling all restaurants to close at 10 p.m. afternoon amusements are on the increase and the fashionable tea resorts are packed. Hardly one seat was to be had all last week at either the Plaza, the Meurice, the Mirabeau or Sidar's. To meet this new departure in the world of pleasure, counturiers and modistes are busy creating appropriate afternoon gowns. Most of these are of navy blue serge, lavishly trimmed with braiding or embroidery.

Cire Satin Differently Employed

Lanvin and Premet trim many of their models with cire satin. Premet disposes it along the sides of his gowns pleating it at times to give the pocket effect and the touch of fullness required for the present day "lign." Lavin employs it to edge skirts and sheaths, over which fall tunics of finely-pleated serge. Many of the dresses are embroidered or braided with jade-green or gold, the two favorite colors.

With these new dresses, stoles of various furs are worn, and look extremely handsome. The hats are mainly of the Breton shape with notched cut-out edges or crowns. A beautiful example of this style was of navy straw with the top of the crown in notches and edged with white kid. "Nubidi" and heron feathers are used in all shades of jade-green and navy blue, as well as in black. These are used as trimmings for small toques cloches with wide sides.

Chemise Dresses Worn By Elite

Some of the ultra-chic Parisiennes wear Chanel's "chemise" gown, covered with tulle or chiffon tunics embroidered in different colors. At Sidar's the other day the Countesse de Montebello wore one of these gowns made of black satin, covered with a black chiffon tunic heavily embroidered in cerise and gold.

At the Recent Ball

At the ball given by the Duchesse d'Harcourt, nearly all the young girls were dressed in white with garlands of flowers. Some of these crossed the dress itself and others outlined the decollete. Mlle. de Pimodan was in white satin with a belt composed entirely of tiny roses.

The prevailing note at the ball given by the Princess Soertzo was the crinoline dress of beaded tulle or lace. A number of ladies, including the Duchesse de Valombrose, the Duchesse de Dampierre, San Lorenz and many others, wore gowns of tulle with flower trimmings.



A Summer Tailleur

A smart suit costume in cream colored linen with effective trimmings of brown braid, that outlines a becomingly cut collar and the coat sections. Note the accentuated hip design.

At afternoon gatherings many satin dresses were worn, some quite plain and others either draped or with embroidered tunics. La Comtesse Mathieu de Noailles, the celebrated poetess, wore a grey tunic gown heavily embroidered in the same shade. With this she wore an original little hat of black satin covered with white muslin or organdie, which covered her ears in the Egyptian style.

At the Designer's Displays

A review of the Molyneux midsummer collection, which is a large one, shows a hundred or more dresses.

Suit skirts are short and narrow, in striped or pleated effect, and jackets straight hanging.

The frocks for the races are shown with a low decollete and short sleeves. A white silk skirt was shown with a white kid jacket.

Slender Drape Effect

For evening lace and slender draped effects are prominent, some gowns displaying very long sleeves. Over these are worn tulle wraps, embroidered in silk.

Teagowns combine the trouser skirts in tulle and gold gauze with short crepe tunics.

Brim Trimmings

Toques are developed of straw, satin cire and taffeta, trimmed with ostrich cherries and flowers, hanging over the ears. Big horsehair hats in a lemon pink show trimmings of flowers falling over the sides.

Japanese sunshades are attractive, made of organdie and mousseline, trimmed with flowers and monkey fringe.

Henry et Tallet are showing some very interesting midsummer models in organdie in their new collection. Incidentally, they are a newly-formed combination, the Maison Henry (Madame Henry) having joined with M. and Mme. Tallet. M. Tallet was formerly with the Maison Agnes, and is believed to have had a branch in New York at one time. They appear to have been having a fair measure of success this season.

18th Century English Styles

The models for midsummer are all inspired by the English school of the 18th century, from which they borrow their silhouette, their color combinations and their trimmings. The pointed corsages are adorned with underbodices in very soft or "flou" materials, and often with gathered jabots of lace or embroidered organdie. Pleats and bouffancies of all sorts are very frequent on these corsages at the edge of the sleeves, and also on the skirts. Sleeves are very short and sometimes very puffed.

Very light hoops, placed in such a way as to emphasize the contour of the hips by slightly exaggerating it, are a feature of these summery frocks. For the matter of that, all the skirts are made wide, in accordance with the school which inspires them and likewise rather short.

White Organdie Dominates

White organdie is certainly the leading factor in the collection, but shades of salmon pink touching on yellow and bright yellow, as well as a rather deep shade of mauve, are also included among the models.



A Winsome Trio

Three modish little costumes to captivate the younger generation. The tiny tot wears soft white with baby blue embroidery about the clever little yoke collar. The dainty miss with the picture hat is wearing a stunning replica of a charming grown-up-sister mode, developed in buttercup-yellow linen with dark-brown buttons. The charming brunette with the sunshade is attired in pink gingham with candy-striped collar, cuffs and applied hem. The two buttons and sash are of velvet.

Will Make Linoleums

Canadian Linoleums and Oilcloths Ltd. Begin Manufacturing Shortly

In January last DRY GOODS REVIEW announced the formation of a new company, Canadian Linoleums and Oilcloths, Ltd., for the manufacture of linoleums, oilcloths, etc. Since that the company has purchased a site in Cornwall on which is erected a new solid brick and stone four and a half storey building 45 by 112 feet.

Work has commenced in alterations to this building, and the erection of additional buildings. Machinery has been secured and will be installed shortly.

The town of Cornwall is making a loan to the company of $40.000 in addition to granting exemption from municipal taxes.

While it is impossible to state definitely when manufacturing will commence, it is hoped that some lines at least can be produced within the next two to three months.

RYAN BUSINESS SOLD

M. Ryan and Son, of Newbury, Ont., have sold their dry goods business to Wm. Wright, of Port Hope. Mr. Wright will take possession of the business on May 18, 1920.

PRIZE FOR GOOD WINDOW

The Hudson Bay Company won first prize for window dressing in Calgary at a recent contest in connection with the horse show. McLeod Brothers took second prize; D. E. Black, third; A. E. Snell, fourth, and D'Allard's, fifth. Forty per cent. of the score was for the extent to which the horse show was advertised.

ENLARGING WAREHOUSE

An advice from Edmonton states that the firm of Revillon Brothers, of Paris, London, New York and Edmonton, are reported to be preparing for the erection of an addition to their large Edmonton warehouse. The present building is six stories high and occupies an area of 100 by 150 feet on 104th Street, between Athabasca and Peace Avenues.

The Canadian Manhasset Cotton Co., Ltd., has been incorporated with a capital of $3,000,000. The head office will be in Montreal.

A Fashion Pageant to Aid Charity

New York Society Women and Prominent American Designers Join Wholeheartedly in Making La Fete de la Mode d'Ete a Big Success—Proceeds for French Relief—Beautiful Mode Displayed by Amateur Mannequins.

NEW YORK, April 13.—Prefaced by weeks of careful preparation and lively interest on the part of both the Couture Division and smart society, La Fete de la Mode d'Ete was staged last night at the Hotel Commodore before a large and appreciative audience, and netted for the American Committee for Devastated France its worthy raison d'etre, a generous sum for the relief of our ally.

There were a number of well-known personages in the trade, among those who assembled to see Summer modes as presented by New York costumers, including designers, retail buyers and manufacturers, as well as the members of the Couture Division themselves, and their personnel. Society was well represented, for in addition to natural feminine interest in fashions, Anne Morgan's war charity is a favorite with the smart set, and the introduction of amateur mannequins brought many of their friends to censure or to praise.

Most of the audience was in evening attire, and the play of light on rich fabrics and jewels against the decorative setting of the ball-room, the movement of fans, the hum of voice and applause, and the music, made up a brilliant and impressive scene.

Fete Admirably Handled

Each of the two groups was introduced by classical dances by Alexis Kosloff's pupils, and as for Le Fete de la Mode de Printemps the technique of the exhibit was admirably handled. The mannequins appeared between chiffon draperies of dull blue and advanced down through a miniature garden to the long runway, followed by rays of white light and softer blue and yellow beams, while the orchestra played selections from the latest musical hits.

The fashions, which are reviewed later on, were, save in one or two instances, pleasing interpretations, of the current mode adapted to particular occasions rather than new style dictums, and in this very fact lay much of the evening's interest to judge by comments.

The Display of Fashions

In every instance the exhibitor had studied the type of the woman who wore the costume, and in many cases it is understood the wearer's personal taste was also a contributing factor to the design. As a result the audience saw a collection expressive of the fashions selected by the American woman of the upper class, as she wears them, and as they are furnished for her by houses which have made her tastes and needs a particular study.

There was no question raised as to the origin, some of the work original, the rest of it frankly presented as of French inspiration, in either case selected and shown on merit

The keen interest manifested by the mannequins themselves and the audience last night, would indicate a growing appreciation of costuming on the part of the American public and a desire to master the art that should be far reaching in its results.

Bright Colors

From the viewpoint of fashion, the Fete de la Mode d'Ete was true in every sense to its name, the exhibitors succeeding in creating the spirit of Summer with bright colors for sports wear, and fresh, cool effects in costumes for riding, tennis, beach and the more formal afternoon and evening styles, which gave a most pleasing diversity to the presentation of models and emphasized the individual charm of those who were acting as mannequins for the occasion.

Bodice Simplicity

Many of the features which have controlled the fashion ideas of the present season were reiterated. There was little evidence that the vogue or the ultra short



A Dainty Trimming

Wool embroideries on crepe de Chine waists for Midsummer wear are dainty and effective. Flare sleeves, round neck and peplum are trimmed with dainty motives, while the low shoulder seam and belt are decorated with a single line of stitching. This blouse is charming jade green with olive green stitching, or maize crepe with dark brown stitching.

skirt was gaining any foothold, but the obsession for the simplicity of the bodice continues for the lingerie and afternoon frocks, many having the plain or shirred fitted bodice with tight short sleeves and a simple treatment of lace or ribbon about the neck. Skirts on the contrary showed elaborate workmanship in complicated drapings and extravagance of detail.

The directoire, in all the authenticity of its line, was a dominant note, again offered in the bridal group exhibit of Joseph in a graceful and picturesque finale to the promenade. This style with the short baby waist and the long, straight line of the skirt expressing a demureness in interesting contrast to the more sophisticated puffs and hoops of this season's frocks.

Bridal Costumes

The bridal gown, of crystal embroidered white tulle with long shirred sleeves over pale flesh color silk, received admiring comment. The bridesmaids' frocks, one of blue crystal beaded net, the other of white silk open over a flower garlanded petticoat, both had cameo-studded girdles.

Gorgeousness of fabric and trimming for a regal effect evening gown was stressed by Hickson in a combination of metal and brilliants, with a silver train looped to the left shoulder. The new simplicity of silhouette which this house attributes to the thought of Andre Chenier, is represented in shot taffeta with fine detail in little quillings of the fabric and the high ruche of organdie.

Egyptian lines and embroideries which have been a dominant style element this season were again exploited by Kurzman in both drapings and embroideries, and in the other models of his group the wearable lines which the French have designed in figured chiffon and black lace this season are emphasized.

If one judges from the Stein & Blaine group, yellow is declared the fashionable color of the season, each model displayed repeating this color in pale, cool tones, in girlish taffeta with fan hip drapings, in combination with white satin for sports wear, and for dinner and evening in graceful combinations of chiffon and dyed lace draped, with a trailing end of lace to give slenderness to the line.

White for Summer

In the same way Farquharson & Wheelock established white as par excellence for Summer wear, the simple lingerie frock, the white broadcloth suit and silver white satin evening gown with medieval draping, all emphasizing the absence of color.

The graceful lines of the negligee were expressed by Thurn in pale yellow with overdress of chiffon weighted in gold lace, and by Lucile in silver brocaded turquoise chiffon with loose, wide-sleeved jacket draping of plain chiffon, a square neck with chinchilla.

Black and white for the beach costume was presented in very smart effect by L. P. Hollander & Co. Many of these are illustrated, giving a more complete idea of their effect produced in the exhibit.

The Black Taffeta Frock

The favor extended to the black taffeta frock this season was attested to by the number of exhibitors who chose to select a model of this fabric for exhibition, and all agreed in giving the wide silhouette to frocks of this fabric and in elaborating them with flower lace or tulle trimmings.

Another feature of the showing was the prediction for combination effects, for sports wear in white and colors, the latter emphasizing jade, rose and yellow and for afternoon types, black and white in combination was variously introduced in treatments of satin and lace and a bit of monkey fringe.

Millinery Variety

An interesting variety in millinery the prediction for combination effects, in frocks and suits. No one type of hat stood out, unless it was the off-the-face treatment with wider lines on the sides, and the slightly larger shapes for sports wear, both fabric and straw having a rather evenly-balanced representation.

Some of the detail treatments were new and effective, bright colored tulle sashes caught into huge knots with trailing ends, and a marked prevalence of flower trimmings was especially noted. A coronet of peacock feathers achieved a regal headdress and a fan of natural paradise gave a more extravagant note than those of the more numerous and brilliant ostrich plumes.

Seen in the Shops

The scoffer who early in the season decried the blouse of tricolette as a fad that the cheap manufacture had killed in its incipiency, should take a tour among the most exclusive shops of the Avenue and the surrounding streets—there is not one that is not showing even now tricolette models. To be sure, they are models that vary a great deal from the simple thing brought forward in the first rage for the silk jersey, but they clearly indicate that the fashionable woman has not yet abandoned entirely this type of blouse.

In one of the specialty shops of the fifties there appears a brilliant orange tricolette that is made with exquisite care. It is a smock shape and is lined throughout with white chiffon. Short sleeves are set on to this lining, and the armholes of the blouse are finely piped with self material. A tiny roll collar is set across the back of the round neckline and is embroidered with white wool and high colors. This heavy embroidery consists of couching white angora wool with silk of brilliant colors in ladder effect to a ground of tricolette striped in bright greens and reds. It is used for the wide belt and set across the flaring pockets over each hip, ending with a long loose cluster of white wool at each side of the pocket.

A branch of a well-known Paris house shows a long overblouse in white tricolette that features heavy fringe.. It is made with simple top and cap sleeves and drops to hip length where are set two layers of heavy silk fringe that is quite stiff and wavy. The sides of the blouse are slashed below the waist and trimmed with large crochet silk buttons. It is shown with a sport skirt of accordion pleated white crepe de Chine.

From Lucile in Paris

Lady Duff-Gordon has just sent ever to the New York house of Lucile a supplementary spring collection of models that includes both day and evening dresses and carries the signature of this designer in the color harmonies, drapery manipulation, and wealth of detail for which she is known.

There is, for instance, a jeune fille dance frock built of cerise chiffon over flesh satin, one side of the bodice of the satin only, the other veiled in cerise, and this one-sided motif carried out in the overskirt of chiffon, which is cut to stand out, fanlike, over one hip with the width balanced by flowers on the other side.

Multi-Colored Girdles

This dress, and another one of mauve taffeta that has tablier of gold lace, are especially typical of Lady Duff-Gordon's work, being finished by bits of fine lace, trimmed with hand-made flowers in delicate colorings and metal galloons, and girdled, as she is wont to girdle her dresses, by multi-colored folds of silk.

The mauve frock has soft paniers of taffeta, and the bouffant silhouette is recognized in several of the evening models by light bonings that support lace or chiffon drapings, placed over the hips, the back and front always left flat.

Black Butterfly Dress

One of the most striking dresses in the collection is entirely of black tulle and satin, jet trimmed, and shows the combination of bouffant side treatment with straight front and back. The satin is used for a straight tight sheath, quite short but lengthened by black lace hem. The side draperies are of tulle, and from the shoulders and upper arms fall wing-like pieces of tulle, striped in jet bandings. The feature of the gown which suggests a black butterfly, is the use of long slender tassels of jet fringe placed at intervals on the tulle and satin.

Light Cloth Models

Very light biscuit color is chosen for two dresses that are developed in fine silk serge or faille weaves, and finished by lingerie neckwear. These are particularly springlike in appeal.

Lady Duff-Gordon will continue to make Paris her headquarters, it was said here, designing there for her London, New York and Chicago houses as she did before the European war made it advisable to transfer her studio temporarily to New York. Guy Tollman, who is in charge of the New York branch of Lucile, is scheduled to sail for France in June and will remain three months in Paris, collaborating with Lady Duff Gordon in the preparation of the fall collection.

Glimpses of Early Fall Fashions

Bright Colors Will Mingle With Good Greys, Browns and Blues — Velours-finished Fabrics Will be Made Up Into Smart Leather and Plush-Trimmed Models—Children's Styles Feature Russian Blouse.

THE new Fall ready-to-wear models being featured are rich in texture and color. The suits being displayed are very plain and come in every shade of blue. The materials most popular are Duvette, a rich velour material, velours of all grades and material very much like velour and called Polaire. The loose sports coats which are being featured for the Fall are also being made of these materials and many are made of contrasting colors. These coats have narrow leather belts and are somewhat similar to the "Polo Coat" types featured in the Spring.

Another more expensive coating on display is the "Bokhara" which includes the beaver and suede shades and sells at $20.00 a yard.

Many fine homespuns are in demand but are very scarce and a worsted material known as Riplette is being used for suits. The ever popular serges, tricotines, and garbardines are popular with the trade in navy, brown, sand, grey and various shades of blue.

Advance Between 15% and 20%

One buyer informed DRY GOODS REVIEW that materials were more and more scarce to obtain and had also advanced from 15 to 20 per cent. in price. With materials so hard to secure and the uncertainty of delivery, the price for fall materials will probably advance again within the next few months. Woollen plaids which were ordered months ago have not arrived and as a result plaids for Fall wear are very scarce.

"We cannot tell when they will arrive nor what prices will be demanded," a buyer informed DRY GOODS REVIEW.

Wool Jersey suits in the heather mixtures are very effective and are to be in demand again in the Fall.

As in millinery, bright color is demanded for both suits and coats and the brighter blues, French, Peacock and Copen, etc., are being featured.

A fall suit model shown by one of the big Toronto makers of women's ready-to-wear costumes, was of purple velour made very simply with narrow sleeves and belt and finished with rows of pleats on the skirt and coat.

The accordion pleated skirts to wear with the new short blouses are proving popular with the trade and are being shown in several shades of blue, brown and jade.

Georgette Over Blouses

The demand for the Georgette smocks has increased by leaps and bounds and these are being displayed in many of the shops with the accordion skirts. The smocks are not beaded as much as formerly but instead are embroidred in bright colored wool silk and in many cases uncut fringe is sewn into a pattern. Navy blue and brown predominate for general wear and yet there is a great demand for lavishly embroidered smocks and georgette blouses in henna, jade, peach, green and white. Not a few are made of taffetas. One striking model seen this month was of white taffeta with wide short sleeves and was trimmed with a running stitch in several bright colors of wool. Another in peach color was finished in black and green embroidery and beads.

Smocks for mourning wear are also featured in chiffon taffetas and georgette, and in some cases these are being trimmed with bright colored wool. The smocks are big sellers and range in prices from $11.50 to $45 each.



A Summer Coat

A smart silk model in natural color, trimmed with deep rows of narrow braid. Modish for motoring or street wear.

Hats in Paris Made of Wood

Horse Hair Models are Charming, so Are Toques Made of Painted Wooden Blocks

Most popular among the latest fashion freaks in Paris just now are hats formed of small blocks of wood shaped like fruits, such as cherries, lemons, plums or gooseberries. Then there are also hats formed of carved wooden heads, similar to pipe heads, which, placed closely together, form toques or turbans.

The newest cubist hat is a simple phantasy of vividly-colored wooden blocks, while another freak hat consists merely of a few pieces of twine lightly tied over the head.

Pagoda-shaped Chinese headgear, large enough to act as a parasol, is the latest pretence of "economy." The prices of parasols and umbrellas are exorbitant just now, so the designers have hit on this scheme to have hats serve a double purpose.

Lastly, there are the horse-hair hats! Though it may not sound very aesthetic, these are "really charming" hats, according to the verdict of smart dressers. They are made of horse hair interwoven with ribbons of pale tints—exquisitely light and quite "fanciful."

MONTREAL TO CELEBRATE

Montreal.—Montreal will inaugurate the celebrations which are to mark the 250th anniversary of the founding of the Hudson's Bay Company. On April 26 or 27 the Montreal branch of the company will hold a dinner and dance at the Ritz-Carlton Hotel. Sir Robert Kindersley, the Governor of the Company, and Lady Kindersley will be the guests of honor. Sir Robert and Lady Kindersley will then go to Winnipeg to take part in the principal celebration, which will be held there on May 2. Spectacular and picturesque pageants depicting scenes in the history of the company from its inception in 1670 will be staged. Sir Robert will visit many of the Hudson's Bay posts throughout Canada.

The linen factory belonging to Crepy Fils et Cie., situated at Boulevard de la Moselle, Lille, was re-opened recently and is now partly in operation.

Warm Weather Wardrobe for Baby

Long Dresses Selling Well—His Babyship Revels in Pure Linen and Dainty Bits of Lace and Embroidery—Toys and Rattles a Little Behind in Deliveries.

THE babies and the tiny tots are going to have their needs well looked after this Summer if the many lovely articles on display in the shop windows are any indication.

Just at this time of the year when mothers are planning for the comfort of the "wee ones" the store which is displaying advanced Summer goods is receiving the patronage of hosts of mothers.

The T. Eaton Company, of Toronto, have a number of exquisite long dresses on display at very reasonable prices. The majority of these have very little embroidery work on them and a special range of home manufactured dresses, trimmed with rows of lace is selling at $2.15 and the finer dresses at $4.65.

This firm is devoting considerable attention to the infants' wear department. The showroom, which is done in French grey, has several splendid showcases with glass doors for displaying goods, and the dainty furnishings, including chairs, tables, etc., are all done in the French grey. The lighting system is very effective. In this attractive department may be purchased anything that the baby may need to make him happy and comfortable, from a nice shiny rattle to a warm barricoat.

Irish Linen for Baby

A stock of pure Irish linen pillow covers are being featured by this company. These have very wide hemstitched hems, and many are simply embroidered in each corner, while others display more elaborate designs. Still others are finished off with a jaunty pink or blue bow. These range from $1 to $2.50 in price.



For the Dainty Miss

A dear little coat in Copenhagen blue silk with pleated frills let in at the sides beneath neat little pockets.

Woollen Sets Similar

Many new woollen sets are also being displayed but these vary very little in style.

"The goods selling most now are the long dresses and pillow covers," a buyer informed DRY GOODS REVIEW. One firm is also showing some barricoats of cashmere finished in pink and blue, with a running stitch and French knots. A new rattle being shown is in the form of a celluloid doll in a ring. These are proving very popular with the trade.

"We are being held up with our novelties which we usually get from the States," one buyer informed DRY GOODS REVIEW. "The railway strike is responsible for this of course, and we have no idea when these will reach us," he said. On account of this we have very little advanced Summer goods displayed, and as the Fall goods are not due for some weeks everything is slack."

Several bonnets noticed on display were of very fine white silk over a delicate pink. Others in the same style were shown with a light blue under silk.

Children's Wear

Up to the present time there are very few fall goods being featured in the children's wear. The plain serge dresses with the waists blousing over a narrow belt in Russian style are being shown and several are finished in wool and silk with a running stitch. The loose coats made in military style are shown, and plush is being used extensively as trimming.

Plush is in demand for children's hats for fall and the prospect for a good season in this line is predicted.

Judging from the models seen so far ready-to-wear models for fall will combine rich materials, rich colors and plain styles with leather and plush for trimmings.

Demand a New Type of Mannequin

Beautiful mannequins will no longer tread unrivalled the carpeted aisles of the fashionable London dressmakers' establishments. In the very near future they will be obliged to share honors with the 40-inch-waist-line women of generous figure and mature years, for the ranks of the mannequins are to be extended to include this new type to satisfy the demands of British matrons, who declare that gowns displayed on slender and stately beauties are unsuited to their more mature and rounded figures.

The reform has been introduced to avoid further complaints on the part of these matrons, who declare that an absolutely false impression is conveyed by this practice of exhibiting matrons' models on slim, beautiful young girls.

PRICES EXPECTED TO CLIMB

London.—Prices of everything in the British drapery industry, or group of industries, will probably rise still higher this year, according to the opinions of men in line with conditions in the trade. Two or three weeks ago T. M. Heron, president of the Yorkshire Blouse, Overall, Underclothing, and Shirtmakers' Association, prophesied that within a few months the retail charges for certain articles would be 50 per cent. higher and the advice of the head of one of the largest wholesale concerns in the country to householders who will require drapery goods any time this year, is—"Buy now."

A great disparity in prices at the moment is also reported. Goods of exactly similar quality may vary as much as 2s to 3s a yard simply because of the extraordinary fluctuations of prices from month to month, or week by week.

PRESENTS TO CUSTOMERS

The R. McKay and Company's 41st anniversary in Hamilton, took the form of a ten days sale, beginning on April 8th. Different sales were held in each department on different days, and on one day birthday gifts were given to every 41 customer.

No matter what her purchase may have been, the money paid for it was refunded her, and the purchase made a present from the firm.

THE CANADIAN FUR AUCTION SALE

(Continued from page 69)

week, with sales amounting to $1,577,-811, bringing the total for the sales to date up to $3,574,758.

High Prices for Lynx

Lynx, mostly the Canadian fur, proved an attractive skin. There were 686 skins offered, in 11 lots, and the bidding on these was very active, some unusual prices being paid for the better skins. The total brought by the collection was $30,941, the highest price being $62.50, and the lowest figure $15.25.

Fisher, also proved a very attractive fur, and record prices were made during the sale. There were 1,393 skins offered, nearly all Canadian product, divided into 132 lots. These sold for a total of $206,467, with the high at $345, and the low at $20. The prices for the better classes of these furs were regarded by the American buyers as unusually high, and many of them dropped out, leaving the Canadian buyers to get the cream of the skins.

A number of silver fox skins were sold in the morning, being left over from the previous day, when again high prices prevailed, although nothing like the $1,225 paid for the best skins by Mr. Harry Silbert, of New York, on the previous day, prevailed. The highest price paid was $1,000 a piece for two extra good skins, and the low was $150 for a few damaged pelts. In the silver fox there were 325 skins sold, for a total of $105,254.

Saturday Canada Day

On Saturday the sales rolled up a total for the week of $5,093,120. When the last lots were sold late Saturday afternoon, and when Senator Lorne C. Webster, in his capacity of president of the Canadian Fur Auction Sales Company, Limited, had formally closed the week's sales with a short address to the dispersing buyers, it was felt by all concerned that the week had been a success beyond the expectations of even the most optimistic.

"Prices," said Senator Webster, especially for the better class of furs have come up to our expectations. So great has been the success of this initial venture that it is the intention of our company to hold another sale similar to this in August or September, when, with the good start we have secured, we hope to have an even larger number of buyers present."

Senator Webster called for three cheers for Capt. Frank Craig, the genial auctioneer of the week, and the first Canadian fur auction was closed.

A feature of Saturday's selling was the offering of a beaver skin for the benefit of the Hebrew Orphan's Asylum. The beaver was resold seventeen times and finally was purchased by Asher Pierce of Montreal for $2,500. In all it realized $15,350 for the orphan asylum.

Beaver was the chief offering on Saturday, and the Canadian fur rolled up a total of $728,735. Goodwin and Rosenthal, of Toronto, paid $100 per skin for an exceptionally fine lot, and the prices ran down to $40 and $50, with damaged skins going at a lower price. Prices were held to be about 10 per cent. higher than those realized at the St. Louis sales. Australian opossum, sold on Saturday, brought prices between 40 and 50 per cent. higher than St. Louis. The Canadian Raw Fur Company of Montreal, paid $9.90 a skin, a record price, for a very choice lot on export order.

Various mixed lots were sold on Saturday. Ring-tail opossum brought $37,-200 and Australian opossum $226,137. A collection of dog mats sold for $26, 626, and sundry martens brought $11,-579. Some odd lots of foxes were sold for $19,143. One of the big buyers was A. J. Alexander, who had purchased heavily, too, on Thursday in choice silver fox.

Summer Displays Featured By Furriers

Toronto Furriers Utilizing Show Rooms To Display Fashions in Pelts for Warm Weather Wear

Some of Toronto's retail furriers have lately been making special displays of exclusive furs and devoting their advertising space to the same. Silver fox and Russian sable are the special attractions at both Holt Renfrew's and Fairweathers.' The former has a pyramid built up in the showroom, on which are hung about $25,000 worth of choice silver fox skins and in a glass show case luxurious Russian sables, some of them from the vicinity of Vitim, where the finest and blackest of sables are said to come from. There were skins as high as $650 each. Mole and squirrel were other skins featured in this display.

Fairweathers' window attracted a great deal of attention because of the variety of unusual skins displayed, as well as by the richness of the silver foxes and sables. In the centre at the front of the window was a real seal skin in three different stages— first in the natural condition as it comes off the animal, then plucked, and finally dyed and dressed ready to be made up into a luxurious garment. White fox, ermine and chinchilla skins were grouped and displayed so as to show off their intrinsic beauty. Inside we were told early summer business was getting a good start.

Both the retail and wholesale furriers are looking for a demand for Summer furs, which is doubtless accentuated by the desire to buy before prices go any higher. Wholesalers say that besides the placing of orders for next Fall, merchants are buying capes and coatees as well as small neckpieces for immediate delivery and some of them are visiting the market, looking around for something that has not yet advanced in price, presumably last year's stock, but they are not having much success as last season was such a good one, not much was left over.

Annual Report of New York Fur Sale

Over $12,000,000 of Raw Furs Go on Sale April 19th

New York, Apr. 14.— Approximately $12,000,000 worth of raw furs, comprising the largest and most valuable collection yet to be offered at a public auction in this city, were placed "on show" today in the warehouses of the New York Fur Auction Sales Corporation. These furs will be sold at an auction, which will begin in the Masonic Hall here on Monday next and continue for eight days. The selling on the two concluding days, however, will be done in the roof garden of the Hotel Pennsylvania. Buyers from all over this country and Canada will attend, as will fur merchants from several European countries, Latin America and the Antipodes.

The coming sale will establish a new record for this city, and coupled with the recent mid-winter auction, its conclusion will have seen the selling of nearly $23,000,000 worth of raw pelts here within sixty days.

THE PROGRAM

The order of sale for the auction is as follows:

Monday, April 19: Fisher, stone marten, baum marten, marten, cross fox, white fox, white fox paws, blue fox, nutria.

Tuesday, April 20: Sundry fox, silver fox, red fox, otter.

Wednesday, April 21: Sundries, house cat, pony, leopard, ermine, chinchilla, Russian sable, sea otter, ringtail cat, American opossum.

Thursday, April 22: Badger, lynx, wild cat, mole, muskrat.

Friday, April 23: Ringtail opossum, wallaby, wombat, kangaroo, Australian and New Zealand rabbit, rabbit, white hare, squirrel, wolf, Australian opossum.

Saturday, April 24: Wolverine, bear, civet cat, kolinsky, near seal, fitch, skunk.

Monday, April 26: Jap mink, Jap badger, Jap marten, Jap flying squirrel, mink.

Tuesday, April 27: Australian fox, gray fox, kitt fox, Persian lamb, Chinese weasel, Chinese raccoon, Chinese civet cat, Marmot, raccoon, beaver.

WILL SUPPLY IN CANADA

The De Long Hook and Eye Company, of Philadelphia, who have a branch in St. Marys, Ontario, contemplate manufacturing all their Canadian goods on this side and in looking up a site give St. Marys the preference, owing to being already located there. They are at the present time in consultation with the St. Marys Board of Trade and it is expected will be able to come to a sat-

NEWS OF THE TRADE

Annual Report of Robert Simpson Co.

Increase of Over $700,000 in Year's Earnings Recorded—Net Earnings For 1919 Total Over One Million

The Robert Simpson Company, Limited, earned $1,986,343 net during the year ending January 28, 1920, as compared with $1,282,304 in the previous year, according to the report of the directors, now being mailed to shareholders.

With the balance brought forward of $822,620, there was available for distribution $2,808,963, out of which a 6 per cent. dividend on preference stock was paid amounting to $201,000; dividends on common, $368,500; there was reserved for war tax $300,000; and for bonuses and employees' savings and profit-sharing plan $250,000, leaving a balance to be carried forward of $1,689,463.

Although the company's early financing was largely in Great Britain, there was an offering of $500,000 6 per cent. cumulative preferred stock on the Canadian market during last year. Total assets show a large increase during the year, being now $13,755,016, as against $11,529,958 a year ago. There is a gratifying increase in current assets, which now stand at $6,120,069, as against $4,975,947, in addition to which there is now an investment of $943,177 in Canada Victory Bonds, compared with $260,000 last year. Current liabilities stand at $2,518,055, compared with $1,271,440.

President H. H. Fudger, in his address at the annual meeting, said the downward movement in the prices of merchandise, for which the company's buyers have been looking and preparing, had not yet begun. On the contrary manufacturers' prices had continued to advance, and the immediate outlook indicated they would be maintained for the first half of the current year at least. It was announced that more than 75 per cent. of the eligible employees had joined the Employees' Savings and Profit-Sharing Fund. The balance carried forward in profit and loss, $1,689,463, is over 50 per cent. of the outstanding common stock, $3,350,000.

DEATH OF MR. W. D. E. TIGHE

With deep regret is the death of Mr. W. E. D. Tighe announced. The late Mr. Tighe, who was president of the Western Leather Goods, Ltd., and well known in business circles throughout the Dominion, died at his home, 1554 Davenport Road, Toronto, on Thursday, April 8th.

The late Mr. Tighe is survived by one son, who is a member of the Western Leather Goods, Ltd., and three daughters.



WELL-KNOWN TRAVELLER DIES SUDDENLY

A. W. Hargrave, secretary of The Counter Costume Company, Ltd., and for the past three years their traveller in Western Ontario, died suddenly on March 28 last, following a brief attack of apoplexy. The late Mr. Hargrave was in his 57th year and was widely known to the retail trade, having travelled in the ready-to-wear line for over twenty-seven years. Two of his sons are connected with the above company.

TORONTO MOURNS

DRY GOODS REVIEW deeply regrets the death of Mr. C. A. B. Brown of Toronto, following a fatal and mysterious motor accident which occurred on Friday, April 9th. Mr. Brown succumbed to his injuries in the Toronto General Hospital at 5.30 o'clock the following afternoon, mourned by a very large circle of friends and admirers in the different business and professional circles into which his active career had carried him.

The late Mr. Brown was a figure of outstanding interest in the life of Toronto for many years. Here he was born and educated, and his pride in and concern for the welfare and interests of his native city was one of his most charming qualities.

He was a member of the Board of Education continually from 1882. He was always closely associated with the affairs of the Canadian National Exhibition.

Mr. Brown was well known to the trade and deeply admired as the vice-president of Will P. White, Limited, Toronto. He had enjoyed a reputable commercial career for forty-three years, and during that time had been one of the most respected of club men, having been one of the founders of the Canadian Club and of the Ontario Hockey Association. He was a keen sportsman, a Conservative and a life member of St. George's Society. DRY GOODS REVIEW wishes to extend to the bereaved family heartfelt sympathy.

Goodwin's, Limited Yearly Statement

A year of highly satisfactory results in the way of profits, and a further strengthening of working capital position are disclosed in the annual statement of Goodwin's, Ltd., of Montreal, to be submitted to the shareholders later on this month. Gross profits for the period ended January 28 last are shown at $444,942, an increase of $107,995 over the level of the previous year, representing a gain of over 32 per cent. and one, of $142,059, or 47 per cent. over the 1917 exhibit.

After the payment of bond and other interest charges, a depreciation allowance of $65,000, against $50,000 a year ago, and the transfer of $10,000 to reserve for doubtful accounts, there remained a surplus of $274,614, compared with $164,894 in the 1918 statement and $150,406 at the end of the preceding twelve-monthly period. With the balance carried forward from the previous year the loss account was $959,730.

Surplus Earnings 15.7 Per Cent.

Allowing for all deductions, the year's surplus earnings were equivalent to 15.7 per cent. on the outstanding preferred stock issue of the company, amounting to $1,750,000. This compares with 9.4 per cent. in 1918 and 8.6 per cent. in 1917.

FIRST QUARTER CENTURY CLUB

The first annual meeting of the Timothy Eaton Quarter Century Club was held at the Carls-Rite Hotel, Toronto, on Thursday, April 8th.

This club is the first of its kind organized in Canada, and is composed of employees who have been in continuous service with the T. Eaton Co., Limited, for the period of 25 years and over. It is interesting to note that the membership is about 100, all of whom had been in personal touch with the late Mr. Timothy Eaton.

Beads

Opaque, mottled, amber, coral and jade.

Jade is the popular color this season.

Made in Canada by

Carl Austin & Company

Manufacturers

357 College St. Toronto

Write Dept. F

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.
MAKING
Royal Royal Garments
REGISTERED TRADE MARK
FAMOUS FOR THEIR
Fit, Cut, Style, Hang and Finish
HEAD OFFICE:
47 Simcoe St. - Toronto

Silk Muslin Underwear
Manufactured by
LONDON LADIES' WHITEWEAR
Also complete range of Children's Dresses for **immediate shipping.**
OFFICE AND FACTORY:
41 Craig St. East, Montreal

Merit Skirt Company
436B St. Catherine St. W.
Montreal
Skirts

LADIES' JERSEY BLOOMERS
made from the popular
JERSEY CLOTH
Pink, White and Pale Blue Colors. Immediate delivery. Reasonable prices.
Samples on request.
Ideal Dress Co.
1488c ST. LAWRENCE BLVD.
MONTREAL

Waists and Skirts
Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.
D. H. Cummings
EVERYTHING IN WAISTS
1187 Mt. Royal Ave., Montreal

WELL WORTH SEEING
OUR SPRING LINE OF
Cloaks and Suits
Better Garments also Popular Priced
Lazare & Novek
CLOAKS & SUITS
605 St. Catherine St. W., Montrea

Paris and New York at your own door
The S. & D. range of dresses for Spring and Summer wear brings the latest models of Paris and New York to your own door.
Made in beautiful silks and high-grade cloth materials.
Our salesmen are now out. See them to be convinced.
The S. & D. Dress Co.
142 PEEL STREET
(A few doors above Windsor Hotel)
MONTREAL

Stylish, Luxurious Ease
and
Unusually Flexible Comfort distinguish the "P. C." Corsets



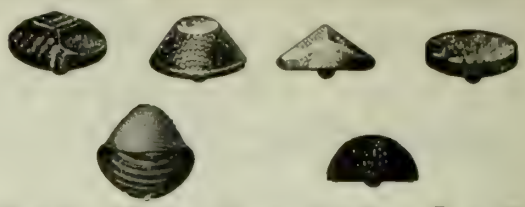
Made to give the body the natural erect [illegible] to good health, when [illegible] with this desirable self-[illegible] the quality of being stylish [illegible] and particularly appealing to all women of good taste.

Owing to the rapidly increasing demand for P. C. Corsets and [illegible] we strongly advise far-sighted merchants to book his orders without delay.

Parisian Corsets Mfg. Co., Limited
Quebec City, Quebec

BRANCHES:
Montreal, 329 Craig St. West. Toronto, 76 Bay Street.
Fred. S. Bruneau, Representative for Nova Scotia, including Cape Breton.
Geo. S. Oxley, Representative for New Brunswick, Prince Edward Island and Newfoundland.

WESTERN REPRESENTATIVE
C. H. Butler, 24 Silvester-Wilson Bldg., Winnipeg, Man.



Make More than 500% Profit

By making **buttons** of the same materials you sell to your customers for dresses and suits, and in that way assure them of **buttons** that match perfectly.

"Your store is not complete without a Menkin complete **button making outfit,** and **interchangeable button dies."**

It helps the sale of dress materials and makes it possible for you to reduce the size of your finished **button stock.** No left-overs—or sale of **buttons** at the end of each season.

IMPORTANT

If you now use a button machine tell us its name and a list of what buttons you are now able to make. We will send you sample button moulds and show you how to make PERFECT BUTTONS the MENKIN way.

"Service" That's Our Motto

S. MENKIN, Inc.

Creators, Promoters and Producers of Covered Button Supplies for over Sixty Years

143 West 28th St. New York

Ladies', Misses' and Children's

FALL AND WINTER

COATS

in

Salt's Plush, Salt's Baby Lamb,
Velours, Silvertones,
Jeblines

In our range we have fur-trimmed collar and cuffs—Australian opossum, squirrel, sable, etc.

We would advise you to see our line before placing your order.

Brickenden & McCrimmon

Manufacturers and Importers

London Ontario

The Summer Season

is

Coming Swiftly!

and with it will come the usual demand for warm weather wearing apparel. With this subject in mind we would like to tell you why



Art Garments Satisfy

the feminine seeker for what is beautiful, useful, and reasonable in price.

If you are interested in learning how you can do a greater business this summer, with a better profit, drop us a card.

Art Garments Satisfy

ART CLOAK & SUIT CO., LTD.

323 BLEURY ST. MONTREAL

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Blk., Winnipeg
J. W. COLLETT
Montreal, C. ROSE

Maritime Provinces
B. R. ETTENBERG, JR.



No. 920. Two-in-one garment combining camisole and underskirt.

The Opera Silk Waist Co.
MONTREAL CANADA

SILK UNDERWEAR

We are now operating a new department in connection with our waists, under the name of the

OPERA SILK UNDERWEAR

and are offering an irresistibly beautiful line of Gowns, Camisoles, Envelope Chemises, Knickers and Combinations, in Crepe de Chine, Georgettes, etc.

We are illustrating one of our numbers in a combination of Camisole and Underskirt, made in Crepe de Chine combined with Georgette, beautifully embroidered.

Our aim is to give you somethinge new and exclusive.

Arrange to see our samples.

We are ready with a beautiful line of Silk Waists in Crepe de Chine and Georgette.

Also showing our new *Tricolette Overblouse.*

THE OPERA SILK WAIST CO.

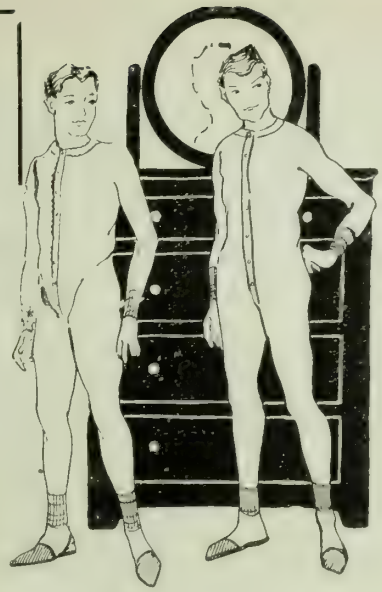
Room 306 Unity Bldg., 46 St. Alexander Street
MONTREAL

Telephone Main 6318

Gregory Sanders, Proprietor

Maple Leaf UNDERWEAR

brings Customers and keeps them.



WATERHOUSE-WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Look for this TRADE MARK

Dr. Neff's Sanitary Underwear

has won its popularity through its perfection of fit, finish and quality.

These two Waterhouse lines will boost sales for you.

SOLD TO JOBBING TRADE ONLY

Thos. Waterhouse & Co.
LIMITED
INGERSOLL - Ontario



Representatives:
W. R. Begg & Co.,
20 Wellington St., W. Toronto

O'Brien & Allen,
Phœnix Block, Winnipeg

C. E. Howard,
Coristine Bldg., Montreal

Spring DRESSES

from

The House of Youth



The
Counter Costume Co.
Limited

Designers and Makers of

Misses' and Juniors' DRESSES

Note Address of our new, enlarged premises:

Spadina Bldg.,
131-139 Spadina Ave., Toronto

Representatives:

Eastern Ontario	-	A. B. Colwell
Northern Ontario	- -	J. W. Counter
Toronto	- - -	R. O. Hargrave
Western Canada	- -	J. Howard
Maritime Province	- -	W. A. Tallmire



CIRCLE - CROSS

REGISTERED

The Mark of Quality in
Middies, Sport Shirts, and Smocks
Nurses and Maids Regulation Uniforms

The Charm of Summer

is typified in the new Circle-Cross creations: Designed to give the highest quality of service, in appearance, in wear, and in value.

First impressions mean a great deal when your customer sets out on a shopping tour. She is attracted first by appearance and quality, then comes the question of price.

With CIRCLE-CROSS garments, your customer recognizes immediately the unmistakable values offered.

Be sure your stock is well assorted for Spring and Summer selling.

COLE-WHITAKER, LIMITED
292 St. Catherine Street West
MONTREAL

NATIONAL RAINCOATS

Sold by the leading merchants
from Coast to Coast

WHY?

Because! We are Live Wires and originators.
As for creations, our range of materials such as Suedes, Leatherettes, single and double texture Paramattas are unsurpassable.

We originate others follow. Ask your fellow-merchants.

Travellers now out showing full lines.

NATIONAL RUBBER COMPANY
OF CANADA

TORONTO MONTREAL WINNIPEG

Lovely Silk Waists

Chic, charming, and daintily attractive



in a wide choice of patterns and colors suitable for all occasions—Street, Sports and Dress wear.



A real gold mine for Summer business

Manufactured by

The Canadian Converters' Co. Limited
Montreal

"SERVICE IS OUR MOTTO"

FROM

HALIFAX TO VANCOUVER

"UTILITY BRAND"

MADE IN CANADA

The Seal of Approval

has been accorded Utility Brand Raincoats wherever shown. On every hand buyers have expressed appreciation of the Style, Elegance and general High Quality of our range.

The wide variety of new models, manufactured from latest patterns in **Tweeds, Coverts, Gabardines, Paramattas, Cashmeres, Leatherettes** and Rubber Surface Cloths of all descriptions, has made an instant appeal.

UTILITY BRAND RAINCOATS are a good line to tie up to. All our better class coats carry this label and **we stand back of it absolutely** as to quality and service. It also is your guarantee of the "proof" in "Waterproof."

We carry always a large stock for the protection of our customers, and prompt deliveries—so important to the trade in these days of many disappointments—are assured all reasonable demands.

This interesting range must be seen to be fully appreciated. If our salesman has not yet reached you, a postcard will insure your seeing samples. We feel confident a careful inspection will be well worth while.



April, the month of showers, is the retailer's opportunity for selling raincoats. Display them in your windows, feature them in your advertising.
A little attention of this sort will help your business as well as ours.

THE UNION RUBBER CO., LIMITED

309 NOTRE DAME ST. WEST

MONTREAL

"A TRIAL WILL CONVINCE YOU"



COLONIAL QUALITY
SAMSTAG'S, NEW-YORK

This trade-mark on notions and small wares is a guarantee that "each is the best at its price." Your notion department can make capital of items as favorably and widely known as:

Fashionette Invisible Hair Nets
All colors, cap and fringe, each in a sanitary envelope.

Baby Dimples Safety Pins
Also Baby Dimples Neverlost Pins and Baby Dimples Cradle Pins

Lady Dainty Celluloid Hair Pins
All shapes and sizes, in shell, amber and grey

Myman's Collar Bands
Accurately sized—shrinkage allowed.

Gold Medal Bias Tape
True, even bias in white or black.

Tulip Snap Fasteners
Reliable, rustproof

Vassar Elastic
The elastic that lasts.

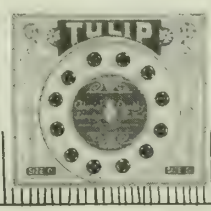
We pay special attention to supplying grey and white hair nets and grey hair pins.

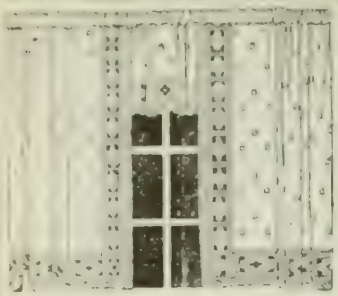
Canada Needle & Fishing Tackle Co.
INCORPORATED

76 WELLINGTON STREET WEST TORONTO

Sole Canadian Distributors of Colonial Quality Specialties for

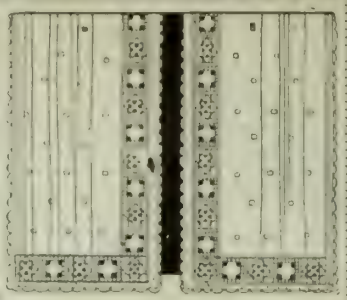
SAMSTAG & HILDER BROS.
1200 Broadway New York City





NOVELTY CURTAINS

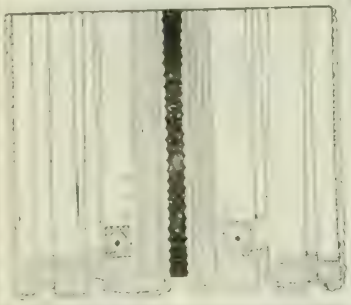
Marquisette and Scrim Curtains



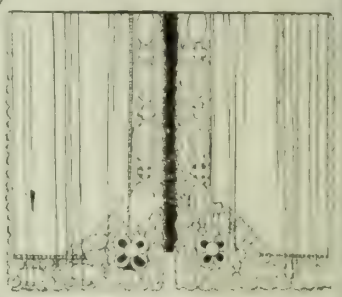
Large and varied range
Highest quality throughout
Attractive quick-selling lines
Our Trade Mark protects you

NOVELTY CURTAINS — CD LIMITED — CANADIAN DRAPERIES Ltd

Canadian Made Curtains that are sure to appeal in their artistic distinction and delightful quality



CANADIAN **DRAPERIES** LIMITED
Manufacturers
145 Wellington St. West
TORONTO



Children's

The special needs of Children's Dresses are all considered in the careful designing of REID Dresses — simplicity, good taste and durability.

REID
Smartness
will bring sales



G. F. Reid & Company
Brampton, Ontario

Dresses

Our Specialty White Embroidery Dresses, Empire and French styles, ribbon and lace trimmed, daintily finished. Also plain and fancy Voiles with smart touches of trimming.

REID
Serviceability
will give satisfaction

Georgette Middies



Special Season Now Open

Latest Creations in Waists and Middies

Popular Prices.
Samples on request.

Atlas Garment Mfg. & Trading Co.
46 St. Alexander St. - - - Montreal



Fox

FURS

SUMMER FURS



Russian Sable



Squirrel

We call your especial attention to our collection of Russian Sable and Silver Foxes.

Cummings & Cummings

St. Paul and St. Sulpice Sts. - - Montreal

(In rear of Notre Dame Church)

J. M. ORKIN CO., LIMITED

MONTREAL, CANADA

Wholesale and Manufacturing Milliners and Fancy Dry Goods

Fall Millinery—

FOR WESTERN BUYERS

Our Western Canada salesmen will be covering their respective routes starting May 1st, with a full range of Fall samples including new models and a wide line of novelties in

HAT SHAPES
TRIMMED HATS
FLOWERS AND FEATHERS
VELVETS AND SILKS
RIBBONS, ETC.

The principal cities and towns west of Port Arthur will be called on. We regret, however, that time will not permit their visiting all the smaller towns.

In order that none may be disappointed, who would wish to see this range, we advise customers to get in touch with our travellers or write us direct immediately, that appointments may be made to meet them at convenient points along the line.

We can assure you the entire range is well worth inspection and trust you will not fail to see it.

Branches: VANCOUVER 423 Welton Blk. OTTAWA 103 Sparkes St. QUEBEC 66 St. Joseph St. ST. JOHN, N.B. 85 Germain St.

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Suits and Sailors

Dartmouth, N.S.—Please tell me where I can secure boys' baseball suits and children's navy serge sailors.

Answer.—Addresses of manufacturers have been forwarded.

Skirt Belting

Outlook, Sask.—Please tell me where I can get skirt belting.

Answer.—List of manufacturers have been sent out.

Metal or Wire Buckles

Montreal.—Where can we get in touch with manufacturers of metal or wire buckles suitable for men's leather belts?

Answer.—Addresses have been sent.

Electro Cuts for Advertising

Orillia, Ont.—Please tell me where I can procure electro cuts for newspaper advertisements.

Answer.—Addresses of firms have been sent.

Made-to-Measure Suits

Eston, Sask.—Will you please advise me of a firm that makes ladies' made to measure suits.

Answer—We are unable to discover anyone doing this work nowadays.

Serge Dresses

Hornepayne, Ont.—Would you let me know the names of a few Toronto manufacturers of ladies' serge dresses?

Answer—A list of addresses was sent.

Metal Store Canopies

St. Thomas, Ont.—Please furnish list of firms making metal canopies for store fronts.

Answer.—Lists have been sent.

Books on Window Trimming

Kentville, N.S.—Please send list of books on window trimming and advertising.

Answer.—List has been sent.

Children's Coats

North Sidney, N.S.—Please tell me where I can buy children's Spring coats, ages 6-14 years.

Answer.—List of Montreal and Toronto manufacturers have been sent.

Store Ladder

Kenville, Manitoba.—Please let me know where I can purchase store ladder.

Answer.—Addresses have been sent to you.

Window Fixtures

St. John's, Newfoundland.—Please tell me where I can get window fixtures for displaying shirts, caps and boots.

Answer.—Addresses have been forwarded.

Homespun Blankets

Crystal Beach, Ont.—Please tell me where I can procure wool blankets called "Canadian homespun?"

Answer—A list of firms who might have these in stock was sent.

Infants' Clothing

Elmira, Ont.—Please tell me where I can procure infants' flannelette clothing?

Answer—Name of firm was forwarded.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ _____ 192

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets. Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-161-163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

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Popular Priced Flowers and Feathers
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Paris, France.—A new company is announced, Bonneterie et Chaussures pour Poupees (Shoes and Stockings for Dolls). In addition to working for dolls they will also manufacture children's shoes and fancy leather belts. The new company is founded by Messrs. Le Roy, Henri Ayme, Andre Amye, insurance agents at Wimereux, near Boulogne. The company's offices are at 134 rue du Temple, and the capital is rated at 200,000 francs.

Arrangements of the Retail Merchants' Association are being completed for the trip of the delegates to the 15th annual Dominion Board convention, to be held in Vancouver July 22 and 23. Delegates from all parts of Canada will be going, and they will stop at principal Western points, possibly including Saskatoon. A large number of Saskatoon merchants, it is expected, will attend.

Rates for all trips have been secured by the Dominion secretary, including that by the Great Lakes. Stops will be made at principal Western cities and at Banff and Lake Louise. The party will arrive in Vancouver July 20, and meetings will be held in B. C. during convention week. All will be welcome to attend, whether members of the Dominion Board or not.

The convention has a threefold purpose: To see Canada, and at all principal points members will meet the delegates to show them around the city; to get the East better acquainted with the West and its methods, and to enable all members of the R.M.A. to see and appreciate the necessity of the work of the Dominion Board.

The German dye industry is not what is used to be. Far from supplying 95 per cent. of the world's dye requirements, the German dye manufacturers are not even able to produce sufficient colors to keep their own textile industry working.

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BUYERS' MARKET GUIDE

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Mr. F. W. S. Colpitts' new outfit consists of "Modern Method" Interchangeable Unit Fixtures for the display of Gent's Furnishings. There are units designed especially for the effective display of collars; glass-front drawers for gloves and hosiery; shirt racks fitted with metal guards, and many other features which make the modern clothing shop so attractive and efficient. These fixtures were supplied by Kent-McClain, Limited (Toronto Show Case Co.).

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At the bottom of the difficulty is the lack of coal and basic chemical products which is causing many color factories to work part time only. Many colors are not to be had at any price. The Germans are probably disgruntled over the enforced shipments of dyestuffs they are pledged by the Peace Treaty to send to the allied nations.

——

Teheran, Persia.—A shipment of American goods, consisting mostly of shoes and woollen goods, was recently received here. The shipment is valued at $150,000 and is believed to be the largest importation of American goods ever made into Persia. The importer, an American firm, reports that goods are in demand and can be disposed of without difficulty.

——

Montreal.—The S. & D. Co., of which L. B. Daniels is the sole proprietor, is a newly-established dress factory with commodious quarters at 142 Peel St. Though the company is a new one, Mr. Daniels has had long experience in the trade and is widely known to buyers throughout Canada. The new factory, from the point of view of spaciousness, cleanliness, light, ventilation, etc., easily ranks among the finest in Canada.

——

New York.—Trade in finished goods has not responded in activity to the active bidding for print cloths and some of the sheetings. Some experienced merchants think that both jobbers and retailers are overstaying and will be forced into the markets at higher prices later on. Other views are also held.

——

Embroidered fabrics continue to sell in growing quantities, some of the new imported goods being looked upon very favorably. This is taken to mean a

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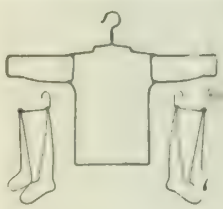
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BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

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good year to come for colored Swisses and colored dotted goods that have been off the market for some time.

Many of the smaller cutters of silk underwear of various descriptions are finding business very slow. The first fever for the goods has passed and buyers have become exceedingly critical of values.

New York.—The report of the Standard Textile Products Corporation for last year shows net profit after charges and federal taxes amounting to $909.042, which, after preferred dividends, was equal to $10.47 a share on the $1,000,000 common stock. In the preceding year $10.25 was earned on the common. Net sales for the year were $16,249,364, as compared with $16,201,810 in 1918.

New York.—The financial report of the Standard Textile roducts Co. and the Mobile Cotton Mills Co. shows net profits for 1919 amounting to $909,042, or $10.47 a share on the common stock, after deductions had been made for all charges and federal taxes, and preferred dividends. For 1918 net profits were $727,578, or $10.25 a share of common stock.

Net sales for 1919 were $16,249,364, against $16,201,810, and costs and expenses $14,259,156, against $14,283,966. Federal taxes amounted to $141,262, depreciation charges to $521,185, and fixed charges to $318,719, leaving net profits of $909,042. Dividends of $721,045 were paid, against $630,000 in 1918, leaving $187,997 surplus, against $97,578, and $1,423,268 total profit and loss surplus on December 31.

Boston.—It was reported that the Marine Products Corp. will

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start as soon as weather permits on the work of erecting a plant on the west shore of the Damariscotta River, about a mile above East Boothbay Village, Me. The company has been formed primarily for the purpose of manufacturing leather from dogfish skin and the reduction of bodies to oil and fertilizer scrap.

A. Stein & Co., Ltd., a branch of the same firm with offices in Chicago and New York and known as the makers of "Hickory" garters for women and children, "Flexo" arm bands and other elastic articles, recently began active manufacturing in the Empire Building, 64 Wellington Street West, Toronto. This firm has been in business since 1887 and their main factory is in Chicago.

"The high standards of quality which A. Stein & Co. have always maintained and which have won for them an international reputation will, of course, be strictly adhered to," said R. S. Donnelly, their manager, in referring to the opening of this Canadian branch. "There is a real appreciation in the Dominion for products like ours and there is no reason why we should not duplicate here the same success that has rewarded our efforts in the United States."

The Vancouver Knitting Company has purchased the three storey brick building on Dufferin St. which they have been occupying, and are building an addition on the adjoining property which they recently purchased. The new building will house the dyeing, pulling and scouring plant, as well as the heating plant for the entire factory. The work will be completed in sixty days.

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The Montreal office of the Financial News Bureau makes the following comment on the fur auction held in that city:

"The big success of the first Canadian fur sale concluded here Saturday means that Canada will, hereafter, secure a goodly portion of the world's fur trade. Buyers from all the important fur distribution centres were present, and the success of the initial sales augurs well for future similar events.

One of the important results of the sale is that hereafter Canadian furs will be sold at favorable prices right here at home without passing through the hands of the middleman, who needlessly advances the cost of the raw skins without in any way benefiting the trapper or hunter. The Canadian fur sales will secure a maximum price for the person who actually obtained the skin."

Montreal.—Montreal will inaugurate the celebrations which are to mark the 250th anniversary of the founding of the Hudson's Bay Company. On April 26 or 27 the Montreal branch of the company will hold a dinner and dance at the Ritz-Carlton Hotel. Sir Robert Kindersley, the Governor of the Company, and Lady Kindersley will be the guests of honor. Sir Robert and Lady Kindersley will then go to Winnipeg to take part in the principal celebration, which will be held there on May 2. Spectacular and picturesque pageants depicting scenes in the history of the company from its inception in 1670 will be staged. Sir Robert will visit many of the Hudson's Bay posts throughout Canada.

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Five cents per word per insertion. Ten cents extra for box number.

HOSIERY AGENT, WHOLESALE AND EXPORT, REQUIRES agencies in knitted goods (stockings, underwear, scarves, coats for boys, men and children), also for gloves. L. A. Nelson, 59, Gresham Street, London, E.C.

FOR SALE — EXCLUSIVE READY-TO-WEAR AND MILLINERY business and modern building; turn over $50,000; in centre of city of 26,000, East Ontario. Owner starting factory. Write Box 194, Dry Goods Review, 143-153 University Ave., Toronto.

WANTED BY THOROUGHLY EXPERIENCED ADVERTISING AND Window Display Manager position to create a MERCHANTS' WINDOW SERVICE for wholesale or manufacturing concern wishing to increase retail sales of their product. Box 153, Dry Goods Review, 143-153 University Ave., Toronto.

I HAVE ONE OF THE BEST BUSINESSES IN THE PROVINCE of Saskatchewan. Population 600. Moderate opposition. During last 10 years have made $150,000. Now wish to move into Winnipeg. Our stock will run $70,000; this is fully $25,000 more than is necessary. We bought ahead to take advantage of markets. Turnover $135,000 per annum. Will expect $25,000 cash, balance easy terms. No use to communicate unless you have necessary cash. Will bear strictest investigation. Reply in confidence to Box 198, Dry Goods Review, 143 University Avenue, Toronto, Ontario.

FOR SALE LAMSON CABLE CASH CARRIER SYSTEM COMPRISing 51 stations, track, corners, etc., all complete and in good repair. We are installing multiple drawer cash registers throughout so will be able to quote a very low figure for all or part of the system. Apply The G. W. Robinson Co., Ltd., Hamilton.

EXPERIENCED RETAIL BUYER OPEN FOR ENGAGEMENT TO represent first-class house, could handle any line successfully, experienced in all branches. Might consider any other proposition other than travelling. Box 22, New Glasgow, N.S.


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RUBBER
"Dominion Raynsters" are Dominion Rubber System Products. They are designed to meet the needs of Canadians. They are made in Canadian factories by Canadian workmen — and backed by the experience and resources of the greatest rubber manufacturing system in Canada.
When you feature "Dominion Raynsters" you have Raincoats that carry the Dominion "Raynster" Label — an assurance of faultless workmanship, service and satisfaction.
For men, women and children.
DOMINION RUBBER SYSTEM
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Spool Silk

A Spool O' Silk needs no other guarantee than the name of its maker.

BELDING'S Spool Silks are PURE Silk

—and always just the right shade.

BELDING PAUL CORTICELLI LIMITED
MONTREAL TORONTO WINNIPEG VANCOUVER



DRY GOODS REVIEW

Vol. XXXI | Publication Office: Toronto, May, 1920 | No. 5

THE intelligent public, influenced by advertised argument, and convinced by actual trial of Stockings and Socks dyed with Hawley's Hygienic Black British Dye, is asking all dealers for Hawley-Dyed Hose.

Countless washings, hard wear, and the roughest laundry treatment only serve to prove the absolute permanent blackness of Hawley-Dyed Hose.

Are you meeting this ever-increasing demand?

Hawley's Hygienic Black

British Dye

For Cotton and Thread Stockings and Socks



Study by RILETTE

THE dye imparts to the hosiery a lasting, deep, dense, lustrous shade which finds favour with all ladies of to-day.

Every pair is stamped with this mark.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

—a guarantee that the dye is stainless, perspiration-proof and absolutely fast.

They are obtainable in two finishes: — "Cashmere" finish, giving them a full, soft, warm and woolly feel. "Silk" finish, the bright transparent lustre so much in vogue upon stockings of the finest texture.

Sole Dyers (to the trade only)

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SKETCHLEY DYE WORKS
HINCKLEY - ENGLAND



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Capecoats

THE LATEST IDEA FOR SPORTS and MOTOR WEAR in fancy plaid wool Sports cloths.

Left Style 2175. Made in cloths 1412 blue and tan, 1413 sky blue and beaver, 1414 green and beaver, 1415 brown and beaver, 1416 black and white.

Right Style 2716. Made in cloths, 1409 mouse and black, 1410 blue and black, 1419 tan and black.

Write for special new Digest featuring Silk Sports Suits and Cape Coats.

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Fifth Ave. Bldg., 23rd St. & 5th Ave.

C. KENYON COMPANY
NEW YORK

CHICAGO
223 Jackson Boulevard at Franklin St.

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HOUSEFURNISHING SPECIALISTS

where all the latest novelties and conceptions known to the Housefurnishing Trade are now on display, including:

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PILLOWS
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Limited



"The Silk House of Canada"

Superb Silks

that radiate the singular beauty and charm of the Orient, staple lines of unusual merit, the latest shades and designs in the Season's fancies all are found in our range, and all faithfully maintain our reputation for "Silks that give Satisfaction."

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PLAIDS
FANCY TRIMMING SILKS
SILK SHIRTINGS
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Immediate Delivery

A LARGE VARIETY OF SUMMER SILK SHIRTINGS

A. S. King Silk Company, Limited

59-61 Wellington St. West - - - - TORONTO

Foreign Offices:

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Yokohama, Japan
Lyons, France
Chefoo, China

A LUCKY STRIKE

We recently had an opportunity to secure a large quantity of all wool 54" fine twill, Botany Dress serge, in a good range of staple shades, at the

PRICES OF ABOUT TWO-YEARS AGO

These goods are now in our Dress Goods Department and we are selling them very much below *to-day's Value.*

You should see them *QUICKLY.*

Our travellers will be pleased to show you the samples and take your order, subject to being unsold.



JOHN M. GARLAND SON & C
LIMITED
OTTAWA, CANADA
WHOLESALE DRY GOODS



Look for the Blue Star

Beautiful Filmy Laces

for the Summer dresses and blouses. The last lovely touch of distinctiveness which is very much in vogue for all the new Summer creations.

The Blue Star line is complete, as usual, in its presentation of what is decreed by fashion. In every center where the styles are given serious attention, Blue Star creations hold undisputed sway and ever lead the way to the newer and finer little niceties and developments which are the very essence of originality.

LACES	HOSIERY
EMBROIDERIES	BRASSIERES
DRESS TRIMMINGS	HANDKERCHIEFS
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12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London
Nottingham Paris Calais Baltimore
Los Angeles San Francisco
Caudry Le Puy
St. Gall

To The Trade *May, 1920*

SEMI-ANNUAL STOCK-TAKING

At this season of the year there are always clearing lines in **SUMMER GOODS,** cleared at prices of real interest to keen buyers, in each of our respective departments.

Weather conditions and late shipments have left us with a larger stock at this season of the year than we calculated to have. Especially is this the case in the following departments:

DRESS GOODS

WASH GOODS

READY-TO-WEAR GOODS

HOSIERY

MEN'S FURNISHINGS

HOUSE FURNISHINGS

We finish stock-taking May 31st, 1920, at which date we have decided to have our

STOCK CONSIDERABLY REDUCED.

JOHN MACDONALD & CO., LIMITED

TORONTO

Made in CANADA *by*

It Requires

no skill to sell

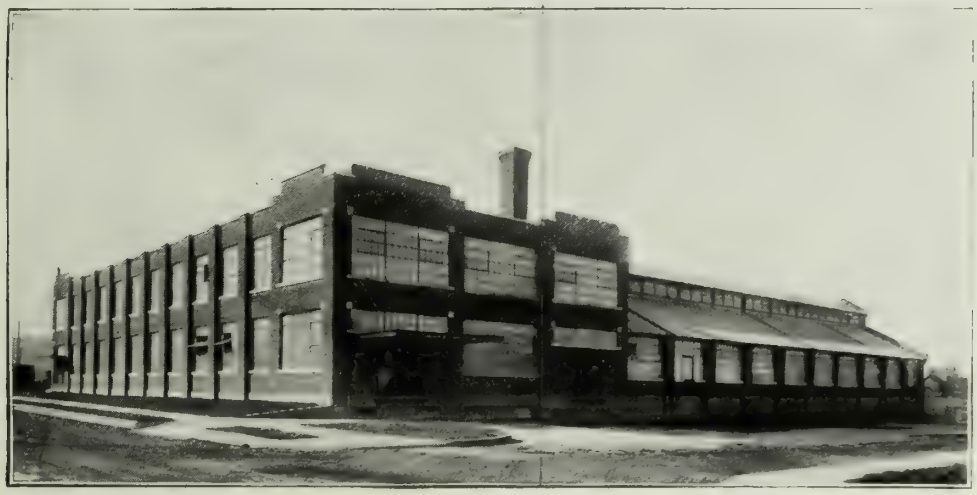
The HOOVER



The HOO

ELECTRIC SUCTION

CANADIANS *for* CANADIANS



Where Hoovers are built complete in Canada

IT is easy to demonstrate and to sell The Hoover. It requires no trickery, no clever talking. Clerks can quickly learn the few things that constitute a Hoover demonstration. The manner in which The Hoover cleans before the customer's eyes is so spectacular, so convincing, so unusually effective, that the sale is promptly concluded.

The Hoover is the easiest selling electric cleaner in the world because only The Hoover beats . . . . as it sweeps as it suction-cleans

With millions of Hoover full pages in Canadian magazines, plus hundreds upon hundreds of thousands of full pages in United States periodicals circulating throughout the Dominion, interesting folks in The Hoover, you will find a ready sale for it in numbers.

The profit is high per sale; little space in the store is required; small stocks and frequent reordering make the turnover most attractive.

We provide an abundance of advertising material, without charge, to assist you.

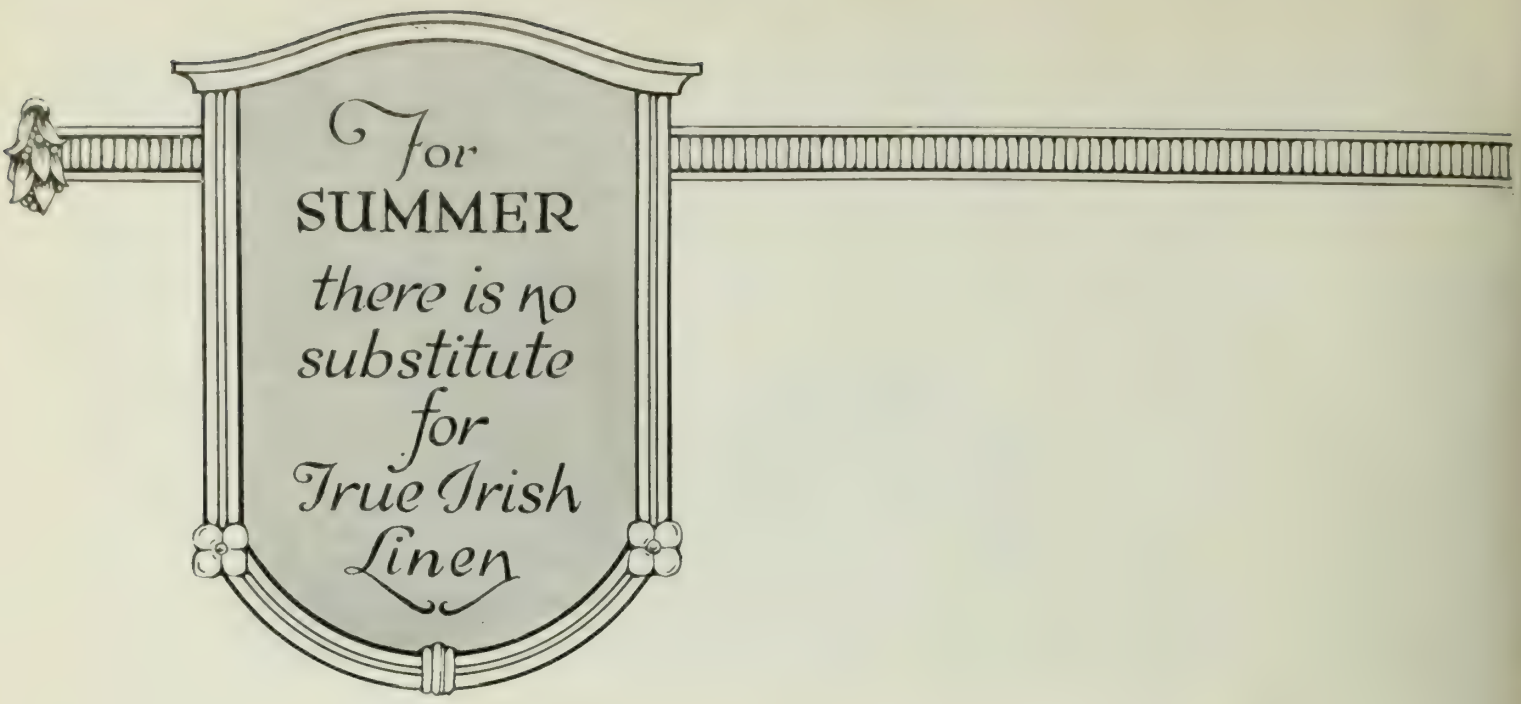
We have arranged for representation with leading dealers in many of the larger cities. We desire especially, at this time, to hear from firms in smaller cities. Write for our proposition.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, Limited
Factory and General Offices: Hamilton, Ontario

V E R

It *Beats...*
as it Sweeps
as it Cleans

SWEEPER



NEWSPAPER fashion writers throughout the country again reflect the tendency of summer styles toward Linen.

This is an annual recurrence because it is based on sound merchandising.

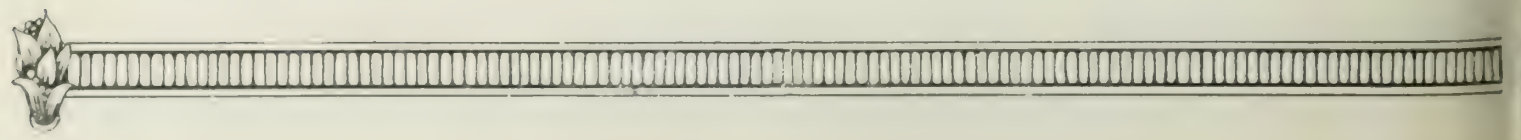
ECONOMY

In comparison to other fabrics, prices of True Irish Linen are qute justified when the real economy of this ideal material is considered.

True Irish Linen wears *longer* and launders *better* than other and more perishable summer dress fabrics. But the point that appeals to women is that after cleaning, Linen retains its "NEW" look without the usual obvious signs of having been through the cleaning process.

DURABILITY

The methods by which the fibre is secured from the flax stalk — the long exposures in "retting" and bleaching — makes the fabric impervious to washing and weather.



FAST COLOR

Linen is harder to dye than other cloths, but this very fact is its advantage. Once dyed the color is fast throughout the long life of the cloth.

COOLNESS

True Irish Linen is the coolest fabric manufactured. In addition to this, the soft, smooth surface of the cloth, due to the long straight flax fibre, from which it is woven, gives a grateful sense of comfort to the touch in hot weather.

True Irish Linen combines all the attributes that your customers expect. With the impulse that fashion writers have given to the already established demand, your stocks of True Irish Linen merchandise will be the big feature in your dress goods, lingerie, and garment departments.

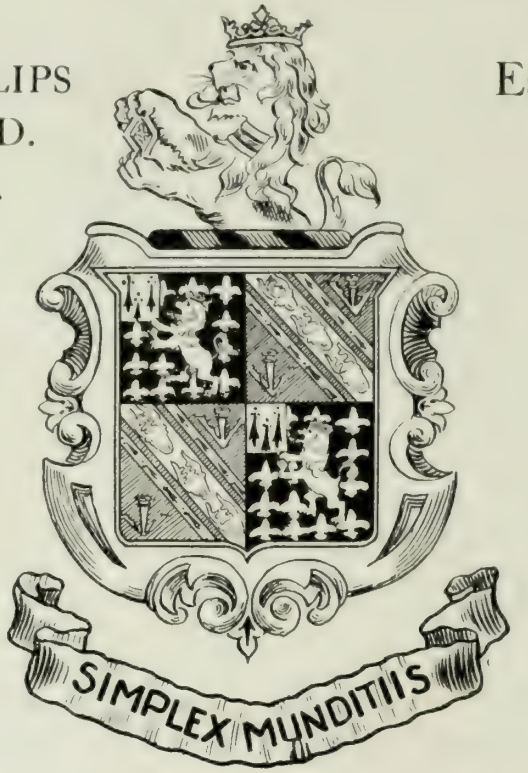
Fair stocks are being sent over by the various manufacturing members of the Irish Linen Society. These stocks are being distributed as fast as they are cleared through the customs, so it is necessary to get in touch with your wholesalers and see that you get your fair percentage of supply.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
231 West 39th Street, New York

The Hall Mark of Reliability

J. & N. PHILIPS
& CO., LTD.
35 Church St.
Manchester
England



Established
1747

White Flannelettes

"Saxonia"
30" Wide

White as the driven snow.

Strong and reliable.

Soft Velvet Finish.

"Saxonian"
34" Wide

Quotations on application to

J. & N. PHILIPS & CO., LTD.

Manufacturers and Merchants — Manchester, England

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Bldg.

Sanspareil

SUPER-VELVET

FAST DYE FINE TWILL FAST PILE

IF anything is certain, it is that Canadian women will turn to SANSPAREIL Super-Velvet the moment they realize such high quality is available at interesting prices. SANSPAREIL is an achievement in Cotton Velvets.

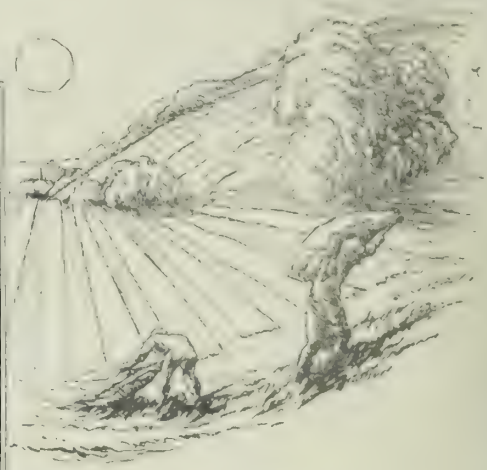
Its exquisite sheen, exceptional durability and superb draping qualities create sales wherever Sanspareil is shown



Balstone Cooke & Co.
Limited
MANCHESTER ENGLAND

To be had from the leading wholesale houses in Canada.





"Bleached by the Sun"

Reputation Can Come From Quality, Value or Originality

"OLD BLEACH" Quality is a recognized standard of excellence.

"OLD BLEACH" Value is proved by quick sales, repeat orders and consumer satisfaction.

"OLD BLEACH" Originality lies in the unique designs characteristic of the beautiful damasks sold under this trade-mark.

Thus the reputation of "OLD BLEACH" pure Irish Linens and Linen Damasks is built upon all three.

The "OLD BLEACH" guarantee is evidence of the confidence with which this merchandise is offered

"OLD BLEACH" LINEN CO LTD

23-25 East 26th Street New York

J. J. LAMONT MANAGER

Canadian Representatives

W. H. STELEY, 22 West Wellington St., Toronto, Ont.

GUARANTEE

We unreservedly agree to refund the purchase price of any linens bearing the "OLD BLEACH" trade mark which fail to wear satisfactorily, provided they have been used in the manner for which they were intended. The registered Trade Mark "OLD BLEACH" is applied to genuine

1920

"The Specialty House of Canada"

McINTYRE, SON & CO.

LIMITED

Montreal

Canada

Well assorted stocks in all Departments, for Spring and Early Summer sorting requirements

Dress Goods
Silks and Velvets
Linens (Crown Brand)
Cotton Dress Fabrics
Woven Zephyrs and Novelty Voiles.
Hosiery
Gloves
Underwear
Smallwares and Notions
Ribbons, Laces and Embroideries

Sole Selling Agents for

"Trefousse" Kid and Suede Gloves
"Niagara Maid" Gloves, Hosiery and Glove Silk Underwear

Permanent Offices at

Halifax, Quebec, Ottawa, Peterboro, Toronto, Hamilton, London, Winnipeg, Regina, Calgary, and Vancouver

This Silent Salesman Makes
QUICK TURNOVERS—

Packed in this attractive container, placed in a prominent position on your counter, a gross of

Sunset Soap Dyes

moves quickly into your customers' hands with minimum sales effort on your part.

22 beautiful, brilliant colors—**real** Navy Blue, **real** Black, **real** Dark Brown and Purple, and the other popular colors.



Sunset Soap Dyes are attractively and consistently advertised to consumers through the leading women's magazines and other publications of national influence. The display container on your counter ties up your store with our advertising and the goods move rapidly.

Manufactured by NORTH AMERICAN DYE CORPORATION, Ltd.
Toronto, Canada

Sunset is the **complete line**—absolutely fast—dyes all fabrics made in all colors cleans articles while dyeing them, does not stain hands or utensils. Why tie up your money in half a dozen different kinds of dye when you can please every customer with Sunset? There is good profit for you, and the repeat sales are wonderful.

Ask your jobber for prices and discounts, or write to Sales Representatives for Canada.

HAROLD F. RITCHIE & CO., Ltd.
TORONTO, CANADA

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

Whittemore's Shoe Polishes

Bostonian Cream

The ideal cleaner for kid and calf, both glazed and unglazed. Brown, Gray, Cordo, Tan, and all the popular colors.

Nobby Brown Paste

for Brown shoes; also combination.

Peerless Oxblood

combination for red shoes; also paste.



Quick White Liquid Canvas Dressing.
Albo Cake White Canvas Dressing.
Top-Notch White Leather Dressing.
Rival Gloss, Self-shining Dressing.

WHITTEMORE BROS. CORP.
Cambridge, Mass.

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of

Distinctive and Unusual Beauty

in the new range for

Fall 1920

Our range of dress goods for Fall, 1920, will soon be in the hands of our representatives, comprising:—

Broadcloths
Velours de Laine
Cheviots
Gabardines
Serges
Armures
Santoys
Fancy Stripe Novelties
Meltons
Satin Cloths

Also range of black materials.



Extra Specials

50 in. Genuine Scotch Plaid Skirtings, in Hunting Fraser Tartans, Mid 42nd Tartans, Argyle Tartans.

No. D113 at $5.25 yd.

Also range of dress linings, velvets and silks.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

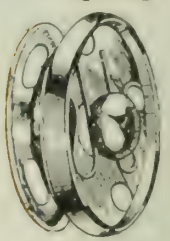
MONTREAL

SAMPLE ROOMS: Metropole Building, SHERBROOKE. 7 Charest St., QUEBEC. Windsor Hotel, OTTAWA. Carlaw Bldg., 27-30 Wellington St. West, TORONTO. 503 Mercantile Bldg., VANCOUVER. Can. Bank of Commerce Bldg., THREE RIVERS

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

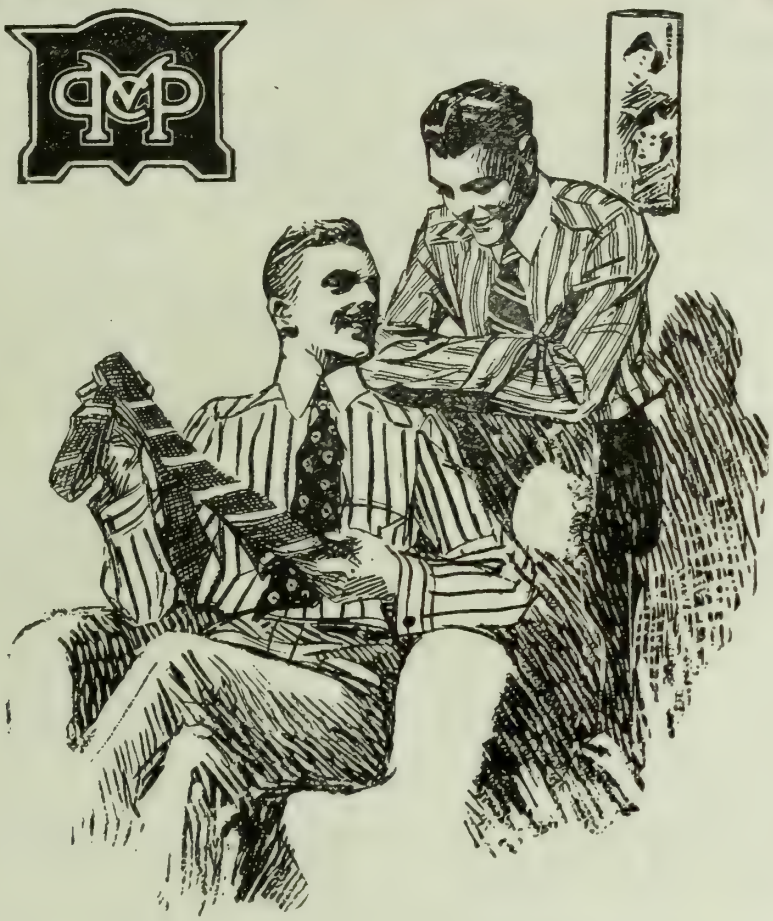
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.



Last month we devoted this page to specialties for the Ladies' Toilet Department. This month it is all

GENT'S FURNISHINGS

Remember that we have a big department stocked with well assorted goods, now awaiting your commands.

The men's furnishing department is of growing importance in every well run Dry Goods and General Store and it is our business to assist you in making it up-to-date with goods modern and salable and values which cannot help but bring you quick sales.

The following are a few leaders for your consideration:

Shirts and Drawers "Scotch Wool"
Sizes, Camisoles 36 to 38. Drawers 34 to 36....at $12.50

Shirts and Drawers "Fleeced Lined Grey Children's."
Sizes, 22 to 32.....at $7.50

Shirts of Twill Cotton "Colors Khaki"
Sizes 14½ to 16½.....at $16.50

Shirts Negligee "Assorted"....at $27, $36, $42, $48, $32.

Overalls, Striped Blue and White....at $27, $30, $32, $36

Let us know your requirements and we will gladly submit samples and prices on request.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL

Quebec: 7 Rue Charest, Tel. Bell 2545.
Sherbrooke: 103 Wellington St., Tel. Bell 1521.
St. Hyacinthe: 229 Cascade St., Tel. Bel 541.
Ottawa: 25 Sparks Street, Tel. Queen 3874.
Three Rivers: 82 Royal Street, Tel. Bell 362.
Toronto: 152 Bay Street, Tel. Kenwood 3901.

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to Illustrate

Your Local Advertising

Write for proof sheets to

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67 Adelaide St. West TORONTO

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Toronto, Winnipeg, Montreal, London, New York

ESTABLISHED 1849

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Offices Throughout the Civilized World

OFFICES IN CANADA:

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Reputation gained by long years of vigorous, conscientious and successful work.

TORONTO, CANADA.

TRADE D J A MARK

YOU CAN SELL WITH CONFIDENCE IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

There is an enormous range of fine designs, and you are sure to find just the one you want!

The **SHIRTINGS** include Zephyrs, Cheviots, Silk and Cotton, Fancy Mattes, Ceylons, All-wool and Union Taffetas.

The Dress Goods include the **ORIGINAL SCOTCH GINGHAMS** and latest novelties in Voiles and Crepes.

David & John Anderson, Limited

ATLANTIC MILLS, GLASGOW

REPRESENTED IN CANADA BY

GREENSHIELDS, LIMITED, MONTREAL

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

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Ritchie



Imported

Linens—Staple and Fancy
Quilts—Draperies.

If you do not care to import direct we will supply you from our stock in Montreal.

Write us for prices.

JOHN E. RITCHIE,

Dry Goods Commission Agent

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BRANCHES

Wellington St West TORONTO

543 Granville St VANCOUVER

29 Minshull St MANCHESTER, ENG.

LADIES' and CHILDREN'S

KNIT SPORTS COATS AND SCARVES

Boys' and Men's Knit Jerseys
Men's Cardigan Jackets
Aviator and Balaclava Caps
And Tam O'Shanters

RUSSELL & CO.

Scotch Cap and Hosiery Manufacturers

ROBERTLAND MILLS

STEWARTON, SCOTLAND

REPLACEMENT PRICES

COTTON is Summer King
WOOL is Winter King

of

Textile and Knit-Goods Wear
Generally called

DRY GOODS

COTTON

Up to the beginning of the Great War Raw Cotton Prices ruled at 10c a pound and under, and Cotton Growers did not live—they only existed. Demands of the war brought the price to 20c, and an Association was formed and a pledge taken that never again should Cotton be grown for less than 20c. Cotton went to 30c, and the Growers aimed at 40c. To-day the price is over 40c, and Growers are talking 60c Cotton.

Great Britain, the very largest user of Raw Cotton has tried and tried for many many years to raise Cotton within the Empire, and yet to-day is obliged to secure over 85% of all her supplies from the United States.

WOOL

Great Britain has controlled for a number of years practically all the Wool Supplies of the World, which she deals out from time to time through auction sales—Wool of all grades has steadily mounted in price since the commencement of the War, and to-day all desirable Yarn for the manufacture of Dry Goods gives promise of even higher prices. The World demand from the Allied and Neutral Nations goes on unabated and seemingly insatiable, and to this will presently be added the immense markets of the Central Powers and Russia.

MANUFACTURERS of Textiles and Knit Goods Wear, even though marketing their production by restricted allotment, are much behind in deliveries.

LABOR?

Enough has been said of the situation in raw materials and underproduction, without this last important factor, to submit that

Every single article in the comprehensive stock of Dry Goods of ALPHONSE RACINE, LIMITED is Below Replacement Prices based on present day cost of Production.

ALPHONSE RACINE, LIMITED

Manufacturers and Wholesale Distributors of Dry Goods

60-98 ST. PAUL ST. WEST . . . MONTREAL, CANADA

Factories: Beaubien St., Montreal; St. Denis; St. Hyacinthe

Permanent Sample Rooms: Ottawa, Quebec, Three Rivers, Sherbrooke, Riviere-du-Loup, Sydney, N. S. Charlottetown, P.E.I., Haileybury, Ont., Toronto.

GEORGE BRETTLE & CO. LTD.



Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

"OBERON" UNDERWEAR

BRITISH MADE

FOR FALL

"The *right* lines for Canadian Trade!"

"OBERON" Underwear has earned for itself a world-wide reputation. The demand is enormous and ever-increasing, and is constantly compelling us to enlarge our factory in size and staff. "OBERON" Underwear is made in all garments and all sizes for Ladies, Children and Men; it represents excellent value—the kind that gives complete satisfaction and secures repeat orders.

NOTE THIS LIST OF OTHER "OBERON" SPECIALTIES

Hosiery, Underwear, Knitted Scarves in Silk, Artificial Silk and Wool, Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Raincoats and Waterproofs.

Our Canadian Representatives will gladly show you our Samples

Eastern Provinces
Mr. Hugh D. Marshall,
Stair Building,
Cor. Bay and Adelaide Streets, Toronto.

Western Provinces
Mr. G. E. Ledder,
Grace Court,
Cornox Street,
Vancouver, B.C.

GEORGE BRETTLE & CO., LTD., MANUFACTURERS and MERCHANTS

119 WOOD ST., LONDON, E.C. 2 and BELPER, DERBYSHIRE

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The Disposal Board have

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Cable address "DISPEXPORT, MUNORGIZE, LONDON"

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SPERO
ON SELVEDGE OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
COTTON GOODS
"THE BEST IN THE WORLD"



MILLS ON MANCHESTER SHIP CANAL. THE SHOW MILLS OF LANCASHIRE

Tailors' Linings

Zephyr Shirtings *Cambrics*

Longcloths

Voiles *Haworth Satinette*

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"Britains Best" Corded Dress Fabric

AN EXCLUSIVE TISSUE

Made especially for Coats, Skirts and Costumes.

ELEGANT IN APPEARANCE

The height of fashion.

27" wide, price 6/11 per yard, 36 yard lengths.

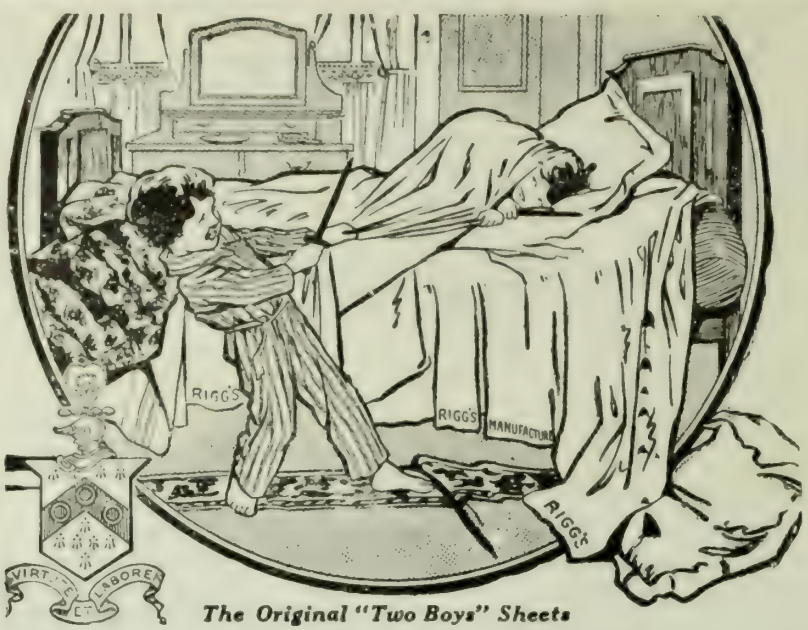
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JULY—AUGUST

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BRITAINS BEST

MOTHER LAND TRADE SECTION



The Original "Two Boys" Sheets
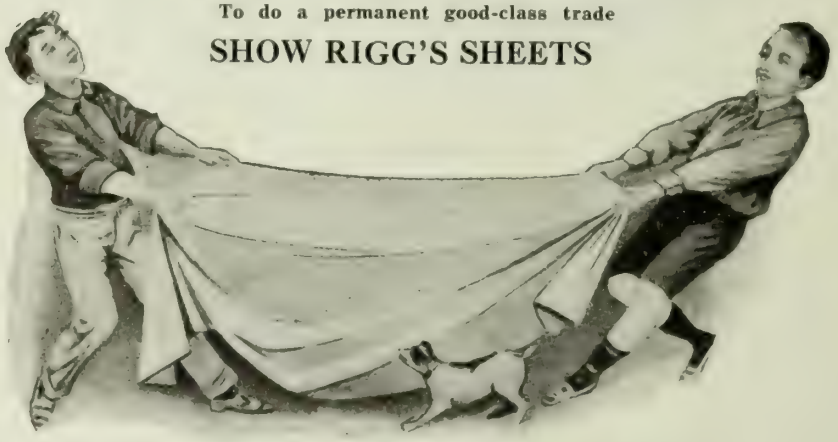
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SHEETS & SHEETINGS

Are made from best Egyptian and American cottons. Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

SHOW RIGG'S SHEETS



Canadian Agent - E. W. Dean & Son

325 Howe Street, Vancouver, B.C.

Agency for remainder of Canadian Territory in contemplation.

Sole Manufacturers:

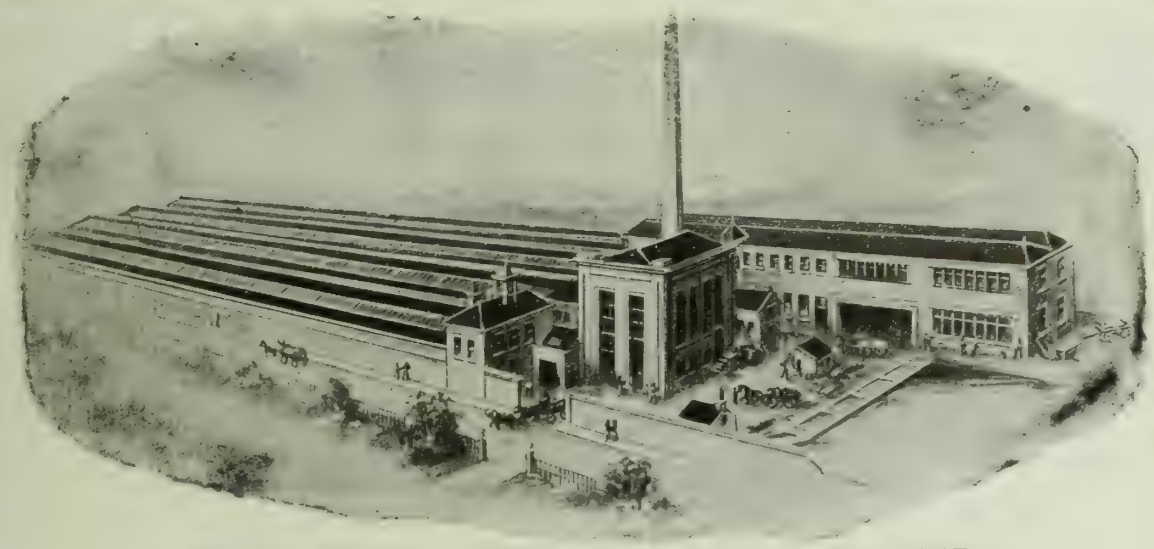
RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., - MANCHESTER, Eng.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION



BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

Made of purest Cotton

RIGG'S

Entirely Free of Fillings

SHEETS & SHEETINGS

ARE THE STANDARD PRODUCT OF THE BRITISH MARKET

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A Satisfied Customer is a Valuable Asset

If your showerproof department sells only garments that bear the

"CRAVENETTE" Stamp

your customers will be ***more*** than satisfied

IT CARRIES THE BDA GUARANTEE

Show your CUSTOMERS This Stamp it is **their** protection **and yours.**

Obtainable from Leading Wholesale Houses

The Stamp that gives complete protection.

REG° TRADE MARK "Cravenette" PROOFED BY THE Cravenette C° L°

No Guarantee WITHOUT.

Fabrics Dyed and Finished by the branches of the B.D.A. are sold by leading Merchants throughout the world. Patterns showing Finishes advertised on this page, and of many others, adaptable for all purposes, with full particulars, can be had on application to Department 6

THE BRADFORD DYERS' ASSOCIATION Ltd.

39 Well Street, Bradford 128, 129 Cheapside, London
6 Oxford Street, St. Peter's Square, Manchester

The Soap Shrunk "Wulmella" Finish

WOMEN OF FASHION are captivated by the softness and superb appearance this Finish gives to an all Wool Fabric; it makes them not only drape artistically but Tailor well.

You have only to examine the Fabric to realize how beautiful it is when treated by this process.

As a protection insist on seeing the SELVEDGE STAMP

"Wulmella" BDA REG°

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MOTHER LAND TRADE SECTION

THE "RELIABLE" BRITISH MADE DATER



AUG 28 1922

with all the improvements possible for Neatness and Durability.

ALUMINIUM FRAME weight only 1½ oz.

FIBRE WHEELS will not cut the fingers when changing date

ENDLESS BANDS. No joints.

Price, 60 cents each. $6.60 per dozen. Special terms to Trade and Shippers. Full particulars of our "Reliable" series of Daters and Numbering Stamps on application from the makers.

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Rubber, Brass and Steel Stamp Makers

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Telegrams: STAMPED, Manchester. Code A.B.C. 5th.

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives: CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

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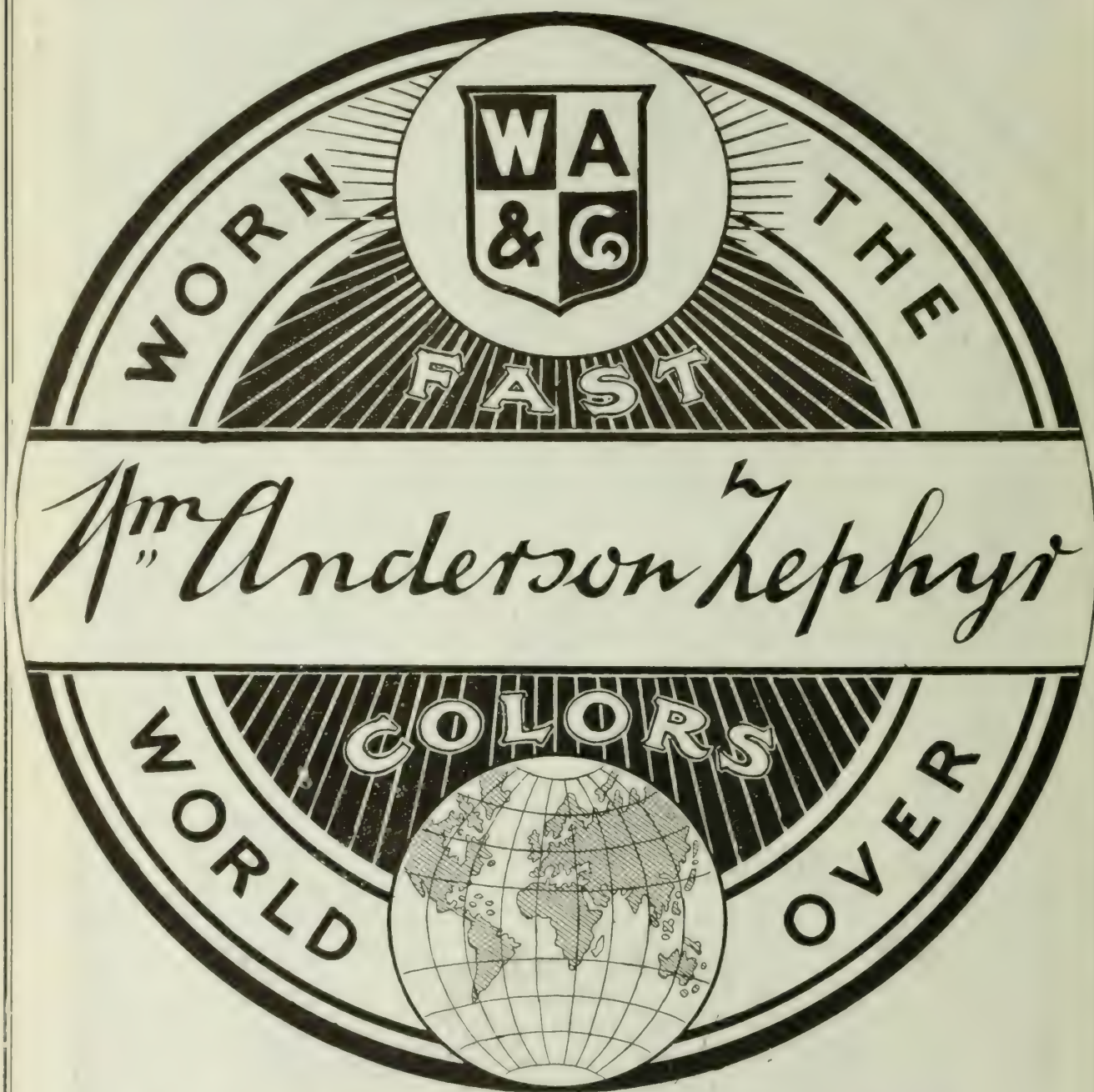
GEORGE A. THOMAS,

Manufacturer and Warehouseman

BERKELY HOUSE, HALIFAX, ENG.

MOTHER LAND TRADE SECTION

The Canadian Wholesale Houses have made liberal provision for supplies of Wm. Anderson Zephyrs for 1920



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

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43 Scott St.

GLASGOW

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MOTHER LAND TRADE SECTION

Sphere Suspenders

grip so firmly with so gentle a grasp that the finest stockings are safe from tears. They hold the corset correctly in position and in this way ensure the success of the gown.

Have you sent along a trial order yet? If not, write to-day. British quality lines *always* pay to handle.



Sphere Suspenders are Suspenders of Quality

Display them on your counter. Ask about Sphere Brownies for the little ones

WHOLESALE ONLY

FAIRE BROS. & Co., Ltd., Leicester, England.

WORKS: ST. GEORGE'S MILLS, LEICESTER. *Makers of Sphere Braces and Garters for Men and Sphere Brownies for Children*

MOTHER LAND TRADE SECTION

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Spinners of every description of yarn for Hosiery Manufacture

TELEPHONE		TELEGRAMS
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CODES:- A.B.C. 5TH ED WESTERN UNION.

J. & W. BASTARD

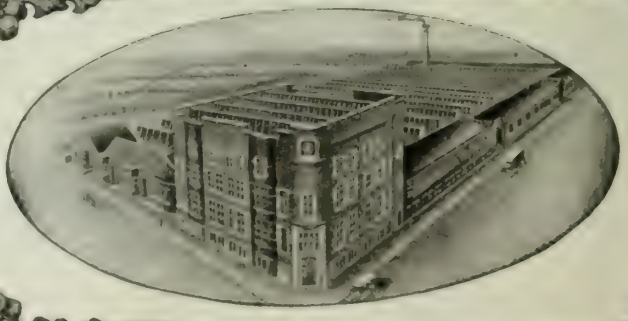
Stamford Street LEICESTER ENG.

AMERICAN OFFICE:- 184 SUMMER STREET BOSTON.

COMBING & SPINNING

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MOTHER LAND TRADE SECTION

Worrall's Fast Dyes

VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

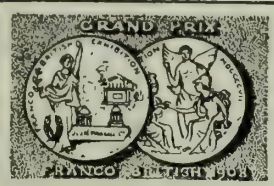
Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH



REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.



MOTHER LAND TRADE SECTION

W. K. PERROTT & SONS.

W. K. PERROTT C. J. PERROTT E. S. PERROTT

SILKS, RIBBONS, VELVETS.

TELEPHONES - CENTRAL 1752 1753 1754
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CODES USED - MARCONI INTERNATIONAL, A B C 5TH Ed. BENTLEY'S & PRIVATE.

58, 59 & 23, ALDERMANBURY,
LONDON, E.C.2

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LONDON. .. 288/292 REGENT STREET, W1
LUTON. .. 6 SILVER STREET.
MANCHESTER .35, BROWN STREET

MAY, 1920.

TO THE CANADIAN WHOLESALER.

With silk prices steadily rising it is important that you connect up with the firm actually in touch with all available sources of supply.

The demand is so enormous at the moment that it is impossible to specify any special offers, but the goods are HERE.

Your enquiries are solicited and we respectfully suggest that it will pay you to instruct your London buying agent or representative to call on us at once and inspect our large range of samples.

He will be assured of a hearty welcome.

Yours faithfully,

W. K. Perrott & Sons

CHIFFON VELVETS

We are in a position to offer some very good numbers in the above article and your inquiries will be esteemed a favour and will receive our prompt attention.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

The Fine Scotch Underwear with the Fine Scotch Finish

Pesco



THE reputation of Pesco grows apace for its standard of manufacture is in full accord with the ideas of buyers of quality goods.

The name, "Pesco," for instance, does not merely signify "Pure Wool." "Pure Wool" is an indefinite term. It may describe "Cheap Wool," "Bead Wool," even "Re-manufactured Wool." The Wool from which Pesco is made is pure, new wool of the highest grade, the longest in staple, and the most durable in wear.

Words, however, are unnecessary when one gets to grips with Pesco. It is then one realizes that the exquisite touch of Pesco **declares** its quality. And it is this fact that makes Pesco an easy seller, and a begetter of confidence and an asset to any Store.

Sole Makers

Peter Scott & Co., Ltd. - Bolton

London: Carey House, Carey Lane, E. C. 2

Agents abroad (with complete ranges of samples of Pesco in Underwear, Sports Coats and Hosiery, for Ladies, Gentlemen and Children—

Paris—Mr. George Potter, 12 Rue du Faubourg Poissonniere. Cape Town—Mr. W. J. Somerville, Duncan's Chambers. Johannesburg—Messrs. Somerville & Price, Joubert and Kerk Streets. Melbourne—Mr. H. C. Chalmers, 415 Bourke Street. Wellington, N.Z—Messrs. Esson & Hogg, P.O. Box 271. Toronto—Messrs. C. & A. G. Clark, 35 Wellington Street West. Montreal—Mr. R. C. Poyser, 214 Drummond Building. Winnipeg—Messrs. Hanley & Mackay Co., 62 Albert Street. New York—Douglas Barnes Corporation, 303 Fifth Ave., at 31st Street. Buenos Aires—Messrs. Grant, King & Co., Calle Rivadavia 1255. Bombay—Messrs. Tamlinson & Thomas, 14 Medows Street, Fort. Singapore—Messrs. Tomlinson & Thomas, Care Poste Restante. Shanghai—Messrs. Tomlinson & Thomas, P.O. Box 321. Nairobi (British East Africa)—Mr. R. O. Hamilton.

Pesco Range

obtainable in Pure Wool and Silk and Wool textures—

For Ladies — Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, Rib Vests, etc., etc.

For Children—Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc., etc.

For Infants—Binders, Wraps, Kiltlets, Gowns, etc.

For Gentlemen — Shirts, Trousers, Combinations, etc., etc.

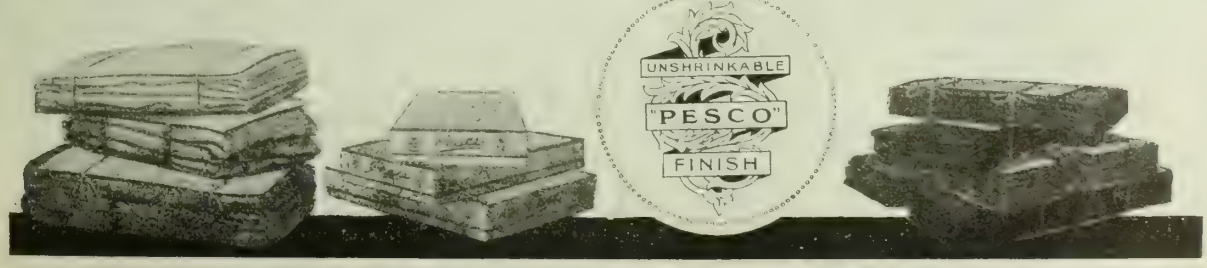
Also

Pesco Hose and Half Hose in Black, Colors and Mixtures

and

Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and color effects.

Guaranteed Unshrinkable



MOTHER LAND TRADE SECTION



St. James's Buildings Oxford St., Manchester.

The Head Offices of the C.P.A., Ltd.



LOW MILL PRINT WORKS



STRINES PRINT WORKS

Mr. EDWARD FOSTER—direct CANADIAN Representative of The Calico Printers' Association, Limited, Manchester, England—the HOME of BRITISH PRINTS—draws particular attention to the popular specialties enumerated below.

New samples arriving shortly of our latest creations in

Grafton's Voiles, Cepea Serge, Cylkcel Shirtings, etc., etc.

You are reminded that samples of all C.P.A. brands can always be seen, and that enquiries addressed to

427, Coristine Buildings,
20, St. Nicholas Street,
MONTREAL,

or to 710, Empire Building,
64, Wellington St. West,
TORONTO.

will receive the prompt and careful attention of Mr. FOSTER.



WATFORD BRIDGE PRINT WORKS



BIRCHVALE PRINT WORKS

THE CALICO PRINTERS' ASSOCIATION LTD.
MANCHESTER. ENGLAND

Denton, Mitchell & Duncan
LIMITED

Wholesale Dry Goods

IN STOCK

White Flannelette 36"

White Turkish Towels

Colored Turkish Towels

Wool Touch Suitings

Denton, Mitchell & Duncan, Limited

79-81-83 Wellington St. West

Toronto, Ont.

MOTHER LAND TRADE SECTION

ESTABLISHED 1882

Telephone 3507
Telegraphic Address
"Curtains, Nottingham"

Codes used
Marconi International
A.B.C. 5th Edition

W. SPENCER & CO.

WEEKDAY CROSS
NOTTINGHAM

Manufacturers of Lace Curtains, Plain and Allover Nets, Bed Spreads, etc. Wholesale only.

Correspondence solicited.

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GLASGOW

CODE:
A.B.C.
5TH EDITION

WILSON & CO.

48 ALBION STREET
GLASGOW

MANUFACTURERS

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins **Robe Muslins**
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

Telegraphic Address: "Cyrus" Bradford
Code used: A.B.C. 5th Edition

Cyrus Brook & Sons, Ltd.

Offices: 5 Union Street

Bradford - England

Manufacturers of—

Buntings, Serges,
Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths
and
Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

Canadian Agents:

Arthur H. Parks, 77 York St., Toronto
William Parks, 43 St. Sacrament Street, Montreal

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

NEW SAMPLE ROOMS
IN OTTAWA

We beg to announce that for the convenience of our many customers and friends in the Ottawa district we have opened new sample rooms in the

BOOTH BUILDING, SPARKS STREET
OTTAWA

This branch will be in charge of our Mr. F. B. Watson, and will carry a full range of samples of general wholesale dry goods and carpets.

We cordially invite the trade to visit us when in Ottawa, and make our office your headquarters if so desired. You will be welcome at all times.

The W. R. Brock Company (Limited)

WHOLESALE DRY GOODS

MONTREAL

MOTHER LAND TRADE SECTION

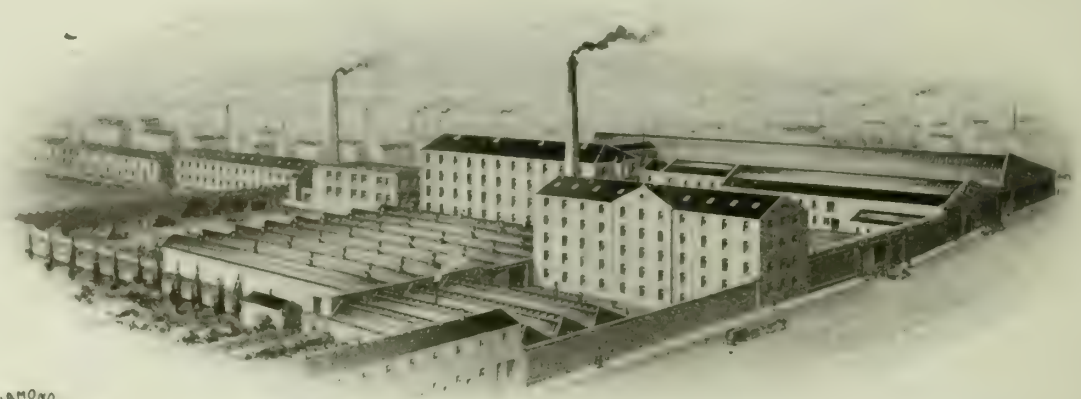
MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



THE DIAMOND MAKE

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Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

THE DIAMOND MAKE BEST ENGLISH MAKE

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THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

HORROCKSES, CREWDSON & Co. LTD. REGISTERED TRADE MARK MANCHESTER

This Mark Means Money

Horrockses fabrics are so well and favorably known by the women of Canada, on account of their unexcelled "quality" and our extensive advertising, that there is always a ready sale for them.

Horrockses

Cottons and Nainsooks

are now seasonable lines. They are in demand now for Spring and Summer under-garments. See that your stock of Horrockses Cottons and Nainsooks is sufficient for the season's business.

Samples and prices on request.

JOHN E. RITCHIE, Canadian Agent

591 St. Catherine St., W. - MONTREAL

Branches: Toronto and Vancouver

UNITED STATES AGENTS:
WRIGHT & GRAHAM, COMPANY
110 Franklin St., New York City

Made by
HORROCKSES, CREWDSON & CO., LIMITED
Cotton Spinners and Manufacturers
MANCHESTER, ENGLAND

SEASONABLE *and* SCARCE GOODS

in the

Wash Goods Department

FANCY VOILES

Georgette Designs

Still showing in good variety, in Light and Dark Grounds

PLAIN COLORED VOILE

Ninon Finish

This is an English Voile, 40 inches wide, and in a range of 20 colors. To retail at $2.00 per yard.

PRINTED COTTON FOULARDS

One of the Season's Favorites, in Floral and Conventional Designs. In all the wanted colorings.

SERPENTINE CREPES

in Floral Designs for Kimonas, etc. In Bird Design for Nightdresses. A very extensive range.

WHITE FANCY VOILES

In Stripes, Checks and Embroidered Designs. In great variety of style and price, from 55c. to $1.10 per yard.

HEADQUARTERS FOR WASH GOODS:

The W. R. BROCK COMPANY

(LIMITED)

TORONTO



The Beautiful Bride of June

Brides are always beautiful, but the 1920 June bride is quite the loveliest of them all. Her costume is perhaps not quite so lavish as that worn by brides in years gone by, but her own fairness and the simple, graceful treatment of exquisite fabrics make her a joy to gaze upon. The foundation of this gown is lustrous white satin. A wonderful train lined with shell pink chiffon falls from the shoulders, and beyond its hem billows a lovely veil of tulle, held in place by a head-dress of Duchesse and orange blossoms. Orchids, orange blossoms and sweetheart roses form the exquisite bouquet.

Dry Goods Review

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WEEKLY HALF HOLIDAY

WITH the approach of the Summer months the weekly half holiday questions comes prominently to the fore. For some years past DRY GOODS REVIEW has issued a booklet for the convenience of traveling salesmen, giving names of cities and towns with information regarding weekly half holidays. The fact that several thousand copies are required each year to supply traveling salesmen indicates that a large army of men is greatly affected by weekly half holidays. Reference to this book, however, shows that the holidays are spread over practically the whole week, from Tuesday to Saturday. This represents a tremendous loss of time and money to traveling salesmen, manufacturers and wholesalers. Trips are badly disorganized, general confusion reigns in the traveler's life during the summer months.

DRY GOODS REVIEW would welcome suggestions from travelers and retailers as to how the present unsatisfactory situation could be remedied. A uniform weekly half holiday has frequently been suggested for all towns and cities. Perhaps a good discussion of the matter would help towards a solution.

THE CAUSE OF HIGH PRICES

THERE is absolutely no grounds for the allegation that comes from some quarters that the retailer has been profiteering.

The high prices of many lines of materials are not due to any excess profits that have come to the retailer. In fact if we were to canvass the situation closely it is safe to say, that a majority of the retail merchants are to-day doing business at a much less ratio of profits than heretofore.

What makes high prices is easily apparent. There is not a single commodity that has not gone sky-rocketing. The price trend upwards operates in obedience to an inexorable law—the law of supply and demand; and nothing in the world can stop that law until it has run its course. Many factors enter into price conditions to-day that are absent under normal influences—the principal causes of the present higher prices, of course, being the scarcity of raw materials and non-productiveness. In other words, demand is greater than supply.

THE MARKET CONDITIONS

IN this number an effort has been made to present to our readers a faithful survey of conditions in the dry goods markets at home and abroad. Men who are abreast of the times in the wholesale and retail branches of the trade have been sought out and interviewed. Their opinions were seriously considered, and are presented in this issue with the hope that they will be of great service to storekeepers, wholesalers and manufacturers alike. The critical period in the markets is believed by some to have been reached. But even if a change were to go into effect immediately in manufacturing circles, it would not be felt by the consumer for some considerable time, so it is obviously of little use to make any prediction relative to future prices.

"HERE COMES THE BRIDE!"

THE June bride was particularly in mind when the illustrations in this issue were chosen. On the opposite page is a gown of rare beauty and its graceful simplicity is its chief charm. The 1920 June bride is not an elaborately costumed person — youthful lines and elegant simplicity is the keynote of her lovely trousseau; and the same characteristics mark the wedding robe, the going-away costume and the models for wear at home. Fabrics employed in their fashioning are more beautiful in color and texture than ever, and for this reason elaboration in trimming and design have to a very large extent been done away with.

WE AGREE with the "Mail and Empire" when it says: "If every man who dons the overalls would do some honest work in them to add to the output of labor and thereby increase the supply of necessaries, the effect of the movement would be to bring down the prices, not of clothes alone, but of all other staples of consumption."

The United States Markets To-Day

Situation Reviewed by Men From the Dominion Who Have Visited New York This Month—Detailed Reports on the Condition of the Markets in the Linen, Cotton, Woollen and Silk Trades—Critical Stage Has Been Reached.

NO one in the trade will deny the serious stage that has been reached in the world's markets. Uneasiness is felt on many sides to-day, and in some quarters pessimism of a very serious nature is given expression. DRY GOODS REVIEW, in an endeavor to give first-hand, reliable information on a subject that is of concern to all, has been fortunate enough to secure details of considerable value from prominent men in the dry goods business, who are keeping in touch from day to day with conditions across the border. The situation there is more uncertain than had been anticipated, according to reliable advice received just before this issue went to press. Several representatives from big Canadian wholesale houses made special trips to the United States centre of commerce—New York—and visited the circles from which the most reliable sources of information are available. It was stated to DRY GOODS REVIEW that in some cases the market conditions have reached a critical stage. Canada will, of course, be affected considerably by the state of the markets across the border, and for that reason, and in the hope of giving the dry goods men of the Dominion information of value to them that they could not all secure otherwise, DRY GOODS REVIEW has gone to considerable trouble to secure the information printed herewith. It relates *exclusively* to the situation of the United States markets in the linen, cotton, woollen and silk trade, and is dealt with under these heads in the order named.

LINENS—

THE supply remains decidedly curtailed without a sight of any improvement either now or for a long time to come. Therefore, prices should rule as high as at present prevail, with a still upward tendency for an indefinite period, always subject to the possibility of financial collapse, which, of course, governs every commodity proportionately, and need not be referred to in this article again.

RAW MATERIAL.—Hardly requires comment as conditions are so generally known. Ireland is growing more than ever, but the supply from that source is still too small and will remain so, to prove any factor. Belgium, the chief market from which comes the finest grades of yarn that enter into the manufacture of high-class lines, is hardly likely to be heard from soon, but it is understood that contracts have already been made for more than any possible crop, at figures necessitating advanced quotations.

Russia, which ordinarily markets about 80% of the flax that goes into linen goods generally, is so hopelessly set back that it is quite impossible to prophesy what improvement may be expected from her.

COTTONS—

COTTONS are by far the most important factor affecting the dry goods trade in the United States and are, therefore, the most difficult to decipher, but speaking generally and taking into consideration all pros and cons, the summing up should be regarded as fairly satisfactory, in respect solely to stability of prices.

Existing and threatened strikes are and will produce shortage and higher quotations. Mills are full of orders and manufacturers behind in deliveries. The railroads are blocked with goods in transit, especially from the South. At the same time, when prices are arranged for Spring, 1921, it is expected they will have to be on such a high plane that buying is likely to be seriously checked. At any rate, speaking by and large, wholesale houses propose to defer making any contracts (save in exceptional cases) till the last possible moment—much later than any previous season—and then to operate on a greatly reduced basis—one-third being about the average prognosticated.

What effect in prices this curtailment in buying may have remains to be seen. The "exceptional cases" referred to apply to exclusive lines, mainly colored woven goods, in which category are included ginghams, etc., the supply of which is going to be more reduced than ever as many weavers are refusing to make them. For instance, one manufacturer took a large order for such a cloth that would have tied up his mill for many months and had eventually to decline it as his weavers refused to make the goods—the reason being that the cloth is of such construction that a weaver can only attend to one loom, whereas in the case of ordinary staple lines like print cloths and other wash goods, one weaver can look after six to eight looms, and, being paid

COTTONS—Continued

according to the yardage produced, the refusal is not an unnatural one which can be made effective where labor is thoroughly organized.

Strikes are, at present, rampant in the New Bedford district—the demand being for a 50% increase and 44 hours a week. Some manufacturers have settled with their help, but it is not known on what basis.

Raw Material. — There is no cheap cotton in sight. Reduced acreage and scarcity of labor assures this apart from any crop conditions.

A Scotchman who has been prominent in the cotton business in New York for years recently spent an evening with a representative of the Department of Overseas Trade of the British Government who was in New York in connection with this work. This official is a cotton expert who has been engaged in similar missions in Egypt and elsewhere. He said most emphatically that there was no chance for a drop. In addition to reduced cultivation and labor, he cited (giving figures) various goods now being made of cotton in vast quantities formerly not produced at all or only in a comparatively limited way—the principal item being cottons required for the motor car and truck business. The percentage of the crop needed for this one industry is almost unbelievable. He wound up by saying:—

"I am not a gambler or even a speculator, but if I were and cotton futures ever touched 30c in the next few months I would jump in and buy even if I had to sell my shirt."

He thinks the price will gradually stiffen and that 60c is a possibility.

WOOLLENS—Dress Goods

THERE is not much hope of reduction here. The tendency is still upward, but it is just possible that the limit has been or may be reached shortly. One factor tending towards the justification of such a conclusion is the terrific price garment makers (ladies' suits and coats) are compelled to ask through the exorbitant wages they are obliged to pay their operators, but, on the other hand, this has already had the effect of increasing the sale of woollen goods by the yard over the counter and may develop still further with every possibility of closing up a large number of the smaller coat and suit makers.

No reference is here made to woollens for men's wear. That is unnecessary as the trade here is dependent for such supplies from Great Britain and this report only deals with conditions in the States.

Raw Material.—Apparently there is no shortage of wool, but great difficulty is experienced in production through spinners and weavers, particularly the former.

SILKS—

THIS situation is serious. A slump in piece goods has been already noted. It is principally confined to Georgette and crepe de Chines which are moving slowly in the manufacturers' and jobbers' hands, but are selling quite freely in the retail though at lower prices. A downward movement is regarded as quite possible on other lines. Such a position has been produced almost entirely by vast speculation. Generally speaking, silks have had a phenomenal run of popularity, and a horde of newcomers had engaged in the trade. Some banks advanced money entirely out of proportion to the capital of concerns engaged, so that many have been running their business entirely on borrowed money. Now, these banks are shutting down and the inevitable result must be loss to such banks and failure to the "silk pikers," who are compelled to liquidate. Old established manufacturers contend that the sooner this shaking out process takes place the sooner will the evil be cured, and hope in the next few months to see re-adjustment and stability renewed, but in the meantime it is impossible to estimate how far-reaching the effect may be.

Many weavers set up looms in their own houses, working after hours, turning out inferior Georgettes and crepe de Chines, which they could sell at much below what they were weaving for the manufacturer by whom they were employed. Thus, the country has been flooded with a lot of cheap trash. At present there are strikes in Paterson, N.J., and other silk centres which are not likely to be settled, as manufacturers only welcome the idea of closing down till these bad times are over.

Ribbons so far are not affected. Hosiery shows a tendency to decline.

Raw Material.—There is a glut of raw silk. Warehouses in the United States are full of it, and ships in Japanese ports loaded with it. The price has dropped from $18.75 per pound to $10.25. True, very little was bought by manufacturers at the high level, but any amount was contracted for at from $14.00 to $15.00.

The opinion seems to be general that buying for Spring will be greatly deferred and very appreciably reduced.

How Science Helps Merchandising

Expert Chemists Preside in Huge Modern Laboratories to Insure Satisfaction to Departmental Stores' Customers—T. Eaton Company's Winnipeg Store Operates One of Most Modern Plants—Tests Made in Metals, Rubber, Cloth and String —Even Settles Claims.

Some time ago Dry Goods Review *described the introduction of a system into a few of the large departmental stores by which merchandise could be chemically tested. This process, inaugurated in very recent years, has now become one of the biggest developments in the Research Bureau Departments of the leading stores throughout Canada and the United States. The T. Eaton Company, which was one of the pioneers in this field, has established laboratories under expert chemists both in Toronto and Winnipeg. The article appearing herewith is from* Dry Goods Review's *correspondent at Winnipeg, and deals in detail with a remarkable system which has a strong appeal in the West as well as in the East, where it was first inaugurated.*—Editor.

"WE feel that this is a work that fills a long-felt need in progressing merchandising and is a feature that all modern stores should have."

In these words, Mr. F. Pugh, director of the Winnipeg Research Bureau of the T. Eaton Co., Ltd., describes one of the newest tendencies in store merchandising to-day. Mr. Pugh speaks from hard experience, for ever since the laboratory was installed by the Eaton concern, the idea has spread broadcast. It has been adopted with remarkable success by a number of enterprising stores in Canada and in the United States.

The Winnipeg Research Bureau was organized as a regular department of the Eaton concern two and a half years ago. So successful has it been from the start that hundreds of merchants came from distant points to study its operations at first hand. Mr. Pugh, who has conducted first-hand studies of laboratories installed by other progressive retailing concerns, has been responsible for a good many of the recent converts to this idea.

Checks Up Ads

While it is an interesting institution, far more interesting are some of the results accomplished by the Eaton research laboratory. Its workings have earned a gilt-edged reputation for the famous Canadian concern—a reputation that extends to the four corners of the globe. The Winnipeg Research Bureau has been a great aid to the buyer of the concern, as it protects him in his purchases. It has also served as an invaluable aid to the advertising manager of the concern, for all advertisements issued by this department are thoroughly checked up by numerous laboratory tests. In the words of Mr. Pugh, "anything which might be misleading is corrected and all direct statements are challenged and the goods are tested or analyzed."

In speaking of some of the results accomplished by this research bureau, Mr. Pugh says, "We find it keeps up the standard of our merchandise. It protects the customer and also acts as a check on manufacturers."

A Modern Equipment

The scientific equipment of the laboratory is thorough and modern in every respect. It includes a chemical laboratory for general analytical work. Special tests on chemical composition of fabrics are conducted daily. It is for the Eaton laboratory expert to determine in a few minutes whether a fabric is all wool, or whether it contains a mixture of wool and cotton, or other ingredients.

Another part of the equipment is a battery of high-powered microscopes. These are of various kinds. Some enable the laboratory expert to see an article six times its original size, while others enlarge as many as 1,200 times the size. According to Mr. Pugh the laboratory will shortly be equipped with several microscopes capable of magnifying objects as many as 2000 times.

The laboratory experts also employ a microscopic projector, which has been found very useful in examining imperfection in certain articles. The projector throws a picture of the object on an ordinary white screen, permitting the expert to make a very minute examination.

The laboratory experts use a micrometer for fine measurements. By the use of this machine the expert can see whether a leather is horse or sheep skin by determing the diameter of the hair root follicle. This, however, is only one of the many delicate instruments in use at the Winnipeg Research Bureau.

Another delicate instrument is Mullin's Tester, which is used in testing the pressure that cloth and paper will bear. Another is the Chemist's Balance, a little machine that is sensitive to the one-thousandth part of an ounce and has proven very valuable in chemical analysis. The laboratory is also equipped with distillation apparatus for the analysis of flavoring essences, patent medicines, and other foodstuffs. A powerful electric oven is used to melt down metals in order to determine their chemical compositions.

For Textile Tests

Besides, there is a specially constructed electric oven for moisture tests in textiles and food stuffs. The fabric is placed in this oven and left till the moisture is entirely eliminated. The fabric is then weighted on the delicate scale to determine its wight, as compared to its weight before undergoing the test. The differences in the weight enables the exprt to determine the percentage of moisture the fabric contains.

Some of the other scientific instruments are an electric furnace for ashing foods, metals and other articles, a torsion balance to obtain weights of materials per square or lineal yard from a two-inch square sample, and a viscometer for viscosity and flash paints in oils. An electric extractor for extracting fats, oils, resins and other chemical ingredients is also used.

One of the machines used by the laboratory is for testing the tensile strength of materials of various kinds, particularly textiles. An automatic power cloth tester is used for this purpose. It is about four feet tall, and hung on the wall like a clock. Two clamps grab both ends of a piece of cloth. As the clamps pull apart the cloth stretches until it reaches breaking point. The machine is operated by a level which starts the stretching screw moving downward at a definite speed and breaks the sample in its action. It automatically reverses, returning at high speed, and stops in position to receive another sample.

Determines Stretch and Strength

Another machine used in the best store testing laboratories is a rubber tester which is equipped with a dial mounted on the front of the recording head. Two rows of plainly marked graduations are provided, and any capacity or combinations up to 600 pounds can be obtained. At the left side of the machine is a scale graduated from 0 to 48 inches by fifths of inches. Upon this scale are two riders or sliding fingers connected by a special steel tape graduated in tenths of inches. With this arrangement the total stretch of the sample or the distance between marks

made upon the sample may be determined.

The machine is also equipped with a chart recorder, the object of which is to automatically chart upon a flat piece of letter size paper a line indicating the stretch and strength of the sample tested. The paper is inserted and held under two rubber-faced clips. The platen holding the paper moves downward in ratio with the stretching screw and automatically stops when the machine is reversed. Its operation is very simple.

To Test Wearing Qualities

According to Mr. Pugh the Winnipeg laboratory will shortly be equipped with a wear-testing machine to test the relative wearing quality of anything from silk to sole leather, and even some metals.

"This is a machine we have long felt the need of," says Mr. Pugh, "and we are looking forward with a keen interest to the time when we will have it set up.

"We have a specially constructed rack on the roof of our store where we make exposure tests for paint, using spruce, pine and cedar, with one, two and three coats of paint. This gives us in nine months the equivalent to three years ordinary wear."

Ever since the installation of the laboratories the Eaton concern has had sufficient ground to put up the claim that everything advertised in the firm's catalogue is exactly as described by the copy writer. In every advertisement the firm has carried this slogan: "Honest Advertising is Our Aim." The laboratory tests invariably back up this claim.

Checks Up a Laundry

To take an interesting experience. Some time ago a leading laundry in Canada experienced difficulty because a customer complained of shrinkage of underwear which had been washed at that particularly laundry. The laundry decided to look into the matter and found that the set of underwear had been bought from Eaton's. Since the set of underwear was only one in a batch of fifty that shrunk, the laundry denied all responsibility in the matter.

The set of underwear was turned over to one of the laboratory experts and thorough tests made. The laundry man was then shown microscopic photopraphs of various grades of wool, and the difference in construction, and he was soon convinced that he must wash all wool in different batches according to fineness or coarseness of wool.

"Ever since we have had no trouble from this source," Mr. Pugh said, in reciting the incident, "as they are now sorting and washing as we suggested. This laundry has consulted us on various troubles which they have had with their customers, who in most cases are our own customers, and have had satisfactory adjustments."

Recently a customer complained that a set of underwear bought at Eaton's was not as originally represented in the firm's catalogue. The irate customer termed the set as "rotten." It was brought back to the concern, and turned over to one of the laboratory experts for testing.

Examination showed that the underwear contained lumps of soap. The soap in turn was duly analyzed. The chemist found it to contain strong alkali content. This, it was concluded, was the cause of the whole trouble, in view of the fact that wool, when boiled in strong alkali, will entirely dissolve. Although this was the customer's fault the garment was replaced with thorough instructions how to wash wool. This incident, alone, saved a good customer.

Saves Firm Thousands

The testing laboratory has also served to protect the buyer of the concern. Recently a zero proof antifreeze was advertised by a certain manufacturer in extravagant terms. It was claimed that the product was an improvement over others already on the market, and for that reason the price was to be fifty per cent. more than that of other antifreezes on the market. This higher price indicated a superior product.

However, before making the purchase, the buyer turned the matter over to the research director. A sample was analyzed. The tests showed that the product as a fraud. It would undoubtedly ruin radiators. The auto department of the Eaton concern therefore refused to handle the product. The firm was thus saved thousands of dollars. If the product had been sold by the concern it would no doubt have been subjected to many complaints from customers.

Another manufacturer made extravagant claims for a new type of oil lamp. The lamp was tested in the Eaton laboratory. The article was found entirely satisfactory, although not exactly as described by the manufacturer. The lamp was described in the Eaton catalogue according to the findings of the laboratory experts and turned out to be a good seller.

"Had we described it exactly as the manufacturer claimed," Mr. Pugh said, "we would have had complaints."

Adjusted Claim

The laboratory tests have served other purposes, the most important of which has been in protecting the firm from losses sustained by damaging of goods in shipment.

Recently Eaton's received a shipment of silk from Japan. The silk was thoroughly damaged by water. The concern filed a claim with the railroad. The claim was rejected by the railroad officials, who maintained that the shipper was responsible for the damaged condition of the silk.

The silk in question was taken to the laboratory, where it was tested. The experts found that the water-marked part of the cardboard box container had high salt content while part that had not been wet showed no salt content. This fact alone formed conclusive evidence of damage in transit. On the strength of this test the claim was finally accepted by the railroad.

A case full of painted rubber balls from Europe was received in a damaged condition. The paint was cracked and peeled. The rubber balls were taken to the testing laboratory, where it was found that 120 degrees of heat caused peeling. Other tests did not affect the rubber balls. The conclusion was therefore reached that the damage to the rubber balls was caused by keeping them too near boilers or steam pipes. The railroad accepted Eaton's claim.

Twines and Typewriters

The laboratory has been very useful in testing articles used by Eaton's employees. Such tests have resulted in great savings. For instance, the experts test typewriter ribbons to determine which will give best service. Wrapping twine is tested and in many cases 10 per cent. is saved by getting a thinner twine with greater yardage to the pound, with equal tensile strength at the same price, or less. Paper of various kinds are tested and lines that will give best service are selected.

The experts even test the daily milk supplies for the store restaurant. The supplier is given daily copies of the tests. Consequently, he is forced to keep up standards.

It is the practice to make frequent tests of material used for shipping purposes, in order to insure safe delivery of goods. Not long ago the shipping department experienced difficulty because the dexterine paste used in that department was found unsatisfactory. Routing coupons pasted on packages would come off, causing endless trouble and expense. Laboratory tests showed plainly that this condition was due to improper mixing of the powder by different people in the department. The laboratory experts determined the correct temperature at which the powder ought to be mixed. A proper central mixer was therefore installed and all further trouble entirely eliminated.

"We test saws and find some lack hardness and will not hold their edge," says Mr. Pugh. "Shirting materials are tested and only those passed by the Research Bureau are made up, thus avoiding future trouble. Binder twines are tested and a higher standard is maintained. Many more equally interesting cases could be given."

"Our problem right now is standardization of sizes, That is the great problem for most merchants these days, but with the aid of our laboratory equipment we hope to come to a satisfactory solution to this problem."

Facts and Conditions in Present Price Situation

War Demand and Reduced Man-Power Started Movement, Which Has Been Continued by Accumulated Effects of Inflation.

Written by M. Mackintosh, Department of Labor

THE average man has felt resentment that the signing of the armistice has not only not brought a decrease in the cost of living but has been the cause of steep advances in many cases and a considerable rise in the general price level. A large part of such feeling is, probably, due to the fact that the causes of increases in the amount of money that must be paid for daily food and shelter are not realized by the general public, and that much loose talk about factors that enter into the problem more or less has led people to attach too great importance to circumstances that accompany rising prices rather than cause them. A fuller appreciation of the basic conditions promoting the changes in the purchasing power of money would do much to stop the outcry against the "profiteer" as a significant factor in the general increase in prices, and to remove the impression that the Government can, by the fixing of the prices of this or that commodity, restore the blessed days when a dollar bought what we are prone to consider "a dollar's worth."

At the beginning of the war in 1914, prices were uncertain; there was some depression at home but the increasing demand from Europe made itself felt through 1915. By 1916 munitions and other war material were being exported in large quantities as well as the foodstuffs which had been in demand earlier. Home requirements had expanded by this time also, due to plentiful employment at increased wages, large profits in the war industries and good crops at high prices. The urgent need of Governments for supplies permitted high prices to be asked in the case of both foodstuffs and munitions. In the case of the latter, new or larger plants had to be constructed, equipment procured and considerable risk taken as to the period during which the demand would continue, all conditions justifying an increase in price. Higher prices once being established, circumstances throughout the world were such as to drive to higher and higher levels the whole range of prices.

"Variations in the general price level may be compared to the tides of the sea, while individual prices may be compared to waves. Individual prices may vary from the general level of prices for specific reasons peculiar to individual industries, just as the height and depth of the waves vary from the general level established by the tide. The causes controlling the general price level are as distinct from those controlling individual prices as the causes controlling the tides are distinct from those controlling individual waves." This statement by Professor Irving Fisher of Yale University illustrates the distinction to be drawn between the increase in prices as a whole and the rise in certain commodities above the general level or their failure to keep up with the general advance. Two conditions made for a higher level of prices.

One was the shortage in the supply of nearly all commodities, brought on through decreased production of goods not strictly war materials (foodstuffs being included in the latter) and increased consumption along many lines, aggravated by the fact that munitions were manufactured only to be destroyed and that a number of men removed from industry to more immediate war service was an ever increasing one. The other cause of the general advance was the great increase in the supply of money or the inflation of currency and credit. There was an addition to the amount of gold through payments for exports, Government notes were issued to pay for war supplies, bank credits were extended to enable subscription to Government loans and also to finance the increased production at higher prices. Larger money wages and profits misled the recipients into reckless extravagance and increased the already rapid rate of circulation of money—a condition equivalent to increasing the supply. Money being thus plentiful and demand keen, the inevitable result was an increase in prices. These conditions prevailed generally throughout the world, varying somewhat from country to country. The signing of the armistice did not relieve the general shortage nor did it decrease the supply of money to any appreciable extent.

The Peace-Time Rise

Such commodities as advanced much beyond the average increase or failed to rise at the same rate were influenced by particular circumstances operating with or against the factors working towards a higher level. Similarly the products which have risen or fallen in price since November, 1918, have been affected by specific conditions in addition to the major influences of shortage in goods as a whole and abundance of money.

Building materials, and particularly lumber, were in little demand during the war and advanced in price comparatively little, while the necessity for new building and repairs since the war has been the cause of a steep rise in these articles. Some metals and chemicals, essential in the manufacture of munitions, far outdistanced other commodities in price increases during the war and they have now declined much below the average.

It is in connection with the rise in prices that such abnormal profits have been made that the word "profiteer" has come to be used indiscriminately by the public as a term of censure applied to any who have "made money" during the war. It would seem inevitable that commodities bought on a rising market would mean greater gain to the dealer, just as it will be difficult for him to clear a workable profit when prices begin to decline. The urgent character of war demands led Governments to fix prices for materials sufficiently high to permit the least efficient plants to produce at a margin of profit that would stimulate production. The consequence was that businesses producing at low cost made extraordinary profits. Conditions will be reversed in the coming, soon or late, of a period of falling prices. The number of business failures has been much below the normal during the war, and it is highly probable that a considerable number of concerns are carrying on in the strength gained from increasing prices. It is to be expected, then, that an increased number of bankruptcies may be induced by a decline in prices. It is true, of course, that some sharp practices are indulged in when prices are rising, and that some deliberate buying and holding of stocks for a gain in price has been done, but investigators have found that such action has been limited and has not affected prices to any appreciable extent.

Filling Europe's Needs

Since November, 1918, food has been comparatively plentiful in America, but increased exports have been necessary. Sugar has risen sharply owing to the greatly enlarged export. The close of the war saw not only a

change in material conditions such as the demand for the construction of houses, schools, roads, fences, etc., and the cancellation of orders for munitions and other military supplies, but it witnessed also a slackening of the tension which had speeded up production and enforced economy and thrift on the large part of the population not enjoying the receipt of inflated wages or profits.

A slight fall in prices in general occurred in the early months of 1919 but the advance began again and has been maintained steadily. A period of extravagance thoughtlessly entered on in the reaction from the strain of the war and financed by increased wages, war profits, gratuities, stimulated the production of non-essentials when there was urgent need for other commodities. Employers combined to maintain the existing level of prices while the workers resisted any attempt to decrease wages and put forward demands for shorter hours and increased rates of pay.

Production is Lower

In a pamphlet issued by the United States Council of National Defense, it is stated that the production of men's shoes in the quarter ending March, 1919, shows a decrease of more than 25 per cent. as compared with the output in the quarter ending December, 1918, and of nearly 25 per cent. as compared with the three months ending September, 1916. The figures showing the decrease in the production of women's shoes in the same period are 30 and 25 per cent. respectively as compared with the same quarters of 1918. Coal production and the output of many building materials also declined. Similar conditions obtained in Canada. Capitalists hesitated to advance owing to the uncertain price outlook and the restless state of labor on whom the pressure of the high cost of living had been especially heavy in spite of increased rates of wages and who saw largely decreased earnings resulting from the discontinuance of overtime work and restricted employment for young persons and women due to the closing of war industries. The consequent decline in production increased the already existing disproportion between the demand and supply in certain lines, clothing, building materials and dwellings being noteworthy in this respect. The increase in the price of wheat permitted by the Canadian Wheat Board in December last has been followed by a general advance in the price of our bread. Higher rents have been the natural consequence of the curtailment of the normal amount of building during the war, together with the large number of houses required after the economy in housing accommodation practised during the war. Persons deriving income from house rentals have had to wait till after the war for any increase in money income except in centres where the war industries or military headquarters drew a larger population than usual.

Authorities seem to agree that high prices in general may be expected for some years. The vast amount of work to be done in meeting civilian needs postponed during the war, and in providing materials for Europe, together with the loss of normal increase in workers through lack of immigration, are sufficient to keep up the cost of labor. The restriction of bank credit to productive uses, thus preventing indulgence in speculation, would do much to restore sound conditions by increasing the supply of necessaries.

Looking to the Future

Good crops this year will mean much in relieving the food shortage and restoring the balance of trade. The present exchange situation also favors Canadian exports, and will gradually reduce imports from the United States. A great deal depends on the ability of the basic industries, railways, mines and other public utilities to operate normally. Any interruption in the gradually increasing industrial business of the country would postpone or prolong the period of readjustment. W. C. Mitchell, speaking before the American Economic Association in December, 1919, said: "The more conventional forecast, and the one more in accord with past experience, is that within one to three years prices will begin a checkered decline the world over under the combined influence of restored agriculture, active industry, keen competition in international trade, and European efforts to accumulate gold."

Exchange is Now In Hands of The Speculators

Canadian Dollar in U. S. at Present Being Juggled by Speculators—Banks Are Beginning to Squeeze Speculators.

Opinions gathered from the bankers by Canadian business men in New York recently are somewhat conflicting. Some of them are set forth below and an effort has been made, as in the case of the reports on the United States markets contained elsewhere in this issue, to give a fair and general consensus. One prominent member of the trade in Toronto had the good fortune, while in New York a few days ago, of interviewing the best informed men in three of the largest banks doing business principally with the biggest mercantile concerns in the United States, manufacturers, jobbers and retailers.

Banks Pulling Up

It was learned that banks are curtailing credits but are taking care of their regular, established customers and are even making more than ordinary advances where it can be shown that money required is for legitimate business—not speculation.

"Pikers" and speculators in all classes of merchandise are being squeezed so that much stuff is and will continue to be thrown on the market. Until this shaking out process is completed and the lines marketed are absorbed there is bound to be much uncertainty, with occasional recessions in price, but it is not expected that the process will be of long duration,—three to four months being the time generally named.

Exchange

It is expected that Canadian exchange will be around 12% to 14% during the Summer and then advance. Sterling is likely to fluctuate from $3.70 to $3.90 during the same period and drop about October first. At the present time exchange is entirely in the hands of speculators.

WHOLESALERS SUFFER

Hayes and Lailey, Toronto, silk merchants, with premises at Bay and Wellington Streets, and several other wholesale merchants in the city, have been victimized to the extent of a few thousand dollars during the month by a suave stranager who called upon them and claimed to be representing a local retail houses. In this way he secured silk and other, goods and Hayes and Lailey estimate their loss at $1,800. The police are looking for the masquerader.

NEW SILKS DEPARTMENT MANAGER

Mr. W. J. Currier has assumed the maangement of the new silk and piece goods department with A. J. Freiman, Rideau Street, Ottawa.

No Important Breaks in Prices; Canadian Markets Are Firm

Temporary Slump in Business This Month Attributed to Unfavorable Weather Conditions —Japanese Silk Market Flutter Leaves Very Slight Impression in the Dominion— Talk of Lower Prices Gathering Impetus, But Nothing Definite Discussed.

MARKETS AT A GLANCE

TORONTO, May 15, 1920—While business in many lines is reported to be quiet, there have been but few and no important breaks in prices. The silk market has quickly responded to the financial breaks in Japan and almost as quickly rebounded to former prices. There have been some of the smaller houses, probably pressed for money, which have been offering their silks at lower prices; and DRY GOODS REVIEW has learned of a few cases where similar reductions have been offered in a few lines of woolens. Prices, generally, however, are very firm and despite the uncertain feeling which seems more or less abroad in the trade that lower prices are on the eve of appearing, there are no well-founded movements in evidence which support this view as yet. The temporary slump in business, according to many informants, is more due to backward weather than to any other cause.

SILKS

Bad weather, the financial panic in Japan and the falling off in ready-to-wear trade seems to have had their effect upon the silk trade. It appears that some of the smaller houses have sacrificed their goods at reduced prices and the indications are that the replacing of them will be at still higher prices than before. Samples of Swiss silks have just reached Canada and are higher in price than ever before. There are practically no stocks being offered to the jobbers and the manufacturers are filled up with Fall and Spring orders for 1921. Conditions in France are materially affecting the whole silk situation. Laborers there are working two and three days a week and eight hours a day instead of 10, 12 and 14 hours every day before the war. The per hour production is cut down, wages doubled, trebled and, in some cases, quadrupled; and it is impossible to get deliveries of goods ordered many months ago. Manufacturers will not give any definite date of delivery on future business. There seems to be a general shortage of goods, not only in this country, but in all countries. Spot business during the past month was very slow, but it is reported to be picking up to normal sales.

COTTONS

Fall prices for staple denims, tickings and other colored cotton goods show advances of between 10 and 15 per cent. over last Fall's prices. The Fall schedule for the pillow cottons, sheetings and other lines of white and grey cotton have not yet been issued. In many staple lines, the deliveries from the mills still continue to be very slow, in some cases being a year late in filling up orders. Many lines are not to be had at all because they have been discontinued.

In cotton dress goods, the trade has kept up well and it is reported that there seems to be no slackening up of the demand from the trade for these lines. This is despite the talk of a weakening in the market on the other side. Buyers here state that conditions in the United States are, less and less, affecting the Canadian trade other than driving buyers to the English rather than the American market for their goods. The Americans seem to have hedged themselves about with two walls—high tariff and exchange —and buyers state that until the exchange rate so drops that American houses can compete with the English goods, they will have a decreasing sale for the goods in the Canadian market. It is still very hard for the jobbers to get many lines of goods.

DRAPERIES AND CURTAINS

Further shipments of French brocades are arriving in Canada and the consignments of English goods continue to show improvement. The French creations are picked up nearly as fast as they arrive. Little stuff is being bought from houses across the borderline because of the continuance of the exchange rate, and buyers are turning more than ever to the British and continental houses. It is getting harder and harder to get any assortment of silk draperies. Pannel nets in the 45 in., 72 in. and 90 in. widths continue to sell well. Business in the Western part of Canada shows a considerable dropping off and there are Ontario centres where it is none too good. On the whole, however, spot business is good.

LINENS

There is still no improvement in the linen situation, that is, in linens of all kinds. What goods are finding their way into wholesale houses are being rationed to the trade as fast as they come in. Any permanent improvement in this line is not within sight.

LACES AND EMBROIDERIES

A further advance of twenty per cent. in fine cotton laces is recorded at the end of April. This is probably due to the scarcity of cottons from the South Sea Islands, from which these fine cotton laces are made. In all other lines of laces and embroideries, prices hold very firm. In silk creations there are no indications of lower prices as might be supposed from the general conditions governing silks. The silks used for these decorations come from Italy and the prices of the Italian silks have shown con-

Manufacturer and Retailer Must Operate in Harmony

Function of Retailer Is Two Sided—Purchaser and Distributor—Manufacturer Can Stimulate Flow of Merchandise by Producing High Quality of Goods—Normal Condition Will Soon Return.

By A. C. PEARSON at Convention of U.S. Chamber of Commerce

A. C. PEARSON, vice-president and general manager of "Dry Goods Economist," addressing the press group of the U. S. Chamber of Commerce at the convention held in Atlantic City in April, said in part:

The function of the retailer in the scheme of merchandise distribution is two sided. In the first place, he is a purchaser of merchandise of many sources and of many kinds, and in the second place he is a distributor of this merchandise to many people.

His profit depends on many factors: first, he must educate himself on markets, styles, values and finances; second, he must develop service, economy, management, and instruction; third, he must master advertising, selling and credits. It is because of the many-sided qualities required of the retailer that so many of them are failures and that those who master the proposition rise to great importance in the scheme of distribution and its effect on production.

The retail distributor is as essential to the manufacturer as the veins are to the arteries. Except as the veins carry the blood to the remotest parts of the system the arteries would be ineffectual and soon become clogged. In the same way the manufacturer and retailer must operate in harmony.

The manufacturer can stimulate the flow of merchandise in a number of ways: first, by producing a meritorious product which will get acceptance when it is presented to the consumer by the retailer; second, by placing intelligently before the retailer and jobber his wares through printed and spoken salesmanship; third, by studying the requirements of the retailer so the goods will be properly priced to enable the retailer to make a reasonable profit. Many manufacturers think only of the producing problems and overlook the requirements of distribution.

The retailer, on his part, can aid increased production, especially in times like these: first, by being satisfied with a moderate profit so he may turn goods over rapidly; second, by giving preference to medium grade merchandise which will serve the consumer's needs and not lead to extravagance and high living costs; third, by holding down the amount of unnecessary service and reducing expenses so the consumer's dollar will buy the greatest possible amount; fourth, by studying the particular points of his merchandise and seeing that his sales people inform themselves so that they can present the goods intelligently. This co-operation of the retailer is possible only where the manufacturer enables him and his assistants to get most readily a knowledge of the particular features of the merchandise, which can be easily presented in the printed and spoken salesmanship of the manufacturer and by the educational material which can always be included in the packaging.

The inter-relation and inter-dependence of the manufacturer and retailer is well illustrated by the circulation in the body. In the average business it is just as unwise for the manufacturer to attempt his own distribution to the consumer as it is for the circulation of the body to be carried on entirely by arteries, without any veins. It is likewise just as unreasonable for the average retailer to seek to control his own production as it would be to have all the myriad veins in the body extend themselves to the heart, with the consequent enmeshing of that organ in so many thousand veins that its pulsation would be made impossible.

While in the last two years the demand for merchandise has exceeded the supply and hence the manufacturer has come to feel that his problem of increased production depends entirely upon the efficiency of his workmen and his equipment, it must be borne in mind that the normal condition of business will soon return and then it will be a question of the manufacturing waiting on distribution. During this abnormal time it behooves the manufacturer to so consider the requirements and desires of his retail distributor that he will have created a good will and cordial co-operation that will help solve the problem of increased production three years from now as well as to-day.

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sistent advances for some time. Spot business is quiet, due to the lateness of the Spring weather.

NOTIONS

There has been a big demand for necklaces during the last few weeks and the indications are there will be a continued demand for them during the Summer months. Among other lines that are moving well are the art needlework, the narrow belts in both black and colors, and there has been an especial run on cap nets. While there have been no advances during the last month, neither have there been any breaks in the prices in all notion lines.

WOOLLENS

"I looked at botany serges just this morning," said the buyer in a large wholesale house to DRY GOODS REVIEW. "The best delivery I could get was twelve months and the price was 50 per cent. in advance of the prices we are selling at now. Moreover, the manufacturers' agents do not seem to be a bit anxious for you to buy; you can take them or leave them, just as you like." While, as in the silk goods, there seems to be a few of the smaller houses offering odds and ends at reduced prices, no doubt to meet their bills, the prices of all woollen lines are very firm with still the upward tendency. Tricotines and gabardines for future delivery show the same marked upward tendency that they have during the last year and no deliveries inside of nine months are promised. American prices are still prohibitive, both on account of the initial price asked and the exchange. Said a buyer to DRY GOODS REVIEW: "They could reduce their prices by one-third and yet not be in the market for sales in competition with other foreign houses." Business generally is only fair.

In other lines, such as carpets and rugs and floor coverings, there have been no changes since a month ago. Materials are still exceedingly hard to get, both from abroad and from the Canadian mills.

Department of Overseas Trade Furnishes Report on Textiles

Complete Statement of Export Trade in Cottons, Woollens, Linens and Silk Given—First Publication of Report in this Issue—Market Situation Completely Reviewed—Comparative Figures Illustrate Conditions.

Exclusive to Dry Goods Review in Canada from Dept. of Overseas Trade.

THE following comprehensive survey of the textile trades has been furnished to DRY GOODS REVIEW by F. W. Field, H. M. Trade Commissioner in Ontario. The statement is based on information furnished by the Department of Overseas Trade of the British Government to the British Trade Commissioner in Ontario. It has not previously been published in Canada and appears exclusively in this issue through the courtesy of the Ontario Trade Commissioner:

"The export trade in cotton goods, while affected by the factors common to all export trades, depends chiefly upon a plentiful and cheap supply of raw material. At the present time there is a tendency for the demand for raw cotton to exceed the supply, for the production of cotton in America has, since 1912, shown a marked tendency to decrease (in 1911-12 the crop was over 16,000,000 bales, but in 1918-19 the yield was only just over 11½ millions), while there is an increased demand owing to the development of the industry, particularly in Japan and in the United States. In this latter connection it is interesting to note that whereas twenty-five years ago the proportion of British consumption of the American crop was 37 per cent., while that of the United States itself was 33 per cent., the proportions now stand at 20 per cent. and 60 per cent. respectively.

Cottons

"The effect of this increase in demand over supply is shown in the following figures of cotton prices in 1914 and 1919:

	1914	1919 (Dec.)
Raw Cotton, per lb.	4d. to 6d.	2 5 to 2 6
Yarns, per lb.	4d. to 10d.	1 9 to 2 -

"American cotton, which commenced the year at 20.40 cents, in March dropped to 14.68 cents, and is now at the end of the year 30.75 cents per pound.

"In face of this increase in the price of raw material, production has diminished but there are other factors also making for reduced output. Among those which are serious at present, although only of a temporary character, the most obvious is the difficulty of replacing worn machinery. During the war it was only possible to obtain priority certificates for the renewal of machinery engaged in production for direct war needs. As a result, the textile plant of the country has materially depreciated, and it will be some time before it can be replaced.

"The exports for 1913 and 1919 may be summarized and compared as follows:

	1919	1913
Yarns, lb.	162,665,500	210,099,000
Yarns, value	£ 33,911,551	£ 15,006,293
Piece Goods, yd.	3,528,756,500	7,075,252,000
Piece Goods, value	£178,955,943	£ 97,755,855

"The main reason for the extent of the decrease appears to be the existence of an immense unsatisfied home demand. The home market, offering higher percentage of profit and free from many of the risks of export trade, is proving very attractive and export matters are correspondingly neglected. It appears unlikely, therefore, that any notable increase in exports will be seen until the home demand has been more or less satisfied. It is, however, recognized that the home trade cannot support Lancashire indefinitely, and smaller manufacturers are showing an interest in foreign markets, but the larger firms are unable to quote reasonable dates for delivery for export on any new orders.

"Complaints are made as to the difficulties imposed on such export trade as exists by transport and shipping difficulties, and by serious delays in the cable service.

"The demand for cotton goods is practically world-wide. The removal of the blockade in the earlier part of the year brought immediate benefit to the cotton trade. Northern European countries were clamoring for cotton goods and exports to these countries have totalled many million pounds in value. In addition, the Mediterranean markets have also been abnormally active and appear willing to purchase any supplies available regardless of price. South and Central America, Singapore, the Straits Settlements and Java have also absorbed large quantities, but India, until recently, was a disappointing market. The demand from China is one of the features of the situation, not only owing to this market being the first to perceive the possibilities of the position and purchasing extensively in consequence, but by her boycott of Japanese goods she has afforded Lancashire an opportunity of which full advantage has been taken.

"While the United States are recognized as serious competitors, the industry there is situated more like that of the United Kingdom than is the case with the Japanese industry. At one time prospects of competition from the latter country caused considerable misgiving, but it is not anticipated now that Japanese competition will prove as serious as was at first thought.

Value of Stocks Inflated

"In reviewing the prospects for overseas trade in the future it is necessary in addition to the foregoing to consider the great financial activities which have taken place in the industry during the year. The prosperity of the industry has resulted in great inflation of value of stocks, and spinning mills have changed hands on a scale unprecedented. Deals totalling over £50,000,000 have been concluded and already more than half the mills have passed under different control.

"Further factors were the prevalent conditions in competing countries. In the case of the United States, conditions are, as mentioned above, but war devastation has greatly reduced the productive capacity of European countries, and the adoption of the eight-hour day has reduced it still further. It is in fact estimated that the reduction of working hours in the producing countries of the world is equivalent to the stoppage of eight million spindles and some thousands of looms. This factor cannot fail to have great influence upon the future of supply and demand, and as the reduction is much less pronounced in the United Kingdom than in the majority of other countries, Lancashire should reap material benefit. This loss of productive capacity promises to obtain for some considerable period, as at the present time the excessive costs of raw material, labor, etc., renders the building of new mills a matter of great difficulty.

Must Wait Results

"It remains to be seen how far reduced hours and better conditions will improve the efficiency of the workers in those countries where the greatest changes are taking place.

"The offer by the spinning weavers of a bonus to the spinning operatives has, however, had no beneficial effect on the labor situation. The offer was made ostensibly upon the grounds that operatives were not receiving their fair share of the great prosperity the trade was enjoying. The attitude adopted by the operatives, who are under agreement not to re-open the wage question before April, is such as to give rise to fears of serious friction between masters and men throughout the spinning and weaving industries when the agreement expires.

"Nevertheless, given freedom from

serious labor troubles during 1920, the prospects for the future of Lancashire's export trade are very promising.

Woollens, Etc.

"The export trade in woollens and worsteds is governed largely by the price of raw wool, although, as the margin upon which trade is carried on is greater, the price is not of quite such importance as in the cotton trade. The price of raw materials has risen steadily throughout the year, the last auctions closing practically at the highest point, but there are signs now that the limit has been reached. The advance in Merino and fine crossbred wool has ranged from 46 per cent. to 60 per cent. during the year, whereas lower grades remain comparatively and actually at a reasonably low level. Stocks of wool are abundant, and the sales arranged for Government wool in U.S.A., Japan, and on the Continent will no doubt tend to lessen the Continental demand, which has been one of the chief causes of the high prices in the London sales during the latter part of last year. There are indications also that the trade is using crossbred wools more freely, which, if continued, will relieve the high prices paid for finer wools, which have been most in demand.

Prices Not Reflected

Although the conditions seem favorable to lower prices for raw material it does not appear probable that any such reduction would be reflected in the price of cloth. The great depletion during five years of war of stocks of civilian wearing apparel has induced a world-wide demand for all kinds of woollens, and in addition the apparent willingness of purchasers to pay very high prices to secure deliveries, and the almost entire absence of foreign competition give little reason to anticipate any decline in prices. The home demand for woollens far exceeds the available supply and there is a strong feeling in the country against the export trade on the ground that it enhances prices.

1913—1919

"The export of woollens and worsted piece goods for the years 1913 and 1919 were:

	1913	1919
Woollens, yd.	105,883,600	130,988,200
Woollens, value £	14,466,569	60,257,829
Worsted, yd.	62,490,100	33,265,900
Worsted, value £	6,186,379	11,813,779

"From the above figures it will be seen that while export of woollens has increased both in quantity and value, worsteds have fallen in quantity. This is accounted for by the difficulty experienced in the early part of the year with the wool-combers, operatives, who refused to work overtime. In pre-war times many combing plants were run night and day. It may be expected that the export of worsted will increase during the coming year. The overseas demand is so great and the prices buyers are prepared to pay are so tempting, that the lack of sufficient machinery seems to be the only check to a future large increase in the export of all classes of woollen piece goods. The larger manufacturers are, however, rationing their productions as equally as possible to their old customers, both home and for export. The production is now about equal to the pre-war standard, the additional machinery started, owing to the war demand, will almost counter-balance the shorter working hours. Supplies of raw materials are ample, wages are 120 per cent. above pre-war rates, and the supply of skilled labor is still inadequate. The depreciation in woollen machinery owing to non-replacement is not so great in this industry as it is in the cotton industry owing to the slower speed necessary. There are no important developments in the way of new plants. A general complaint during the past year has been the difficulty of transport, especially in getting wool to the factories, in some instances wool taking two months to arrive after purchase.

"After the armistice, owing to unsettled conditions, United Kingdom traders were not keen sellers, whereas the Americans adopted a different policy, and immediately pushed sales in all European countries in the anticipation of future easier prices. This reacted in favor of Bradford manufacturers, who were able to secure still higher prices later, until during the last three months a very large amount of American business has been offered in Bradford and Huddersfield, U. S. representatives buying up all they were able for near deliveries, and sellers being unable to offer sufficient to meet the demand.

"From this it would seem that the machinery available in the States will not be enough to meet the home demand and that the prospect of U. S. manufacturers taking any extensive orders in European markets is somewhat remote.

"Bradford trade with Canada has been steadily maintained throughout the year. South American Republics are buying more freely and big orders have been booked for Scandinavian countries. Still more could be taken but merchants are not anxious for future business.

Linen

"The governing feature in the linen trade at present is the shortage of raw material due in the main to the lack of supplies in Russia.

"Upon the outbreak of war, supplies from Belgium and Northern France immediately ceased, and in 1917 the Russian supplies (four-fifths of the world's total) became unavailable.

Flax

"The following figures give the world's supply and consumption of flax in 1914:

	Nor. Pre-War Crop	Nor. Mill Consumption
	in thousands of tons	
Russia	400	80
United Kingdom	12	100
Belgium	24	130
France	20	48
Germany and Austria	36	140
Other Countries	14	8
	506	506

"Endeavors have been made with the aid of seer from Japan to improve the home supplies and the acreage under cultivation in Ireland has been increased by 50 per cent.

"The situation in general as regards linen piece goods and fabrics seems to be that any kind can be disposed of at manufacturers' own prices. Business is restricted, prices are rising and spinners have no stocks. If supplies of raw materials came forward in good quantities, manufacturers would be able to book business to keep them running for ten to twelve months ahead.

"Manufacturers who cater for the American trade (a market which represented in pre-war days about 50 per cent. of United Kingdom exports) find in the States a most abnormal and unprecedented demand for linens. South America also follows the U.S.A. very closely in the clamor for all kinds of linen fabrics.

"Prduction has been much hindered by shortage of operatives during the last eight or nine months, but it is hoped that with the withdrawal of the Government unemployment scheme more labor will enter the flax and linen industry.

"Mills are still rationed for raw material and only 60 per cent. of spindles are operating.

"The following table of exports to all places shows the difference in yardage and value:

	1914	Value in £
Yarn	12,444,700 lbs.	885,429
Piece Goods Manufactured	161,364,500 yds.	4,774,391
Piece Goods Printed and Dyed	14,358,500 yds.	513,716
Sailcloth	3,170,700 yds.	192,337
Handkerchiefs		641,323
Table linen		533,675
Sewing Thread		326,745
Unenumerated		706,250
		8,573,866
	1919	Value in £
Yarn	13,247,200 lbs.	2,931,589
Piece Goods Manufactured	69,360,700 yds.	6,851,395
Piece Goods Printed and Dyed	6,284,200 yds.	677,293
Sailcloth	1,219,900 yds.	272,815
Handkerchiefs		587,442
Table linen		628,145
Sewing Thread	3,176,900 lbs.	1,311,104
Unenumerated		965,497
		9,623,273

The prices in 1919 were about 200 per cent. to 225 per cent over those of 1914.

"Practically the whole of the jute industry of this country is centred in Dundee, and the only serious competition outside the United Kingdom is from Calcutta. The supply of raw material is imported from India, the normal crop being about ten million bales of 400 lb.

"The present price shows a very considerable advance from the pre-war rates. The price averaged in 1914 about £27 per ton as compared with £60 per ton in 1919, the top limit reached being as high as £73 per ton.

"The import figures for raw jute for 1914 and 1919 are:

1914
237,681 tons ..... value £6,412,520
1919
240,907 tons ..... value £13,630,574

"The export of jute piece goods:

1914		1919
Yd. 134,743,100	..... Yd.	111,321,200
Value £2,555,302	.....	£4,895,766

Export of jute yarns:

1914		1919
Lb. 34,706,800	..... Lb.	22,662,500
£672,947	.....	£1,141,725

(Continued on next page.)

Merchants Protest Low Postal Rates

Dominion Executive of R.M.A., on Behalf of the Merchants of Canada, Make Representations to the Postmaster-General—Points Out That Public Money Enables Mail Order Houses to Deliver Goods.

REPRESENTATIONS on behalf of the retail merchants of Canada have been made to the Honorable P. Blondin, Postmaster-General, Ottawa, by the officers and executive of the Dominion Board of the Retail Merchants' Association. Attention is drawn to the dissatisfaction and unrest that is felt among retail merchants generally, owing to the great development of a few mail order houses who, in the opinion of the Dominion executive, have become immensely wealthy by taking advantage of the low postal and railway rates at the expense of the general public, for the reason, it is pointed out, that they have been, and are using, public money to enable them to have their goods delivered in all parts of Canada, at what, is it considered, is a direct loss to the Government and against the best interests of the citiezns and tax-payers of every municipality of Canada.

Making Canada Prosperous

It is urged that Canada can only become prosperous by having prosperous cities, towns and villages located in convenient parts so as to be of service to the agricultural community, and to those engaged in mining, fishing and other productive pursuits, as well as to serve all those who are engaged in all sorts of occupations and professions and who make up the civil life of the community.

As an association of retail merchants it is asserted that the occupation of the retail merchant is absolutely necessary, and that his services cannot be dispensed with. He therefore claims the same protection from the Government of Canada that is tendered to every other class.

Present Conditions

From facts the Dominion Board has been able to secure, it is claimed:

(1) That the contract made between the Postal Department of the Dominion Government and the railway company of Canada for carrying mail matter, including parcel post, is much below the cost of carrying the same and consequently, now that a large part of the railway corporations have been taken over by the Government, the loss to sustained is coming directly out of the public treasury of Canada, to the detriment of the growth and development of the cities, towns, and villages of Canada, and for the special advantage of a few mail order house proprietors.

(2) That, in the opinion of this board, if the proper cost for carrying parcels by mail was charged against the said parcel post, that the cost of postage stamps on letters would be greatly reduced.

(3) That, the present rates of wages and commissions that are being paid to the rural postmasters, mail carriers and postal clerks are not in proportion to the service they render, and as this large army of people is being underpaid they are suffering at the expense of the public of Canada, and the mail order houses are receiving the benefit to the detriment of the growth of the cities, towns and villages of Canada.

(4) That when the Post Office Act was amended creating zones of twenty miles radius, each increasing the cost of the mail service the further they proceeded from the point of mailing, it was understood at that time that this plan would be carried out in reference to mail order house catalogues as well as to all articles sent by parcel post. Since then, it is learned, that mail order houses send their catalogues by freight or express from their central warehouses to the central post office within the twenty mile zone, and from this point they are delivered, thus defeating the original proposal.

In conclusion the Postmaster-General is reminded that a resolution was passed at the last meeting of the Dominion board, requesting the Dominion executive officers of the association to interview the Postmaster- General on this important matter, and to request him, along with other members of the Dominion Cabinet, to appoint a special committee from the members of the House of Commons to hear evidence on this subject and investigate the same, and provide the necessary remedy.

DEPARTMENT OF OVERSEAS

(Continued from page 53.)

"The competition from India, which is based on cheap labor, is keen, and it seems that in the future the Dundee trade will rely more on specialties such as linoleums and the fine qualities of cloth and yarns.

"It is noteworthy that Japan's interest in the jute trade has increased considerably during the war.

Silk

The main feature governing the silk industry is not so much cost of production as excellence of design and workmanship. At present France produces the highest grade of silk, Japan the lowest, while British manufacturers are supreme in specialties (e.g., silk velvets). Poplin, a material having a wool warp, is mainly produced by hand in Ireland.

"The imports of raw silk in 1914, the most important single branch of the industry in this country, were 1,030,502 lbs., value £667,034, about 13s. per lb.; whilst in 1919 (up to 30th September) 803,215 lbs., value £1,160,344, about 29s. per lb., were imported.

	Yd.		Approx. per yd.
1914 Silk goods wholly silk	63,633,671	£6,048,431	2/-
1919 Silk goods wholly silk	58,914,609	£11,268,903	3 10
1914 Silk goods mixed with other material	32,206,880	£3,181,090	2/-
1919 Silk goods mixed with other material	27,601,436	£4,511,415	3 3

On Up Grade

"These prices are steadily on the upgrade. The export figures for the same two years are:

1914		Value £
Silk Yarn	866,150 lb.	317,690
Goods all silk	3,529,634 yd.	386,859
Goods mixed	6,691,318 yd.	604,261
1919		Value £
Silk Yarn	402,586 lb.	292,336
Goods all silk	4,723,330 yd.	1,106,366
Goods mixed	3,892,645 yd.	1,249,822

"The silk industry received considerable assistance during the war from the fact that silk noils, a by-product, were essential for the manufacture of shalloons, for burster bags, and it seems likely that, aided by the Silk Association (formed in 1914), this industry, which was decaying in 1914, will experience a revival.

"It is reported that America has proposed to establish silk mills in Italy owing to the difficulty of obtaining labor in America, which is abundant in Italy.

"In Lyons the production is on the increase, but still much below the pre-war figure and farther still below the requirements of the demand."

SELLS TO LOUIS HIRT

David Reader, proprietor of the Leader Store Co., Estevan, Sask., has sold his business to Louis Hirt, formerly of Steelman, Sask. The store will retain the name of the Leader Store Co.

British Firm Now Using Regular Aeroplane Service to Holland

Heaton's (Leeds) Limited, Leeds, England, are said to have been the first concern to ship goods by airplane to Holland, and are now making regular use of the modern method of saving time and freight rates. One of their representatives, Mr. Ernest Johnnson, is on his way to Canada for a three-month's business trip with a range of samples of ladies Winter coats and suits. While in Toronto, Mr. Johnson will make his headquarters at 2 Wheeler Ave.

Good Weather Good Business

"If fine weather conditions had prevailed immediately following Easter, we should have had one of the best Spring seasons in the history of the trade, but a cold and uncertain April had quite an effect on the retail business generally, and of course this has made the wholesalers a little uneasy," DRY GOODS REVIEW was informed this month.

Although the retail trade reported one of the best Easters on record, uneasiness is believed to be increasing with regard to advance business in many lines. Many European buyers are exercising more care and caution in purchasing than has characterized transactions for a considerable time, and it is believed by many that high prices are at last causing concern.

The wholesale silk men are finding things a little quiet but they are not alarmed at all. They are confident that in spite of the drop in the Japanese silk market there is no chance of a slump. There is too great a need for silks in every quarter of the globe, and fluctuations in the Japanese market are frequent, so should not cause any permanent uneasiness.

Millinery, too, has experienced a little quietness through April, but it must be repeated that this is not an indication of any immediate fall in prices. As soon as the good weather sets in business will hum, and the demand will be such that the retailer will have to be up bright and early if he is to take care of all the sales that will come his way. Silk dresses will be worn and cotton dresses, yes, and woollen ones as well as mixtures. People are going to be as well dressed, if not better, as ever this Summer, and there are to be many occasions on which all the above-named fabrics will make their appearance. Even if some buyers admit that they are exercising a little more caution as to the future there is no question as to the present in these lines at all events, and the retailer will do well to have his shelves well stocked for a good Summer's business.

Cotton Workers' Demands Met

MANCHESTER, England, May 6.—The wage dispute in the cotton trade, which involved 400,000 operatives, has been settled. The operatives have been granted an increase of 28½ per cent. on the current wages, with an additional ten per cent. to male card-room workers. The agreement is to last 12 months.

The cotton employees had given notice that they would quit work on Saturday next unless their demands were conceded.

The question has been the subject of prolonged conferences between the Minister of labor and the employers' and employees' organizations.

Manufacturers Aid is Asked to Make Salesclerks Efficient

Dry Goods Merchant in P. E. I. Requests Information on Merchandise That Will Enable Staff to Make Better Sales and Insure Satisfaction to Customer.

Dear Sirs,—We find it is very difficult to procure the services of experienced girls in our dry goods departments, and accordingly we are obliged to take in new, green girls who have no knowledge of the dry goods business. Now where and how can we acquire this knowledge for them, that they may become efficient sales clerks, as it is impossible for us to get the time in the store during work hours to teach them?

For instance, if we could get the knowledge of how raw cotton is treated from the time it leaves the plantation until it is made up into prints, white cotton, grey cotton and the various kinds of voiles and mercerised goods, also crochet threads, etc., so they would have a full knowledge of the goods they are selling to the trade, and be able to explain the various stages through which the articles they are handling every day pass.

Wool, the process it passes through from the time it is taken from the back of the sheep until it is made up into the different articles that are offered for sale, how the cotton is mixed up with it so that it does not show from the outside, and the art of detecting a percentage of cotton in what is supposed to be woollen fabrics, and the different kinds of wool that are used to manufacture different kinds of articles.

Silk, the same of silk from its raw state to the manufactured article, both the pure silk and the artificial kinds that are now being offered on the market; what will cut in wearing apparel and what kinds will not.

Carpets, the different kinds, how each is manufactured, what each kind is best suited for, and the wearing qualities of each.

Where we can secure good ideas for advertising dry goods and men's furnishings and showcard printing so that we can brighten up our business all along the line and try and make it a little more efficient.

We have been in business for some ten years quite successfully, but we are anxious to push on a little further up the scale and make our good business even a little better. We have read your good paper (DRY GOODS REVIEW), for many years and have always gained good information from same and think it is a great asset to the retail merchant.

Any information you can give us along the above lines or suggestions you have to offer, will be gratefully received.

Awaiting your early reply, believe us to be, yours in the drygoods business for success to our customers and ourselves,

Yours very truly,
IVES & MURDOCK LTD.

Permission to reproduce the above letter from Ives and Murdock Ltd., P.E.I., was secured with the belief that this would be the most direct way of enlisting the interest and co-operation where possible of manufacturers in the various lines referred to. DRY GOODS REVIEW feels that this letter touches on matters of interest to everyone in the trade and feels sure that Messrs. Ives and Murdock will receive a lot of valuable information from firms dealing in the various lines merchandise described in his letter. On behalf of this firm and others facing similar problems we would greatly appreciate the courtesy if, through these columns or by sending direct to Messrs. Ives and Murdock, printed matter dealing with merchandise, the manufacturers would lend their assistance towards improving salesmanship in the retail stores. The information thus given would ultimately help the manufacturer as well as the retailer and do much towards satisfying the consumer.

John Wanamaker a Modern Crusader With Discount Sale

Four Reasons Given for Startling Policy of Great New York Merchant—Others Follow Suit

New York, May 15. (Special to DRY GOODS REVIEW).—The 20% discount sale by John Wanamaker is the sensation of the moment, not only in New York but all over the States. The reasons for putting it on as given are various:

(a) Uninterrupted bad retail business in New York since the first of January.

(b) Extraordinary backward weather.

(c) An idea to make the public believe Wanamaker to be the crusader in a campaign to reduce the high cost of living.

(d) However, be the reason what it may, there is no doubt as to its success. It is simply a master stroke. It is impossible to realize without actually seeing what the effect is. Your correspondent was in the store for over an hour and a half and was amazed at the wild scramble for goods in every department. The reduction is absolutely genuine, but from what one hears the profits are still enormous, for report has it that Wanamaker bought enormously and had on the rising market been able to put his merchandise on such a basis that it showed 50%, 100% and even 200% profit. Other retailers, of course, all over New York have followed suit, but Wanamaker is getting the business.

No Placing Orders for Silk Neckwear in 1920; British and Continental Houses Booked Up

E. F. Ely, of Ely, Ltd., Says Silks Hard to Get, Prices Will be Higher and But a Smattering of New Creations—Production the Aim of Overseas Houses—British Cotton and Woollen Firms Aim to Control World's Markets.

"PRICES are going to be higher and there appears to be no tendency for them to come down for a long time," said E. F. Ely, of Ely, Ltd., Toronto, to MEN'S WEAR REVIEW. Mr. Ely left two months ago for the United Kingdom and the continent in search of silks and hosiery for his manufacturing and wholesale trade. He visited the principal silk, cotton and wool centres of the United Kingdom, then went to France and Switzerland in search of those exclusive creations that are used in Ely's neckwear. Like many another traveller returning from England and the continent, he says that business there is being done on a gigantic scale, that industry was never more aggressive and that, apparently, England is making preparations to control the cotton and wool markets of the world.

A New Factory Behind the Old One

"Don't believe all you read or hear about production falling behind in England," said Mr. Ely. "Every manufacturer is making preparations to produce more than he ever did in his life before and there is a new factory going up behind the old one. Apparently, England is making preparations to control the cotton and the woolen markets of the world. Amalgamation of many of the leading manufacturing industries is becoming a very common thing and big firms are getting together. Walkers are joining up with Jasons, and Hollands are going in with somebody else; Horrocks are amalgamating with other big firms."

Silks Sold Up a Year Ahead

Mr. Ely, while securing silks, was unable to get anything for immediate delivery. "So far as neckwear was concerned," said Mr. Ely. "I found that all houses were sold up for a full year ahead and could not get any orders booked for 1920 at all, nor have American or Canadian buyers been able to do so for the last couple of months. That does not mean, of course, that we still get no silks during 1920; the orders we placed six or eight months ago are now coming in. The prices will be higher and there appears to be no tendency for them to come down for a long time to come."

But Few New Creations

Mr. Ely said that there were few if any new creations in neckwear silks. Whether it be in England or on the continent, manufacturers are giving their undivided attention to production rather than the creations of fancy or extreme silks. The demands for silks from every corner of the world are so insistent that manufacturers figure out that it would be a waste of time for them to adjust their machinery and looms to fancy designs.

In hosiery, for instance, Mr. Ely showed MEN'S WEAR REVIEW a sample of the lines that will be strong for Fall 1920. They are ordinary ribbed hose in various shades, heather being one of the strong shades. Their texture is such because manufacturers have found that they could use the machinery used in making soldiers' hose during the war for the manufacture of a little finer ribbed hose for civilian use. Prices will be high enough but there is little that is novel about the Fall creations. In this line, again, manufacturers are concentrating on production to catch up with the world's demands. Light weight and fancy hosiery, said Mr. Ely, are not to be had.

Shortage of Wool Goods

It is Mr. Ely's opinion that there will be a shortage of wool goods during the present year, that is, goods from the old country. Home consumption is ,in a large measure, responsible for this; there is also big trade with the continent. "The only man who can get goods now," said Mr. Ely, "is the man who is right on the spot and gets them when they come forward on the shelves. It is difficult to get anything for this year on advance orders."

Looking After Canadian Trade

The question was put to Mr. Ely whether he felt that the British manufacturer was side-stepping Canadian or American trade for continental orders. He did not believe so; but on the other hand, said that the British manufacturer was making a real effort to cultivate Canadian trade. "I believe," he said, "that Canadians above all others can get orders filled to-day. The British manufacturer is really anxious to develop business with Canada rather than with any other place in the world."

General Conditions Approaching Normal

Referring to conditions generally amongst the British textile manufacturers, Mr. Ely said it was wonderful how quickly they were getting back to normal. "In spite of the fact that the war has been over only about a year and a half, conditions are almost normal again. English industries are building for the future. Additions are being made to nearly all the factories so that production may be speeded up and the United Kingdom occupy a commanding position in the markets of the world."

Wise Tricks in All Trades; Bucking the Mail-Order Business

Have you ever had a mother come into your store with her boy to have several suits tried on him; and when you have found one that fits him like the paper on the wall have her ask you what size it is, and then walk out saying she will be back again, or that she was only looking for a friend? Well, she possibly has an order for a distant mail-order house all filled out with the exception of that size, which she fills in as soon as she has left the store and posts it forthwith.

"For years," said a merchant to MEN'S WEAR REVIEW, "I spent much of my time fitting clothes for mail-order houses. This was most noticeable in boys' clothes. A mother would bring the boy in with an order in her pocket for a distant mail-order house. She would ask me to try on two or three suits of clothes on the boy until, at last, she would find the correct size. She would ask me the size, then leave the store without buying the suit, but saying she would be back again.

"I tried this out by taking off the tag and when she did not care for the first suit I showed her another till I finally got what she wanted. I followed this plan by taking all the sizes off the suits and making a private code for the sizes which is known only to myself. Now, when anyone asks me what size this or that suit is, I say 'I don't know, but it seems to fit perfectly.'

"I believe I have stopped fifty people sending out of this town for their suits last year. In several cases I got admissions from them to this effect, 'Well, I saw some nice suits in the catalogue but I hardly knew what size he took.'"

Here is a good tip. A word to the wise is sufficient.

Outlook Better for Linen Goods; Stabilizing Raw Material Supplies

Deflection of Russian Supply Being Made Up by Encouragement of Growth in Ireland and Other Parts of the Empire—Farmers to Receive Dividends on Their Marketed Flax—Fund Already Exceeds £1,500,000.

SOFT collars have a deserved popularity of their own. At the same time, their popularity has been increased partly because there has been, during the last few years, a growing shortage of linen. This shortage of linen has not only resulted in fewer linen collars at higher prices, but other linen goods, in both men and women's wear, have been hard and harder to get from month to month. It has been stated by linen buyers in Canada that within six months there would be no linens to be had at all.

History Repeats Itself

The whole flax situation is a case in point where history repeats itself, or rather, it furnishes an historical analogy. That analogy is that one great country has led the world in the production of a certain article, though the raw material has come from another, and that war was responsible for that condition. Up until 1860 Great Britain led the world in the production of cotton fabrics with the United States supplying the vast bulk of the raw material. Then came the American Civil War, followed by a cessation of the export of the raw material to Great Britain. Within the last decade, Great Britain has led the world in the manufacturing of linen goods; and war has again divorced her from the chief source of supply, that is, Russia. In each historical case, there have been sharp advances in prices. Strangely enough, the two principal sources of supply of flax—Russia and Ireland—remain unravaged by the war; but internal conditions have developed which make the growing of the fibre under pre-war conditions undesirable and unprofitable.

No Flax in Russia

There have been reports from time to time that there were vast quantities of flax held in Russia ready for export if only a way could be found to get these supplies out of this revolution-torn empire. It seems, however, that these reports are unconfirmed by investigators who have recently reported on the situation there. Russia has been isolated from the world for a period of eighteen months and farmers who habitually grew the fibre at a good profit have found that it no longer pays to do so with conditions as they are. They cannot market it; therefore, they have discontinued growing it and are devoting their energies to growing crops of food value to offset the wave of starvation that is stalking broadcast over the country. Conditions in Ireland are well known; and though this may not be materially affecting the growth of the fibre, the fact remains that, with Russia cut off, greater things will be expected of Ireland in producing more of the raw material which will enable Great Britain to hold her place as the great linen-goods producer of the world.

Trying to Encourage Growth

It was recently urged in the Canadian Parliament that encouragement should be given to the growth of flax here. Similar steps are being taken by the British Government. In both Ireland and Scotland there are vast linen manufacturing establishments that are threatened by the shortage of the raw material and the British Government is trying to develop flax-growing areas in South Africa and other parts of the Empire. In Ireland, however, production is possible on a much greater scale, providing there is a co-operation between the farmer and the weather, and the Government. Realizing that the continued pre-eminence in the linen markets of the world depended on domestic supply of the raw material, the Government guaranteed the flax grower 25 to 30 shillings per stone, and on this understanding 95,000 acres were planted.

New Agreement Reached

With the soaring prices of all commodities, the Irish farmers began to see that better prices were available for their raw material and they began to demand compensation for their work in producing a fibre of such worth to the industrial activities of important sections of Scotland and Ireland. A conference was accordingly held recently at which growers and spinners were represented. By the terms of this agreement, growers will receive from the Flax Supplies Committee an extra £160 per ton for any flax marketed by farmers on or after March 21 of the present year. It is said that 9,500 tons of the 1919 crop have already been delivered to the spinners, which will create a fund to be distributed amongst the farmers as dividends of nearly £1,500,000.

Will Stabilize Market Prices

While one association has withheld its consent to the agreement, it is felt that, on the whole, it will be carried out faithfully. Linens have advanced to their present high prices on the basis of scant and limited supply, with the result that the growing exclusiveness of linen has made it no longer a household commodity, but a luxury, and in men's wear substitutes, alright in themselves, have had to be found for many of the accessories used by men. Linen importers say they are pretty well satisfied with this change in the situation, as it removes a commodity from every little change in the trade. Moreover, it will have the tendency to gradually increase within the Empire those areas over which the raw material can be grown, so that the great linen manufacturing centres from which Canadian buyers secure their stocks, need no longer depend on foreign countries, too frequently torn by internal strife, for their supplies of the flax fibre.

O Land of Milk and Honey!

A Toronto man saw this happen in Marshall Field's, Chicago, not long ago:

A man came into the Gents' Furnishing Department to buy a suit of clothes. His hands and his general appearance bore unmistakable evidence of the fact that he was a workingman. He wanted a suit of clothes, he said, and the clerk, taking in his appearance, showed him a suit at $100, at the same time explaining various reasons why clothes had gone up in price. "Haven't you something a little better than that?" he asked.

Yes, the clerk had. And in a few minutes he had sold a suit for $125. It was a nice blue suit with an indistinct pattern in it.

"Have you a suit like that in brown?" asked the purchaser. The clerk felt that he was about to change his mind for a brown, but he showed him the brown like the blue and that suited him perfectly.

"I'll take those two suits," he said. Now, I want to look at an overcoat."

In a few minutes he had sold him a $100 overcoat.

And the man walked out of the store with the $350 worth of clothes under his arm as unconcerned as if he had bought a new pair of Boston garters.

A Carhartt special in Gloves!

For 30 days only, or until June 15 next, we will accept orders for these Special Carhartt Gloves at the following prices:



Lot 800—Full Split Gauntlet, $6.00 Doz.

Lot 801—Full Split Glove, Band Top, $5.75 Doz.

Lot 803—One Finger Full Split Mitten, Gauntlet Cuff, $5.75 Doz.

Lot 804—Full Split Mitten, Band Top, $5.75 Doz.

These gloves are well made and well finished in every way, of first-class stock, and of regular Carhartt standard. Let us have your order now for what you may need. You'll save some money and much time, and avoid the necessity of paying higher prices later. Write, or wire, or use the coupon.

Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Vancouver Winnipeg

Manufacturers of Carhartt Overalls and Work Gloves; and Carhartt Alloyers for men and boys.

Please send me at once .....

.....

Name .....

Address .....

TAPATCO
REGISTERED TRADE MARK
BRAND

GLOVES and MITTS



"Months of Wear in Every Pair"

YOUR customers **are** your customers because they get quality and value in the merchandise you sell.

You can **keep** them your customers by continuing to feature the lines of goods you know will satisfy—goods like Tapatco Gloves, that have been consistent in value and satisfaction—to those who wear them—and consistent sales-builders for all who sell them.

Styles

Gauntlet, Knit Wrist and Band Top. In Heavy, Medium and Light Weights.

Also Leather Tip and Leather-Faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxfords.

THE AMERICAN PAD & TEXTILE COMPANY, CHATHAM, ONTARIO

The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

Working and Outing Shirts,
Flannels, Taffetas, plain and fancy,
Tweeds, Drills, Flannelettes,
Oxfords, Sateens, etc.
Night Shirts, Pyjamas,
Boys' Waists.

The Deacon Shirt Co.
BELLEVILLE, ONT.

Always Good Sellers



Mitchell Brand

Elastic Rib Underwear
Fine Cashmere
Jerseys and Sweaters
Heavy Wool Socks
Tweeds and Etoffes, etc.

SEND FOR PRICES

Mitchell Woollen Co., Limited
Mitchell, Ont.

Most Critical Time Has Arrived

Strenuous Opposition Offered Against Increasing Prices—But European Plutocrats in Rags Will Keep Cost of Fabrics High For Some Time—Adjustment of the Adverse Exchange Rate Will Help to Improve Conditions Considerably Before Many Months, It is Hoped.

"THIS is the most difficult period through which we have passed since I have been in the dry goods business", stated the silk buyer for a large wholesale house in Toronto when interviewed this month with a view to securing forecasts of the price conditions in the silk market for the coming three or four months.

"The time has come when people are seriously and persistently protesting against the high prices. A few are refusing to buy but this has not had any great effect so far. I do not think, however, that it will be very many months before the soaring ceases, as prices are becoming almost prohibitive to a great bulk of consumers."

Soaring Should Soon Cease

Asked if he thought there would be a decline in prices in the next few months this buyer said that it was rather his belief that prices would not go very much higher but that they would remain firm for some time before a slight decline could be hoped for.

"I do not anticipate a decided reduction. I think it will be very slight and very gradual when it does commence," he said. "And, of course, we cannot hope for pre-war prices even."

Buy Intelligently

Another buyer told DRY GOODS REVIEW that the most important thing just now was not to over stock.

"The buyer's position is a hard one," he said, "for he must use good judgment and not buy too much if he is to insure no losses later on. At the same time he must not under-estimate his customers' needs, and again he must face the risk of having them balk at the advanced prices which he must ask in order to cover the advances that the mills have previously entolled from him. "Of course this condition applies especially to the stocking of fancy lines—in staples there is very little risk taken, for good taffetas, good serges, worsteds, garbardines and cheviots can be sold as well one season as another," he stated.

Silk Sales Quiet

The different buyers interviewed admitted a slight quietness in the silk market this month, but this was readily accounted for.

"The retailers and the make-up trade have done nearly all their purchasing for the present season and it is not quite time to consider the fall," DRY GOODS REVIEW was told. "A cold spring, too, has made many people cling to spring suits whereas with warmer weather the demand for silks would immediately increase. It is not that their vogue has slackened, they are more in demand than ever, but buying is a little slow for the reason just mentioned. As far as prices are concerned they are holding firm both here and abroad, for good taffetas and satins can always find a market."

The plain staple shades such as navy, brown, and taupe with a strong demand for black, of course, are selling the best, while fancy lines in shot and checked effects are eclipsing the demand predicted earlier in the season.

Europe in Need

"Sometimes consumers and even those in the trade are prone to overlook the actual conditions that are tending to maintain abnormal prices, and prevent a more timely readjustment back to sane prices," said the representative of a British silk house when interviewed by DRY GOODS REVIEW in Toronto this month.

"It would seem that with Britain, France and Belgium getting back into industrial harness prices should not go any higher at any rate. Instead of this, the trade is being impressed with the fact that prices have not just yet reached the pinnacle and that the possibility of a decline cannot be expected for some little time."

"The frightful shortage of clothing in all the countries of Europe is to a very large intent responsible for this continued period of high prices," said the silk merchant.

"Of course there are the labor difficulties, which interpreted in England and in other countries too, I think, mean higher wages, shorter hours and slower production. Then there is the shortage of raw materials which is one of the most serious factors of course. But the logical reason lies in the urgent needs of the people in the countries where industries were most seriously affected by the war."

This wholesaler declared that Italy was willing and eager to pay anything asked to secure English goods. France, too, was buying considerable quantities of British fabrics. In Austria the situation was appalling.



Wealth and Poverty Are One

A representative of an English firm had recently been in Austria on a business mission. He had found Austrians of former wealth practically destitute of decent clothing.

"I was so struck by the makeshift attire of men whom I had known before the war to be occupying high positions in the social and business world of Austria, that I could not bring my own baggage out of the country," said this traveller, "and consequently I left practically all my wardrobe behind with the exception of what I was travelling home in. The men who shared my second-hand gift were overcome with gratitude having worn, for months, scraped together attire, that was a little better than rags."

These conditions are said to be universal in many parts of Germany and Austria. Switzerland, Holland and Denmark are also reported to be eagerly seeking British and French goods and as long as these conditions described by those constantly in touch with European conditions prevail, it would be out of the question to expect any considerable reduction in prices either here or abroad. There is a possible solution, however, for one buyer expresses it:—

"Undoubtedly the time is not far distant when the adverse exchange will right itself sufficiently to make it advisable for the United States to enter into the European market to a greater extent again and assist in supplying the countries that are now clamoring for supplies from England, who, with her own depleted supplies, cannot even satisfy her own domestic needs. It will take considerable time yet with every possible source of production competing in the market before conditions can possibly right themselves."

This theory was born out by the contents of a cable shown to DRY GOODS REVIEW which had just been received from the London offices of this firm. It stated that the cost prices of the European silk goods were being "well maintained," and that advances were being asked generally on the last prices paid. This leaves little doubt as to the outlook for the next few months, anyway.

Voiles in Demand—Ginghams Gone

Dark Grounds Good in Summer Voiles—Floral Effects Again Strong—Ginghams Off the Market—White Cotton Suitings to be Much in Evidence—All Styles in Weaves Being Accepted in View of Continued Shortage.

WE ARE having an unprecedented demand for voiles with dark grounds in spite of unfavorable weather conditions," stated a wholesaler a few days ago. "We simply cannot keep stocked in cotton goods, and we are in the position of not being able to help matters much as the mills cannot give us a yard, no matter what we would be willing to pay."

Asked as to the possibility of a further supply of ginghams this wholesaler stated that ginghams could not be had. As DRY GOODS REVIEW predicted a month or two ago, Great Britain, Canada, the United States and European countries are face to face with a positive gingham famine. No price can purchase an adequate supply and the stock on hand in the early spring has long since passed off every warehouse shelf.

"It is almost as serious in all other cotton lines," one buyer stated. "We have had a tremendous demand from the retail houses for all kinds of cotton suitings. They will take any styles in cotton fabrics and we are confident that there will be no difficulty in getting rid of it all."

Buy Three Times As Much

One buyer for a prominent wholesale house in Toronto stated this month that three times as much stock had been bought in summer weight fabrics this year as last, and that they would be lucky if a third of this was left to take care of the big demand that is sure to come at the very hot period around the middle of July.

Voiles Very Strong

There is a great demand at present for all lines in fancy voiles—satin stripes and small satin thread figures are much in demand on very dark grounds. Navy blue is still one of the most prominent shades featured with combinations of bronze, green, gold, and silver. French marquisettes which were stocked as a novelty, are selling very well indeed, and all these fabrics appeal strongly to the make-up trade for mid-summer models which will be generously trimmed with dainty lace edgings, insertions and motifs.

White Vogue Progressing

White is to be very good, both in combination with figured fabrics and in plain self effects. White cotton voiles will be smart for the very warm season, while white suitings in all manner of novelty weaves are being sought by the retail trade.

Selling Just The Same

"Even though the season has been so backward it has not affected the cotton goods trade one iota," declared one wholesaler when discussing the outlook for the summer season with DRY GOODS REVIEW this month, "We can sell everything we have and cannot get enough to take care of our customers. We have simply had to give up trying to get certain lines."

DRY GOODS REVIEW learned that the large floral designs would be very acceptable for mid-summer and that much navy and white, lavender and white, rose, blue and cool, green shades would be shown in dainty little dresses for both adults and children. When floral designs are employed they are frequently combined with plain toned fabrics to match, as is also the case in the use of striped cotton fabrics. Nets and organdies are to have a tremendous vogue and the shades will include a wide range of pastels and new vivid tints.



For Summer Days

Here is the personification of mid-Summer loveliness—a lavender organdie frock of simple elegance with narrow trimming bands of pink organdie. A flower belt adds just the right touch. The girlish wide-brimmed sun hat with its trimming of grapes in jade and purple is lovely.

A Feast of Vivid Hues for Fall

The Color Card For Fall, 1920, Has Just Been Issued by the Textile Color Card Association of America—It Contains 66 Silk and 12 Woolen Shades of Rare Beauty and Velvety Richness—Blues, Browns and Grays Are Leaders For the Coming Autumn Season.

THERE is magic in the name of color, suggestive as it is of life, buoyancy, romance. Without it Dame Fashion would be at a loss to express herself from season to season. It is color that puts soul into her creations. She is fully awake to this; never has there been a time when she has relied more upon its beauty and infinite variety to launch her new fashions.

In the new Color Card for Fall 1920 which the Textile Color Card Association of America has just issued, we have a veritable feast of colors. This card contains 66 colors in silk and 12 in wool. Ten of the silk colors are grouped separately under the heading of "Shoe and Leather Colors," and are those chosen by the Allied Council of Shoe and Leather Industries for their Fall trade.

For Formal and Sports Wear

The range of color for evening and sport wear is particularly lovely. Starting with Rosebud, a soft intense pink, they run through a long gamut of colorful beauty. Jonquil, the next in order, is, as its name suggests, yellow of fresh, appealing charm. Adriatic returns to us in all its vivid blue-green beauty, followed by a gorgeous new shade aptly named Flamingo, a color arresting in its brilliancy, hovering as it does between coral and salmon. The cool, tranquil green of Seafoam is refreshing, and is followed by a dainty orchid-like tone called Crocus. Peach is a shade that will without doubt be popular. It is a soft, lustrous shade that recalls the deeply flushed yellow peaches of California, while Sprite, an exquisite green tinged with blue, suggests that evanescent color caught sometimes in deep mountain pools. Marigold is an exact match for the cheerful flower of the name and will be eagerly welcomed by the brunette; Bluebell is well described by the blue of the flower. After it comes flaming, attractive Folly, which though akin to an American Beauty, and Cherry, has a piquant individuality of its own. Amber, last but not least, is a rich lustrous shade evoking memories of the old amber seen among the collections of connoisseurs, and would be exquisitely lovely developed in velvet.

The Fall Silks

After the brilliant evening and sports colors come the conservative Fall tones, though owing to the increased demand, for vividness in textiles this range is usually colorful. In the Brown family there are three members—the exquisite burnished gold of Gold Pheasant, darker and less intense shade, Cochin, followed by Falcon, darker, more sombre, but lovely as are the wings of the bird of that name.

Capri, which leads the bluish greens, is exotic in its vivid beauty, suggesting tropical seas and isles. Duck, its neighbor, a little greener in tone, is the exact tint that gleams on the wings of the blue teal duck; following this is a slightly darker and greener shade called Mallard, this color being found on the head and neck of the Mallard duck.

The sand and beige tones which have found such long and continued favor in fashion's eyes are represented in Almond, of a decidedly delicate tint, and darken gradually through Bobolink, Sparrow, Nut and Bark, the last two named taking a beige cast.

Just here the atmospheric blues, Aero, Hydro, and Radio, lend their grayish blue charm of graduated intensity—and though they are borrowed from the 1920 Spring Season Card, their popularity seems to be on the increase rather than on the wane.

In charming contrast to these blues are the red rust tones which follow. Copper, the first in order, is a gleaming shade of subdued richness, like burnished copper seen by firelight. Cauldron, of the same yellowish red, but still darker and richer in tone, reminds one of antiques, of splashes of color in old canvases. Kettledrum deepens and darkens still more, taking on a hint of a wine shade.

Greys Are Very Good

The greys are represented by Zinc, Pelican and Grebe, all well-liked colors on the Spring 1920 Card, and shading from Zinc, a medium-light gray, to Grebe, a distinctly dark tone.

The Egyptian craze that has taken possession of the world of fashion both here and across the sea, is mirrored in two exotic blues—Egypt and Cairo. They are full, intense colors, rich and glowing as the Egyptian skies by night. Cairo is darker in hue, richly, darkly blue—the shade that broods over the desert after the heat of the day has passed and the night comes.

Still under the sway of Egyptian influences comes Burnous, an ecru tint resembling the linen of yellowish cast that the Hindu wraps turbanwise about his head. Desert deepens in tone, evoking visions of yellowish desert sands under burning sunlight, while Mummy is a color replica of the cloths seen in the museums swathed about mummies.

Perilla brilliantly introduces the purple family, and gradually darkens in Bramble and Huckleberry.

The yellowish tone which so often brightens the sombre browns of a Rembrandt painting is found in Ochre—Cinnamon is a darker member of the same family, and Cocoa is of a distinctly brown tone.

A brilliant, daring green is appropriately named Parakeet, while Billiard is, as its name suggests, the rich green of the felt on a billiard table.

One of the most exquisite colors on the entire card is Lapis—the beautiful, fanciful bluish-green of Lapis-Lazuli. The darker tones of the same range, found

SEVENTY-EIGHT BEAUTIFUL COLORS FOR FALL, 1920

SIXTY-SIX COLORS IN SILKS, TWELVE COLORS IN WOOLS.

EVENING SHADES

ROSEBUD—A soft intense pink.
JONQUIL—A fresh yellow.
ADRIATIC—A vivid blue-green.
FLAMINGO—Between coral and salmon.
SEAFOAM—A cool tranquil green.
CROCUS—A dainty orchid tone.
PEACH—A soft lustrous flush yellow tint.
SPRITE—The shade of a deep mountain pool.
MARIGOLD—Represents exactly the lovely flower.
BLUEBELL—Also a correct reproduction in tone.
FOLLY—A flaming attractive cherry.
AMBER—An exquisite shade for velvets.

THE FALL TONES

GOLD PHEASANT—Burnished gold brown.
COCHIN—A darker brown.
FALCON—A handsome and more sombre shade.
CAPRI—Leads the bluish greens.
DUCK—Like the wings of the blue teal-duck.
MALLARD—A slightly darker and greener shade.
ALMOND—A delicate sand.
BOBOLINK—A shade darker.
SPARROW—One shade darker still.
NUT—A light beige.
BARK—A darker beige.
AERO, HYDRO, RADIO—Three graphic shades of atmospheric blues taken from the Spring card.
COPPER—A gleaming burnished copper.
CAULDRON—Of the same yellowish red but darker.
KETTLEDRUM—Deepens more and takes on wine tint.
ZINC—A light grey.
PELICAN—A medium grey.
GREBE—A distinctly dark tone.
EGYPTIAN—An exotic vivid blue.
CAIRO—An Egyptian midnight blue.
BURNOUS—An Egyptian ecru linen tint.
DESERT—A more burning yellow.
MUMMY—A shade of yellow seen in the Museums.
PERILLA, BRAMBLE AND HUCKLEBERRY—Shades of purple.
OCHRE—A sombre Rembrandt brown.
CINNAMON—A darker tone.
COCOA—Distinctly brown.
PARAKEET—A brilliant daring green.
BILLIARD—A rich green of the billiard felt.
LAPIS—A fanciful blue-green.
HUMMINGBIRD, COLIBRI—Two darker and very rich shades of blue-green.
SNUFF—Light golden brown.
AUTUMN, SEAL—Two darker browns.
NAVY BLUES—Ensign Navy 2, Navy 3.
GLADIOLUS, PEONY—Duplicate of the flowers after which they are named.
THE SHOE COLORS—Ten chosen to harmonize with fabrics.
THE WOOL COLORS—Described in accompanying article.

on the humming bird, are appropriately named Hummingbird and Colibri.

The brown range begins with Snuff, of a light golden tone, and deepens from Autumn to Seal. The navy blues are represented in the standard shades of Ensign, Navy 2 and Navy 3.

Gladiolus and Peony duplicate the colors found in the flowers of the name.

The Shoe Colors

The shoe colors, ten in all, show eight browns, shading from light tan to mahogany, and a light and dark gray. These colors blend beautifully with both the silk and wool colors, and are a practical example of what color standardization means in co-operation between American industries.

Wool Shades Are Lovely

The colors in wool are sure to create favorable attention, being of soft, velvety colors which lend themselves admirably to suits, coats or dresses.

Plover, which leads, belongs to the castor range—a light drab tone which could be developed beautifully in Fall suits. Owl, two shades darker than Plover, could also be fashioned in a very chic costume. Nubian, which follows, is a rich brown, very dark in tone.

Perhaps the most unusual color among the woollens is Artic, a soft bluish-green, the tint of northern seas.

Representative of the brown family is Hindu, a good dependable color; Zanzibar adds a tinge of red to the brown, creating a decided mahogany, while Stag, which follows, is a tan, but features more life and warmth than the average tan. Swamp follows, a dull green tone as its name suggests. Manchu is a lovely golden brown, while Admiral is a splendid example of a dark navy.

A color which, like Arctic, is a decided novelty, is Pompeii. The name suggests antiquity, old vases, pottery and rare-colored fabrics and embroideries. This color belongs to the red rust or copper shades and is of a deep, rich reddish tone burnished with a golden overtone.

Corsair, too, is unusual—a dull old blue such as is sometimes seen in Persian rugs, softened and beautified in tone by time.

The whole range of colors in wool is unusually lovely, the colors fairly melting into one another, each one individually exquisite, but lending its beauty to bring out that of its neighbor.

Taken as a whole this is the largest and most artistic Fall Card yet issued by the Textile Color Card Association. The commercial value of these American Color Cards is daily becoming more evident. Their popularity has grown until they have earned a unique place for themselves, not only in American industries but in European as well.



A Picturesque Model

This smart little model shows just how charming accordean pleated navy taffeta may be when allied with a smart navy and white plaid taffeta—neither tunic nor skirt lay claim to length.

Organdie Favorite of Cotton Fabrics

Organdie is the favorite cotton fabric. Both for material and for trimming of dresses, blouses and skirts, it is much used. White organdie is preferred as trimming on silk or wool gowns.

Organdie in brilliant colorings is the material for many of the Summer frocks. Pastel shades and white are also seen. Cotton eponge or crash in plain colorings, or in brighter shades, is a favorite for suits. Skirts are featured in cotton voiles, especially in black, for wear with sports coats in heavy yellow linen.

There is a limited offering of lingerie dresses in linen lawn in pastel shades. Inasmuch as linen is scarce, frocks in this fabrics are few and far between.

A new material which promises to be popular is stamped pique in matelasse effect, called "Pique Cordoue." Callot, Doucet and Cheruit feature this fabric for vests in skirt and jacket suits. The name is derived from its appearance, which suggests Cordovan leather. It is offered in white and also in various colors.

Unusual Uses of Cotton

Ask the average woman to name articles of women's wear made of cotton and she will doubtless mention a good many "things to wear" including possibly some under things, but there are a great many articles of womens wear made of cotton that she will never think of naming because she does not even suspect that cotton has any part in their manufacture.

Among these latter articles are so-called shell spectacle frames, umbrella handles, hair barrettes, "shell" hairpins, ornamental combs, novelty buttons, belt buckles, bracelets, coverings for shoe eyelets, covering for Cuban or Military heels and for French heels, "shell" tops for handbags, etc.

The manufacturing processes employed in making these articles from cotton are complicated and interesting. The cotton is first converted into a fine white tissue paper. This is threaded, dried and dusted; then immersed in a mixture of nitric and sulphuric acid. This causes a chemical change which renders the cotton soluble in camphor and alcohol. The water is then pressed out of the material which is then ground and, in ground form, mixed with certain stabilizing materials. This dough-like mass is next kneaded between huge rollers, then molded into cakes under hydraulic pressure. hung up to season.

Sharp dies then cut the material into final form after which any necessary shaping, finishing, polishing and drilling is done.

The varying colorings seen are the result of adding dyes of desired shades when the material is in plastic form. Posibly the most common colorings are the imitation tortoise shell, pearls and imitation ivory in the natural tint.

Linens

"I would advise everyone in the trade interested to buy as far ahead as they possibly can." This was the advise from a linen wholesaler only a few days ago, and this just after "Dry Goods Review" had heard caution preached by men who are particularly interested in dress silks and fancy goods.

This linen wholesaler who represents one of the biggest manufacturers in Great Britain said that prices had advanced 20 per cent. since January and that he was expecting advices of further advances every day.

"I think the linen shortage is at its most critical stage, and I do not think in this line at all events that there is any chance of a drop in prices. In fact, with the shortage as apparent as it is to-day, it would be ridiculous to expect anything of the sort," was this representative's opinion.

Says a Reader of Many Years Standing:

"I do feel that your paper is the most interesting and readable financial journal published in this country and, perhaps, in the entire North American Continent. Each week I somehow find time to read every word of it—mostly in bed, late at night. I find I have to read THE FINANCIAL POST in order to maintain myself properly abreast with the bigger things and movements taking place in this country."

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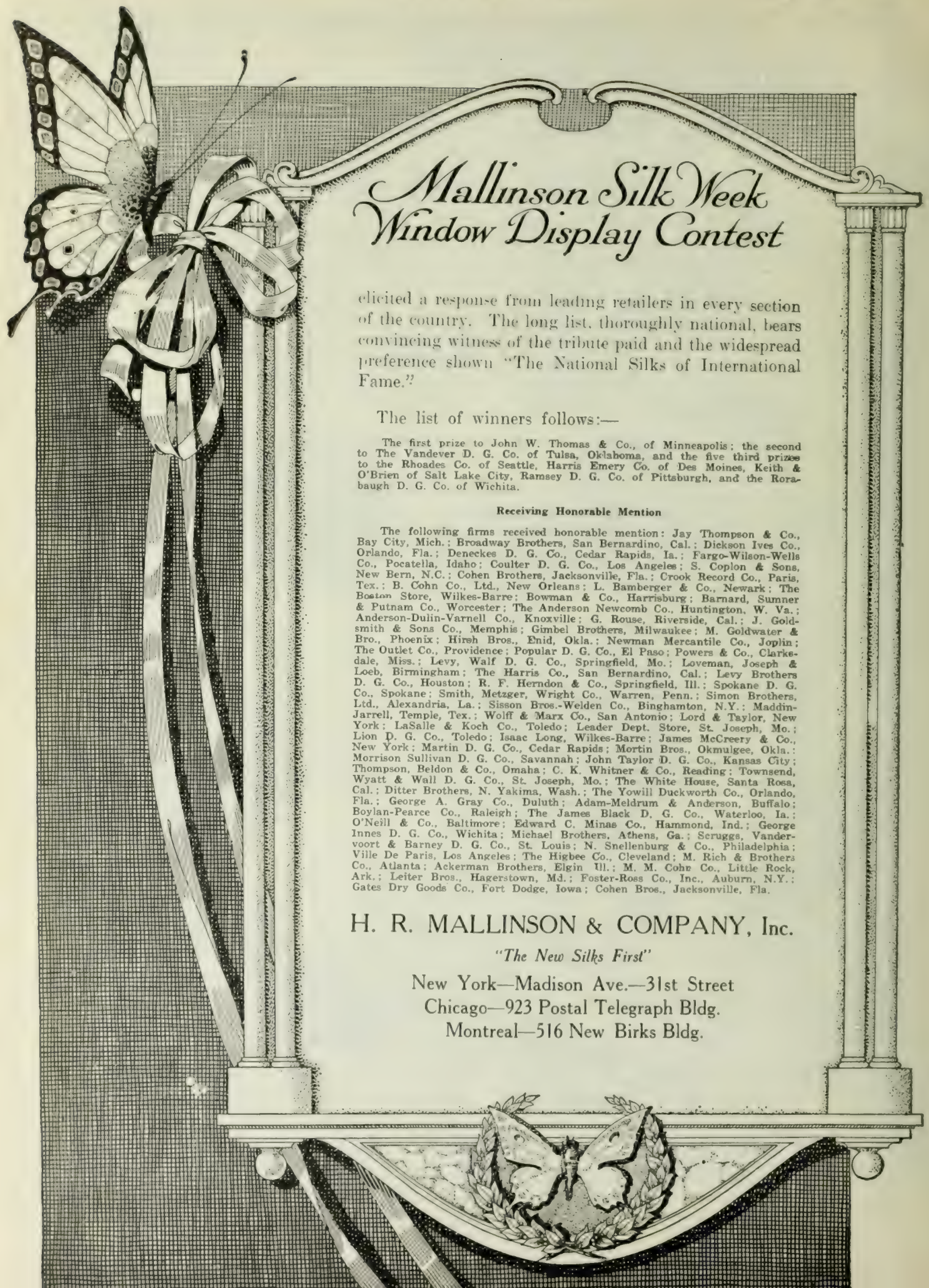
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The list of winners follows:—

The first prize to John W. Thomas & Co., of Minneapolis; the second to The Vandever D. G. Co. of Tulsa, Oklahoma, and the five third prizes to the Rhoades Co. of Seattle, Harris Emery Co. of Des Moines, Keith & O'Brien of Salt Lake City, Ramsey D. G. Co. of Pittsburgh, and the Rorabaugh D. G. Co. of Wichita.

Receiving Honorable Mention

The following firms received honorable mention: Jay Thompson & Co., Bay City, Mich.; Broadway Brothers, San Bernardino, Cal.; Dickson Ives Co., Orlando, Fla.; Deneckes D. G. Co., Cedar Rapids, Ia.; Fargo-Wilson-Wells Co., Pocatella, Idaho; Coulter D. G. Co., Los Angeles; S. Coplon & Sons, New Bern, N.C.; Cohen Brothers, Jacksonville, Fla.; Crook Record Co., Paris, Tex.; B. Cohn Co., Ltd., New Orleans; L. Bamberger & Co., Newark; The Boston Store, Wilkes-Barre; Bowman & Co., Harrisburg; Barnard, Sumner & Putnam Co., Worcester; The Anderson Newcomb Co., Huntington, W. Va.; Anderson-Dulin-Varnell Co., Knoxville; G. Rouse, Riverside, Cal.; J. Goldsmith & Sons Co., Memphis; Gimbel Brothers, Milwaukee; M. Goldwater & Bro., Phoenix; Hirsh Bros., Enid, Okla.; Newman Mercantile Co., Joplin; The Outlet Co., Providence; Popular D. G. Co., El Paso; Powers & Co., Clarksdale, Miss.; Levy, Walf D. G. Co., Springfield, Mo.; Loveman, Joseph & Loeb, Birmingham; The Harris Co., San Bernardino, Cal.; Levy Brothers D. G. Co., Houston; R. F. Herndon & Co., Springfield, Ill.; Spokane D. G. Co., Spokane; Smith, Metzger, Wright Co., Warren, Penn.; Simon Brothers, Ltd., Alexandria, La.; Sisson Bros.-Welden Co., Binghamton, N.Y.; Maddin-Jarrell, Temple, Tex.; Wolff & Marx Co., San Antonio; Lord & Taylor, New York; LaSalle & Koch Co., Toledo; Leader Dept. Store, St. Joseph, Mo.; Lion D. G. Co., Toledo; Isaac Long, Wilkes-Barre; James McCreery & Co., New York; Martin D. G. Co., Cedar Rapids; Mortin Bros., Okmulgee, Okla.; Morrison Sullivan D. G. Co., Savannah; John Taylor D. G. Co., Kansas City; Thompson, Beldon & Co., Omaha; C. K. Whitner & Co., Reading; Townsend, Wyatt & Wall D. G. Co., St. Joseph, Mo.; The White House, Santa Rosa, Cal.; Ditter Brothers, N. Yakima, Wash.; The Yowill Duckworth Co., Orlando, Fla.; George A. Gray Co., Duluth; Adam-Meldrum & Anderson, Buffalo; Boylan-Pearce Co., Raleigh; The James Black D. G. Co., Waterloo, Ia.; O'Neill & Co., Baltimore; Edward C. Minas Co., Hammond, Ind.; George Innes D. G. Co., Wichita; Michael Brothers, Athens, Ga.; Scruggs, Vandervoort & Barney D. G. Co., St. Louis; N. Snellenburg & Co., Philadelphia; Ville De Paris, Los Angeles; The Higbee Co., Cleveland; M. Rich & Brothers Co., Atlanta; Ackerman Brothers, Elgin Ill.; M. M. Cohn Co., Little Rock, Ark.; Leiter Bros., Hagerstown, Md.; Foster-Ross Co., Inc., Auburn, N.Y.; Gates Dry Goods Co., Fort Dodge, Iowa; Cohen Bros., Jacksonville, Fla.

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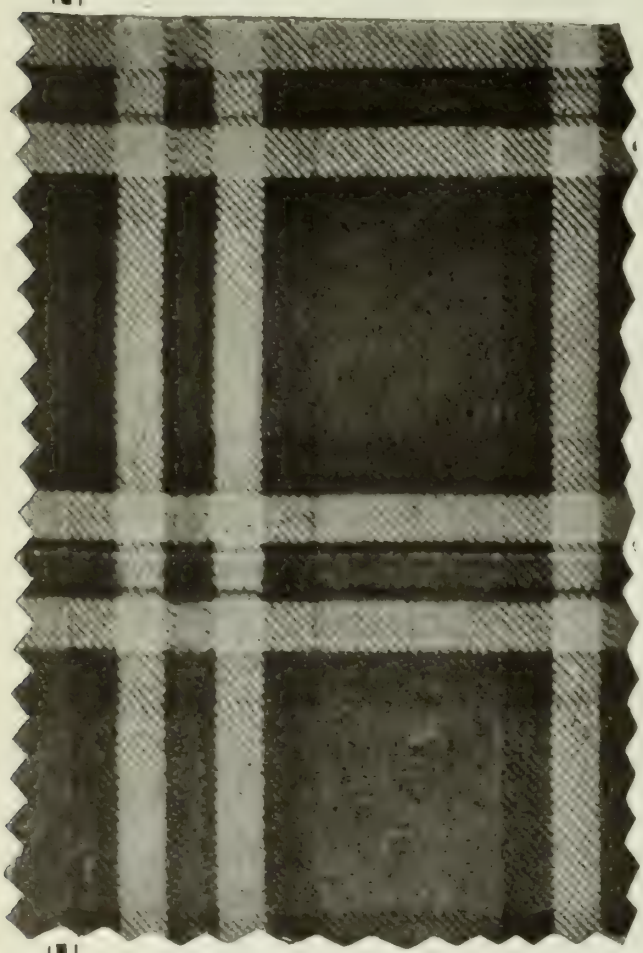
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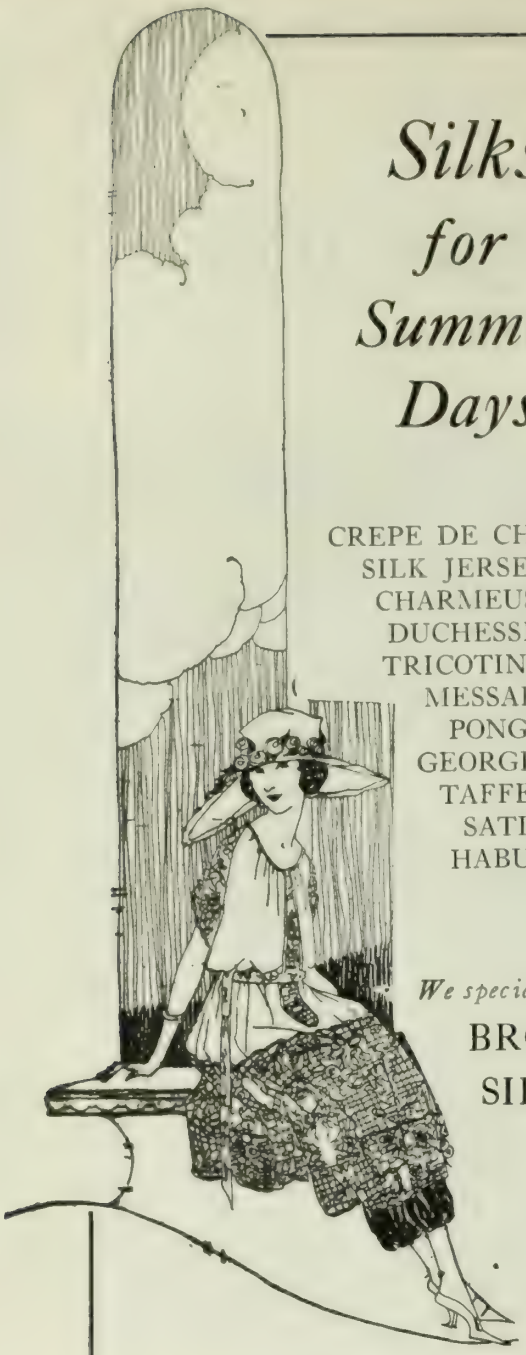
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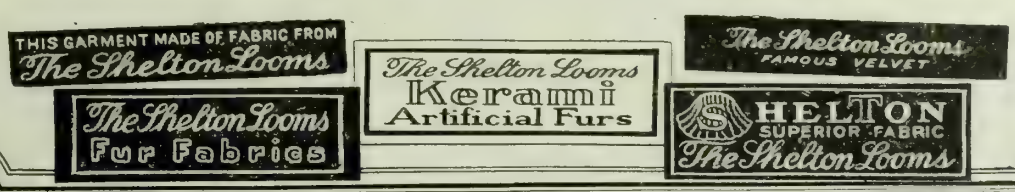
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no item of Milady's wearing apparel receives more critical, careful consideration in its selection, than her MILLINERY.

You will find in our exhibit a wealth of suggestions for creating seasonable business.

Our travellers are now out with early Fall samples at special prices. Our samples will convince you of the advantage of buying from us at manufacturers' prices.



The heavy demands of the past season, which exceeded our anticipations and our provision for same, made it impossible for us to fill all our orders. We sincerely regret this inability, but are pleased to announce that with two factories now working we will be able to promise IMMEDIATE DELIVERY on orders for Fall lines.

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"A Fine Hat Needs a Fine Day"

Milliners Keep Up Spirits Though Customers' Steps Lag — Weddings And Race Week in Toronto Produce Smiling Countenances — Big Hats to Have Great Vogue And Bright Colors — Velours in Fall.

THE retail millinery shops have passed through a very difficult period with very good spirit. The weather has a greater influence over the millinery trade probably than almost any other, and when cold, sunless days are the order all through the early spring months, the "little milliners" and the big ones too, have a very trying time of it, and have to work very very hard to get lackadaisical customers enthused.

"We have had a great set back in weather conditions this spring, but business is picking up splendidly now," said one retail millinery. There are so many weddings that the trade has been very rushed in the sale of better class dress hats, and we look for considerable of this business to make up for a very quiet season in the general trade."

"At Easter time business was very good, but it stayed so cold that things were very slow for us for a number of weeks," said another millinery. "But it looks as if we were to have a very good summer."

Social Functions Make Demand

In Toronto there are a number of sources throough which the millinery trade should be allowed to recuperate. Race week at the Woodbine will be a gala affair and the world and his wife will be there. The word "races" is synonymous with new chapeau, in the opinion of World's wife! Large models and small toques in every conceivable color and design wil be required by those wearing elaborate toilettes and toilleurs of fine cloth. The cape models and one-piece frocks will demand special care in the choice of hats, and many who have heretofore had no real excuse for making so-called extravagant purchases will undoubtedly invest in one smart chapeau and others in one or two or maybe more.

Weddings, too, are crowding upon each other, and the exclusive trade is taking good business to its favorite milliners. Some extremely good looking creations have owed their existence to the spring bride, and there are hosts yet to make their appearance during the next few weeks. With fine weather conditions the regular trade will pick up considerably too, and in fact has already taken several steps towards its more normal gait in the last short while. Bright shades are undoubtedly to sell very well, and as summer advances large colorful models in fabric—organdie, crepe, mohair—lace straw and sports silks will play a very big part in the millinery world, and will set the stamp of approval on fabric models, which are going to have a very strong vogue in the Fall—all sorts of velour sports shapes being predicted for wear with the checked English suitings, which are already being given advanced displays. The wholesale millinery houses admit a certain quietness just now but as this is usually the "in-between" season for them they are not worrying. "Business has not been as good but that was to be expected in view of the spring we have had," said one wholesaler, in discussing the situation with DRY GOODS REVIEW. "People were naturally backward in making purchases when there was little reason for them to do so. A fine hat needs a fine day, you know."



Six—And Ideally Bonnetted

The very last word in fashionable millinery is displayed on this golden-haired maiden with unconscious charm. It is of pure white organdie with a tiny edge of "Val." lace and clusters of pink and blue posies catching loops of white satin ribbon.

Parisiennes Favor Bright Red Hats

Spring Races in France Bring Out Bright Shades and Smart Designs

PARIS.—"The warm days are bringing out the usual number of spring hats at the races and among them an unusual number of reds. These are bright splashy reds, nothing dull or subdued, the vivid tones of cherries, poppies and the like making up some of the smartest hats seen. One from Hamar noted recently was broad and drooping of brim, made of horsehair braid and trimmed with a wreath of silk poppies.

"Another was worn by a model from Lanvin and was a bright red taffeta in the usual short backed mushroom shape, About the edge and around the crown was a frill of the taffeta, fringed on either side and pleated through the middle, the whole about two inches wide. This was worn with a white cloth dress embroidered in black.

Cherry Toque

A very smart toque of bright glazed cherry leaves and cherries was also seen. The cherries were in dark as well as the bright red, and were the oblong, highly-glazed variety. Over the top of the head the crown was of brown tulle, and the leaves were put on as though they had been fastened in a broad irregular wreath about the head. Over the left ear a bunch of the cherries dropped irregularly.

"Lanvin also had another hat of self toned blue checked cire ribbon. The brim, rolled up rather abruptly off the face, was wide and covered with blue flowers. At the side just over the ear was a small pink rose held by a ribbon passed through a slit in the side and hanging down almost to the waist. The ribbon was in bright Lanvin blue and made the entire hat.

Flower Facings

"The facing of small flowers to all kinds of hats comes in all colors and is very good. Feathers dipped in white and colored paints, or touched at the ends with the paint, are being shown at all the smart shops for toques. Japanese and Chinese embroidery is prominent just now on frocks, hats, pocketbooks and bags." Lace for summer hats is to be used in great quantities and Russian toques trimmed plentifully in flowers are being shown. For later on, it is thought that the bandeau covering the front of toques will be very much in favor.

Scratch Felt

The Fall season is spoken of as seeing the use of melusine which, translated, would be a sort of scratch felt. The long beaver hair felt used especially for tailored styles is also very interesting for the Fall season. The communication goes on to say that dressy hats for the fall will probably be of lighter materials.

Wedding Veils in Paris

Famous Designers Claim Special Arrangement of Lace and Tulle For Their Own Exclusive Models—Many Beautiful Effects Achieved—Flowers Worn—Rich Laces Are Rare.

PARIS.—Many important weddings have taken place since Easter in the fashionable Paris churches. Some brides remain true to the short wedding gown, which was so much worn during the war, and many wear with this the long court train, giving a finish to the white satin or satin-crepe gown.

The only alteration to the classical bridal toilette is the arrangement of the veil. Short lace veils are worn by those lucky enough to have had one included among the wedding gifts, others, less fortunate in this respect, are perforce content with a combination of lace and tulle, and, in many cases, with an all tulle veil of white maline. Be it said that gifts of valuable lace veils are less frequent to-day than of yore, even at society weddings.

Premet suggests a classical veil of white chiffon, worn Turkish fashion; that is, open in front to show the face, and fastened to each wrist to form the sleeves of the dress. This veil is very long and completely covers the train. In some cases it is embroidered all over with tiny pearls.

Diadem Headdress

Mademoiselle Eliain Benoist d'Azy, whose marriage took place at the beginning of April, wore her veil thrown well back from the face and held in position by a kind of diadem edged with silver and mother of pearl. The hair showed above the diadem.

Greek bandlets are also much worn. At Worth's recently were shown several bridal coiffures composed of bandlets of orange-blossoms. At a recent wedding at Saint-Honore d'Eylau the bride wore a lace veil giving a beret effect, the fullness of which was held in place by three tiny wreaths of orange-blossom buds, finished off at the side by a cluster of flowers.

Lace veils are frequently worn as bonnets, that is, slightly full and floating round the face, which is extremely becoming. Mademoiselle Guerou, whose marriage took place recently, wore a lace veil over which was a silver ribbon covered with tiny orange blossom buds. This same silver ribbon was worn as a kind of chin-strap which suited the charming young face of the bride to perfection.

Other brides, blessed with regular and dainty features, wear their veils "a la religieuse"—that is, as the nuns do. A large lily is worn over each ear and the folds of the veil fall in straight lines, framing the face.

Use of Silver Tulle

Molyneux favors the bridal veil of silver tulle, to be worn with certain dresses of his creation of heavy brocade. These gowns recall the middle ages, although the brocades employed are more of the Renaissance period.

Many girls who do not possess lace veils employ wide lace scarfs or bonnets which fall on either side of the face. One bride recently wore one of these loose bonnets with the classical tulle veil. A wreath of large white roses, rather similar to those worn by the "premieres communiantes" encircled her forehead. This forms a most attractive headdress for piquant young faces.

In general, veils are being worn shorter than they were, even when the dress itself is full length.

THE UNACCEPTED GIFT

THE most expensive hat in the world may have to go begging for an owner. For the lady for whom it was "ordered" cannot accept it and who is there who will pay $5,000 for a chic little black Milan chapeau? Three thousand milliners of the United States stood sponsor for this hat, and there were placed upon it nine beautiful fins of paradise valued at $500 each. Forty-eight tiny bits of silk representing the states were used to make the lining.



The finished product was to be presented with due ceremony to Mme. Deschanel, wife of the President of France. When madame was acquainted of the completion of this wonderful creation, she graciously begged to be excused from accepting such an offering of luxurious adornment. Fourteen points were detailed in the letter explaining why it would be impossible for Madame Deschanel to accept this gift, according to an advice from New York. The reasons why the gift could not be accepted were cabled by the Society for the Improvement of Millinery Art in France to the Millinery Jobbers' Association of the United States.

Official Figures of First Fur Sale

Report on Auction in Montreal Shows Complete List of Canadian and Foreign Pelts Sold—Average and Range of Prices and Grading of Skins—$1,225 For One Silver Fox, $1.50 For Another—Optimistic For Second Sale in August.

THE Canadian Fur Auction Sales Company has handed DRY GOODS REVIEW the official report of prices received at the March auction. The sales are reported in detail herewith and should prove of utmost interest to the trade. The success of the sale was a matter of great satisfaction to all concerned, and the company is already hard at work on plans for the second sale to be held in Montreal in August.

There is considerable discussion among the fur men as to prices for Fall and Winter—the quiet that is reigning in the retail market just at present is said to be causing a little uneasiness—but all are agreed that the demand for Canadian furs will not slacken.

The Auction Sales Company stated in Montreal a few days ago that the reason for the decided preference for Canadian skins was because of their freshness. The quality benefits by comparison with pelts from other markets, and the directors of the company are all optimistic over the outlook for the next Canadian sale.

The detailed table given herewith grades the skins, shows the quantities that were sold and the average price of each. The high and low prices are given in detail.

It will be noted that the lowest price for silver fox is placed at $1.50. The reason for this was that the skin was a damaged one, and actually sold for this ridiculously low price. The figure is quoted merely in the interest of absolute accuracy. The quotations indicated by an "X" are non-Canadian skins, but the Sales Co. has given permission for these figures to be published along with those dealing with strictly Canadian sales.

The Canadian Fur Auction Sales Report

Averages, March, 1920

ARTICLE	GRADE		AVERAGE	RANGE	
MOLES	1 & 2		.47	.35	.65
MINK	1 & 2	Que. & E. Can.	33.21	20.00	75.00
	1 & 2	Nor. Ont.	29.25	18.50	36.25
	1 & 2	Nor. W. Can.	30.25	23.00	36.00
ERMINE	1 & 2	Eastern	2.09	1.25	2.55
	1 & 2	Western	2.17	1.55	2.70
OTTER	1 & 2	Que.	62.10	56.00	77.00
	1 & 2		49.43	25.00	105.00
AMERICAN OPOSSUM	Ex. Lg. & Lg.		3.07	2.35	3.90
	Med. & Small		1.59	1.02	2.25
SKUNK	Black & Short		7.52	3.80	10.00
	Long		5.52	3.60	7.50
	Broad		3.15	1.50	4.35
MARTEN	Dark		146.80	100.00	201.00
	Brown		69.87	40.00	115.00
	Pale		47.66	35.00	52.00
RED FOX	1 & 2		36.92	26.00	51.00
RACCOON	1 & 2		10.58	4.45	30.00
MUSKRAT	Winter & Fall		4.43	2.05	6.00
	Spring		5.94	4.60	6.35
CROSS FOX			98.41	4.00	280.00
SILVER FOX			318.59	1.50	1,225.00
WOLF	1 & 2		27.27	13.00	32.00
WHITE FOX	1 & 2		66.33	49.00	70.00
LYNX	1 & 2		55.25	36.00	62.50
FISHER	1		173.00	100.00	365.00
	2		110.00	75.00	145.00
MARMOTS			2.72	2.65	2.75
OPOSSUM, Aust.	Blue		5.12	1.25	7.55
	Pale & Red		3.24	2.10	4.45
	Tasmanian		5.67	3.00	9.90
SQUIRRELS	Russian		1.97	1.40	2.60
BEAVER	1 Large & Ex. Lg.		65.20	54.00	106.00
	1 Med. & Small		31.45	30.00	35.00
	2 Lg. & Ex. Lg.		54.30	53.00	60.00
	2 Med. & Small		25.90	25.50	28.00

Order of Sale At St. Louis Auction

Funsten Bros. Program Extends Over 17 Days to Avoid Night Sessions

The order of sale of the $30,000,000 May fur auction of Funsten Bros. & Co., of St. Louis, follows:

The selling extends over seventeen business days. Heretofore, none of the sales lasted more than twelve days. Aside from the fact that the offerings are larger than ever before, the sale was scheduled over a longer period to avoid night sessions, if possible. The order of sale is:

Monday, May 10.—6,000 Alaska seal skins dressed, dyed and machined, for account of U. S. Government; 5,500 Alaska seal skins, dressed, dyed and machiner, for account of other shippers; 772 seals for account of Japanese Government; 568 broadtails, 17,000 Persians and shiras, 15,000 fishers, 14,000 marten, 6,000 stone marten, 2,500 baum marten.

Tuesday, May 11.—9,600 badgers, 28,000 house cats, 180 wolverines, 11,000 white fox, 1,000 blue fox, 2,100 cross fox, 1,200,000 squirrels.

Wednesday, May 12.—2,000 bear, 2,675 hair seals, 350 mountain lion, 119 leopard, and leapard cats, 4,600 reindeer, 550,000 opossum.

Thursday, May 13.—1,500 silver fox.

Friday, May 14.—16,500 wildcat, 15,000 lynx cat, 2,900 lynx, 175,000 raccoon.

Saturday, May 15.—2,400 fiscachas, 10,000 chinchilla cats, 2,400 chinchilla, 180,000 ermmine, white; 35,000 ermine, gray; 80,000 ermine, brown.

Monday, May 17.—160,000 mink.

Tuesday, May 18.—7,8000 sables, 37 Japanese sables, 7 sea otter.

Wednesday, May 19.—9,000 red fox.

Thursday, May 20.—400,000 skunk.

Friday, May 21,—1,300 guanacos, 1,000 pahmi, 10,500 dressed lamb, 19,000 dyed lamb, 25,000 wombats, 15,000 wallaby, 3,200 kangoroo, 450,000 white hares, 157,000 rabbits, Dutch and Belgium.

Saturday, May 22.—550,000 marmots, 65,000 Australian red fox, 7,000 macedonian red fox, 1,475 swift fox, 22,000 South American fox.

Monday, May 24.—800,000 muskrats, 240,000 muskrats, southern; 40,000 muskrats, black; 60,000 seal-dyed muskrats, 500 seal-dyed muskrats, plaets.

Tuesday, May 25.—150,000 fitch, 2,250,000 moles, 150,000 kolinsky.

Wednesday, May 26.—32,225 dozen coneys sea lines, nearseals and molines, 1,500 sealine plates, 200 near-seal plates, 16,000 China mink, 80,000 Japanese mink, 10,000 Japanese fox, 7,000 Japanese marten, 10,000 flying squirrel, 12,000 coat bags, 140,000 dog mats, 3,400 dog robes, 1,800 thibet robes, 5,000 thibet skins, 31,000 barunduki, 6,700 white kid skins and sundries and dyed furs.

Thursday, May 27.—15,000 ponies, 400,000 Australian opossum, 150,000 ringtail opossum, 4,800 otter, 21,000 beaver, 150,000 nutria.

Friday, May 28.—16,000 gray fox, 16,000 ringtail cats, 175,000 civet cats, 70,000 wolf.



Paris Reigns Supreme

This fascinating little Parisienne was "snapped" at the race meet at Longchamps and wears an odd up-turned sailor, a printed organdie skirt and a luxurious grey squirrel wrap with that distinctive charm characteristic of all her countrywomen.

Fashions from Paris.

Readjustment Is Pending

ST. LOUIS, May 12.—That the fur market is moving inevitably to a readjustment which will be the basis of future operations in the fur industry, and that this tendency is being more strongly confirmed with the sale of every succeeding article at the Funsten Bros. & Co. International Fur Exchange auctions here, is the opinion prevalent among dealers after the first two and a half days of selling. "Sensible deflation" is the need of the hour, leaders of the industry maintain, and they express themselves as being in substantial agreement with the statement made by Col. Philip B. Fouke, president of the exchange, to the effect that on a level lower than February prices furs will be on a sound basis, with prospects of a great rush of business certain.

There are those here who maintain that the prices obtained at the New York fur sales were artificial, and that the same holds true for the auctions here, but the consensus of opinion, however, is that the prices established at the auctions will be the foundation upon which business will be transacted following the close of the auction.

Opossum To-day's Feature

The sale of 550,000 opossum skins, which will be put on the block late this afternoon, will be the feature of to-day's offerings, and dealers are freely predicting an average decline of 30 per cent. for both opossum and the other lots to be disposed of this afternoon. At these prices, a resumption of manufacturing activities and of retail trade is expected by those in touch with conditions within the next six weeks.

The close of the second day of selling last night convinced the fur dealers and manufacturers who have been watching the results that the price trend for almost all articles throughout the sale will average at least a 25 per cent. decline from February figures.

New York Sales Very Disappointing

Dropped 33 1-3 Per Cent. on $12,000,000 Worth of Pelts—Only One or Two Offerings Stay Up

The New York Fur Auction Sales commenced on April 10, and continued eight days. Pelts valued at $12,000,000 brought $8,000,000—full 33 1-3 per cent. shrinkage. With one or two exceptions the entire list of offerings showed a decline in prices.

That the sale was not entirely successful, from the viewpoint of shippers and the selling organization, is generally conceded. The consensus of opinion appears to be that the spring auctions should have been abandoned this year in view of the tight money situation which was expected to keep dealers in the local market from buying heavily.

It is no secret that a vast majority of the skins were bought back by the original shippers who, in order to save money on commissions due the New York Fur Auction Sales Corporation, bid less than they had paid for the goods, thereby creating what is generally regarded as an artificial and deceptive price. At the same time, however, there is no doubt of the fact that a number of lots of goods were sold at good margins below market. It remains to be seen whether the old market prices or those actually paid in the minority of cases at the sale will prevail in the months to come.

to Improve upon Nature's Handiwork
by Making Furs More Beautiful

is the purpose of our organization and the aim of our laboratory staff of expert dyers and dressers.

You can rely on the dye when it's HOLLANDER'S

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A new development in the Canadian fur manufacturing trade is the presentation of

Electric Seal
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This has hitherto been exclusively produced in France, and we are proud of the fact that we are now in a position to offer it as a domestic product.

A. Hollander & Son, Limited

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Our travellers will show you one of the choicest ranges on the road, all up to the Coristine Standard of excellence.

JAMES CORISTINE & CO.,

LIMITED

MONTREAL

The British Hosiery Trade

Reconstruction Proceeding Favorably in Spite of Difficulties—Export Orders Pour In—Labor Demands Continue—Difficulty in Securing Right Kind of Yarns — Competition Keeping Prices Up.

THE hosiery shortage continues to cause great anxiety. Canadian wholesalers state they are being forced to buy almost exclusively in the home market and that the domestic mills cannot begin to take care of their requirements. Those who desired to purchase British goods found themselves face to face with continuously new advances and even if they were willing to meet these prices, deliveries were very unsatisfactory. In view of the conditions, the report published herewith from a recent issue of the Drapers' "Record" should prove enlightening, and at the same time should offer encouragement to those in the trade who are being most inconvenienced. The indications are hopeful, and it would look as if matters should ease up before very many months.

The British hosiery trade, particularly that portion of it centred in Nottinghamshire and Leicestershire, is experiencing one of the most prosperous business booms ever known in its history.

According to the "Drapers' Record" ever since the armistice was signed a flood of orders has been pouring in in unprecedented volume. For one thing, once hostilities ceased markets that had been cut off from supplies for years were glad to have an opportunity of placing orders for British hosiery goods, whose reputation for value and soundness had been, if anything, enhanced in the minds of those who had for so long had to dispense with them owing to the war.

Export orders, particularly, have exercised a very big influence in the English market. No sooner were the restrictions eased than a perfect deluge of inquiries and orders swept the factories of Leicester and Nottingham districts and to the Scottish centres, and the most importunate buyers were those from Scandinavia, Belgium, France, Holland, and the Continent in general. United States buyers have also been eager to place orders, and in some quarters manufacturers declare that they are doing better business with the United States than ever before. Each month. so far, has seen a continuance of these conditions, and business for the current year is expected to be even on a greater scale than that of 1919.

An American Official's Report

These facts are very well known in the home trade, but it is advisable that conditions as they exist should be appreciated in the markets overseas. The position is such at the moment that an independent report on the state of the industry should be specially welcomed abroad. That being the case, special value attaches to a very trustworthy report made recently by the U.S.A. Trade Commissioner (Mr. Leonard B. Gary) to the Department of Commerce at Washington. In this report Mr. Gary sets out the condition of the industry as he found it at the beginning of the present year, and his report confirms what we have already written above.

Proceeding, the Commissioner gives an analytical survey of the British hosiery trade. He says:—"The demand is principally for woollen hosiery and underwear, though there has also been a strong call for knitted suits for children and for women's jackets. However, there has been so much business offered that most manufacturers are inclined to avoid orders for novelties and to confine themselves to the production of hose and underwear. The demand for silk hose and half-hose has been exceptionally good, but difficulty has been experienced in obtaining silk, raw silk, and silk yarn."

The Labor Position

On the labor question he writes:—"In the Nottingham district the labor supply is sufficient for the existing plants; there is, however, a shortage of auxiliary workers. In Leicester there is a real shortage of workers, and many girls are being trained for the hosiery mills. Manufacturers in this industry say that they have not found a disposition on the part of workers in general to reduce output. While there has been a reduction in output of 20 per cent. as compared with pre-war production, this is due to the diminution in the number of hours worked and to the fact that machinery is in a run down condition. The decrease in output attributable to shorter working hours is estimated as 12½ per cent. Before the war the hosiery trade worked 58 hours a week. This has now been reduced to 48 hours. The Whitley Joint Indutrial Council has been in operation for 18 months, and has worked satisfactorily, from the point of view of both employer and employee. Wages. as compared with the pre-war scale, have been increased about 85 per cent."

We may add that further increases of wages are probable. Meanwhile, manufacturers are sparing no efforts to increase production, and new machinery and equipment is being installed as fast as it can be obtained from the makers. Already, since Mr. Gary's report, output is improving, and it is hoped in the course of time that the volume will approach and surpass pre-war figures.

From War to Peace

In this connection, as Mr. Gary points out, it is especially necessary to emphasize how handicapped the industry has been to face a revival of peace trading, owing to the strain imposed on the whole industry during the war years. Practically throughout the war hosiery mills were running continuously, and it was impossible in many cases to effect proper repairs and renewals. The strain on machinery and personnel was, of course, terrific, and only time can restore either to the normal. Most mills wish to instal new machinery, but the demand is so heavy it cannot be entirely met by home manufacturers. Before the fall in the exchange became so acute, very big orders for knitting machines were placed in the United States; but the decline in sterling made the cost of purchasing practically prohibitive, and imports of American machinery declined in consequence. Contemplated extensions and improvements were inevitably held up and delayed. If the present improvement in the position of the exchange is maintained, it will again be possible to secure American machines, and the process of expanding the capacity of the hosiery industry will be thereby expedited.

Why Prices Continue High

Prices are high, both because of the competition among buyers for delivery and owing to the increased intrinsic costs of labor and material. The higher cost of labor has already been referred to. The position as regards material is that hosiery manufacturers experience very great difficulty in obtaining yarns in adequate quantities and of the sorts they need. Spinners in many cases refuse to make contracts for yarns, while deliveries under existing contracts are irregular. A comparison of costs for 1915 shows that cotton yarns which in 1915 cost 7½d., in December, 1919, cost 4s. 1½d. Wool yarns, which in 1915 cost 2s. 6d. to 2s. 10d., cost at the commencement of the current year 12s. 6d. to 13s. 6d. The costs of raw cotton and wool still show an upward tendency, and prices for yarns are firm, with a rising tendency.

Nevertheless, the hosiery industry of Great Britain is in a strong position. The character of its productions is still supreme, and every effort is being made to cope with the great demands being made upon it. The course of time should show that it will emerge through the present difficult period of reconstruction in a stronger position than ever, with its great world-wide connections extended and ramifying on a larger scale even than in pre-war days.

Coats Are Better Than Pullovers

Sweaters for Summer Are Gay and Colorful!— Deliveries Are Late, But Demand is Persistent —Coat Models Succeed Pullovers—Filet Designs in Vogue—Models From France and Switzerland—Fall Forecast.

THE needs of the summer girl have been well looked after by the makers of knitted accessories and sports attire. Never since the vogue for knitted silks and woollen garments stepped into the realm of fashion has there been such variety in color and design displayed as the retailers are now showing for immediate wear. The knitted goods manufacturers are claiming to be having a terribly hard time of it and the retailers are not making their problems any lighter. "We cancelled a big spring order just a few days ago," one retailer admitted. "The goods should have been delivered us in February and it is now May and we were no nearer receiving the consignment, so we simply had to cancel it, as the stuff that we wanted would be no use now even if we could get it. The styles we are stocking have been spring goods."

"How about prices on the new shipments?" this retailer was asked.

"They are advancing of course, though not unreasonably, when the jump in yarn prices are considered."

Tripled in Year

DRY GOODS REVIEW was told by one manufacturer that yarn which cost $1.50 last year is now $4.00. Hosiery that this maker could sell then at $3.40 must now be priced at $7. Yarn prices have gone up with leaps and bound and the trade is badly handicapped by the shortage and increasing prices. "We simply cannot keep up with our orders," is the admission of the knitted goods manufacturers. And the demand for all lines in sweaters is as big as ever," stated all the retailers. "Pullovers are not selling quite as well as the coat styles this season, and the 'tuxedo' style seems to be leaders in the best sellers so far this spring."

From Europe and the Orient

The T. Eaton Company of Toronto has a unique collection of sweaters in silk and wool ranging from $15 to $75 a piece. These novelty lines are of course for the exclusive trade and include some wonderful creations from France, Switzerland and Japan. One beautiful Swiss model is in an oyster white figured tricolette of rare quality and artistic design. A beautiful Japanese coat in pure Japanese woven silk is in a loose mandarin design in rich blue with a touch of oriental color introduced. Vivid hues are exploited in many handsome imported models designed for wear at the fashionable summer resorts. These will be donned with smart silk sport skirts in Baionette satin or Kumsi-Kumsa silk, and will prove one of the most accepted



forms of attire for fashionable women this summer.

The New Tie-Backs

Among the models of more popular appeal are very good looking wool coats and pullovers, retailing from $6 to $10, and $15, while tricolette is also shown in a variety of pullover designs that closely resemble the smart over blouses which sell in the waist department.

Very new are the "tie-back" models in both tricolette and wool. These smart little models are fashioned on neat surplice lines and cross over forming a "V" neckline. Long sash ends pass neatly about the normal waist line and knot in flat streamers at the back. These models in silk or wool are being made to detail as reasonably as $8.75 and are showing in a wide variety of summer colors. One feature of these tie-backs is that they are intended to wear with a tailored or sports skirt and do not require a shirt waist or blouse to be worn underneath. They will make an excellent complement for the suit costume on cool days. Fawns and greys are very good in these new models, though blues and rose tints are also being shown.

"We are having an excellent season in sweaters," one retailer told DRY GOODS REVIEW, "our fall prices are showing somewhat of an advance but we are stocking all we can get. With one exception the deliveries are very unsatisfactory and we have been very much bothered by continuous delays from all the mills. We are getting the bulk of our stuff from Canadian makers, though some of our more expensive lines in silk and wool novelties are coming from foreign manufacturers.

Coat Styles Preferred

The sweaters that are in biggest demand for summer wear are in coat styles with sailor, Dutch, or tuxedo collars, and flat neatly fastening braided belts about two or three inches in width. Raglans are effective, and selling well in Jersey.

Pullover Variations

In the pullover varieties the makers are having a good demand for both the fish tail and ripple skirt numbers, while bell sleeves and short sleeves with cuffs are being asked for. Sleeveless models have lost popularity and various styles in long and short sleeves are being asked for instead. Filet is one of the big sellers in popular lines and the designs are very pretty and developed in many bright hues.

The Shades in Demand

There is an increased vogue for lemon yellow this summer and the other leaders in color are turquoise and Oriental blue, American Beauty Rose, and Folly—the new tint between strawberry and cherry. It is very vivid and very pretty when worn with white skirts. White models in the knitted coats and pullovers are to be very much in evidence, and it is said that this is to be one of the best "white" summers in a number of years. There are several very vivid new members on the color card that are to be featured, and white will offer a very acceptable contrast when a change is desired.

For Fall Wear

The novelties in scarfs for early fall are very attractive—Eaton's are showing a very handsome wool wrap cut on Dolman lines in soft dull brown with a roll trimming band extending about the neckline and down the fronts in a smart figured effect of white and brown. Wide shawl scarfs will again be good this fall in plaid and striped effects and in good big checks combined with plain tones. All shades of brown will be very good with blues and greys and pastels holding their own in popular favor. A dull bronze tinged orange is being featured just at present along with turquoise and terra. Rather striking combinations in color are being shown especially in the jersey smock numbers which feature three quarter length sleeves and round neck lines without collars.

NOT ENOUGH DYES

It is claimed that 80 per cent. of the dyes now being used in Great Britain are of home production, but the total quantity available does not appear to be sufficient for the needs of the textile manufacturers to say nothing of high-class dyes.

SUCCEEDS FATHER

E. P. Brown has succeeded his father, the late Mr. C. A. B. Brown, as vice-president of Will P. White, Ltd., Toronto.

ECONOMICAL—

because they wear longer

YOUR customers will appreciate Buster Brown Stockings. Appreciate the way they stand up under hard usage—the fewer times they appear in the mending-basket.

Buster Brown Stockings are longer-wearing because they are closely-knit from extra-long yarn. Shaped to fit. Triply reinforced at the toes and heels. Knitted with double-ply legs and feet. Fast dyes keep them from fading.

Increase your sales by displaying Buster Brown Stockings prominently in your store.

If you do not already carry Buster Brown Stockings, your wholesaler can supply you.

Buster Brown's Sister's Stockings

are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade, Tan, Pink, Blue and White. Well shaped and moderately priced.

Chipman-Holton Knitting Co., Limited Hamilton, Ontario

The BUSTER BROWN STOCKING

SUNSHINE

Dainty OXFORD Underwear

— For Ladies —

An Ideal Line for Summer Selling

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BE SURE TO SEE

the complete range of OXFORD Vests -- Drawers -- and Combinations. Summer or light weights.

The

Oxford Knitting Company, Ltd.

Woodstock, Ontario

Western Representative:

T. H. WARDELL, 24 Aikens Bldg., Winnipeg

Ontario Representative:

H. R. BLADE, Carleton Chambers, Ottawa, Ont.

Maritimes Representative:

F. W. McLEAN, 5 Paddock Street, St. John, N.B.



Something to Look for



Something to Find

IT means satisfaction to any man who has ever worn St. George Brand or St. George "Woolnap" Underwear. Relatively greater satisfaction, because these garments are now even BETTER than before the war. That's a fact that will appeal to underwear buyers these days.

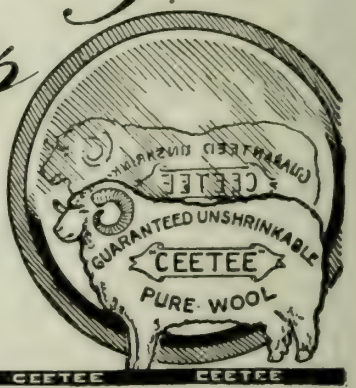
Give the Fall lines your critical inspection. Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations —worthy of your strongest recommendation.

Agents
COYLE & RODGER
230 McGill St., Montreal
R. COPPING & SON
31 Melinda St., Toronto
A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

"CEETEE" *Reflects Quality in your Shop*

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

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Mothers Ask for Them

Because those who have bought Priscilla Brand Children's Woollies have found them entirely satisfactory, and have told other mothers about them.

Priscilla Brand Children's Woollies

are therefore a profitable line for you to stock. There is an established demand. No effort is required to sell them. We will do our best to keep you supplied if you place your orders well in advance.

HENRY DAVIS & CO., Limited 259 Spadina Ave., Toronto

Sericulture—

WHAT'S THAT?

IT is merely the technical name for the culture of silk—an art handed down through the ages. Sericulture was considered so important in ancient China that the Empress herself personally engaged in it.

Silk culture has been jealously guarded by the Chinese throughout their long history. Nevertheless the secret has been obtained by nearly every country of the globe.. But China still leads in the successful development of the industry.

To-day most of the silk used in making Monito hosiery comes from the Far East. In a day when substitutes are rapidly springing up, dealers are always glad to learn that, figuratively speaking, our mills carry the sign—"None but **real** silk need enter here." When you sell Monito Silk Hosiery you can say with full confidence—"Here is **real** silk."

Moorhead Knitting Co., Inc.

Harrisbur , Pa.

Monito Sales Service radiates from the following offices:

NEW YORK—
200 Fifth Ave.
(428 Fifth Ave. Bldg.)

BIRMINGHAM—
12 Potter Bldg.

BOSTON—
31 Bedford St.

ST. LOUIS—
520 Wainwright Bldg.

COLUMBUS, OHIO—
260 Thirteenth Ave.

ATLANTA—
225 Peach Tree Arcade

KANSAS CITY—
506 Ridge Bldg

DALLAS—
1019 Commerce St.

PITTSBURGH—
3043 Jenkins Arcade.

READING—
1416 Perkiomen Ave.

NEW ORLEANS—
314 Hennen Bldg.

INDIANAPOLIS—
319 Occidental Bldg.



Monito

STOCKINGS *for* WOMEN
SOCKS *for* MEN

HAWTHORN FABRICS



Cool and Comfy



"Dolly Dimples" face cloth has been manufactured with the idea of catering to women who are particular regarding their toilet requisites.

They have become immensely popular with women who recognize a face cloth that is up to the minute in every respect.

"Comfort" face cloth is intended for men who demand an article which will give the utmost satisfaction in their daily requirements.

The demand for this line has been great and we are confident that it will give lasting satisfaction.

We will be glad to furnish attractive display cards for your store free of charge. Write your wholesaler to-day for both cards and face cloths.

HAWTHORN MILLS, LIMITED

WOOLLEN MANUFACTURERS

CARLETON PLACE

ONTARIO

Peerless Underwear is Profitable Underwear

Retailers find Peerless Underwear a profitable line to handle, because of its easy selling qualities and its faculty of developing "repeat" orders.

Have you tested its selling qualities in *your* store?

For Women, Children, Infants

MOODIE'S Peerless UNDERWEAR

Peerless Underwear Company, Limited
Controlled by
J. R. Moodie & Sons, Ltd.
Hamilton, Ont.

Why Circle-Bar Hosiery is Good Stock to Carry

IF you handle hosiery, you know what customers demand: Style—durability—good fit—value for their money.

As a dealer you want

—Goods which bring customers back asking for more; which guarantee a ready sale and give a fair profit.

Those are all qualities of Circle-Bar Hosiery, and the reasons why you should carry them in stock for men, women and children

—They are up to the minute in style; silk, wool or cotton, mercerized or lisle.

—Seamless and without wrinkles—the fit is perfect.

—Reinforced heels, toes and soles assures durability.

—Nowhere is there better value for the money.

Push the sales of Circle-Bar Hosiery. Specialize in this brand. Bring the name to your customers' attention—and watch your sales increase.

CIRCLE BAR REGISTERED HOSIERY

The Circle-Bar Knitting Company, Limited
Kincardine, Ontario



Beaver Underwear

FOR MEN and BOYS

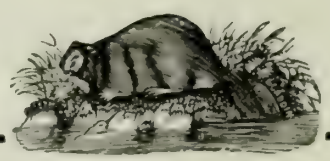
Fleece Lined

Combinations Two-piece

In our earnest effort to give the UTMOST value in every Beaver garment, we cannot do more than GUARANTEE every piece. Quality, size and workmanship are all GUARANTEED. Every Beaver garment makes good—or we do. Such is the confidence we have in our product.

Order from your Wholesaler.
To Wholesale Trade only.

Children's Ribbed Underwear



Selling Agents:

Ontario and Western Canada
R. R. DAVIS
33 Melinda St.
Toronto

Quebec and Maritime Provinces
WM. C. FORSTER
43 Sacrament St.
Montreal

BEAVER KNITTING MILLS, LIMITED

ALTON - ONTARIO

WE ARE NOW LOCATED

in our new premises, modern and commodious, which are much better suited to our requirements, and where we will be in a position to offer our patrons a thoroughly prompt and efficient service, a service which will be even better than in the past.
A very attractive range of

SWEATERS, PULL-OVERS, ANGORA SCARFS, ETC.
FOR THE SUMMER AND WINTER SEASON

is now being shown by our representatives. These lines are distinctively unusual in style and design, and are being made in all the leading popular shades and colorings. Altogether the presentation is notable in combining popular styles with splendid values.
We shall be pleased to put you in touch with one of our travellers. An inspection of our offerings entails no obligations.

Call and see us whenever you are in the city.

TEL. EAST 5678

FAINER KNIT FKM HIGH GRADE QUALITY TRADE MARK REGD

The Fainer Knitting Mills Limited

Makers of High Grade Knitted Goods

399 ST. LAWRENCE BLVD. - MONTREAL

These Two Waterhouse Lines Will Boost Your Underwear Sales



DR. NEFF'S SANITARY UNDERWEAR

has won its popularity through its perfection of fit, finish and quality

MAPLE LEAF UNDERWEAR

brings customers — the "hard to please" kind especially---and keeps them

SOLD TO THE JOBBING TRADE ONLY



Thos. Waterhouse & Co.
LIMITED
INGERSOLL - Ontario

Look for this TRADE MARK

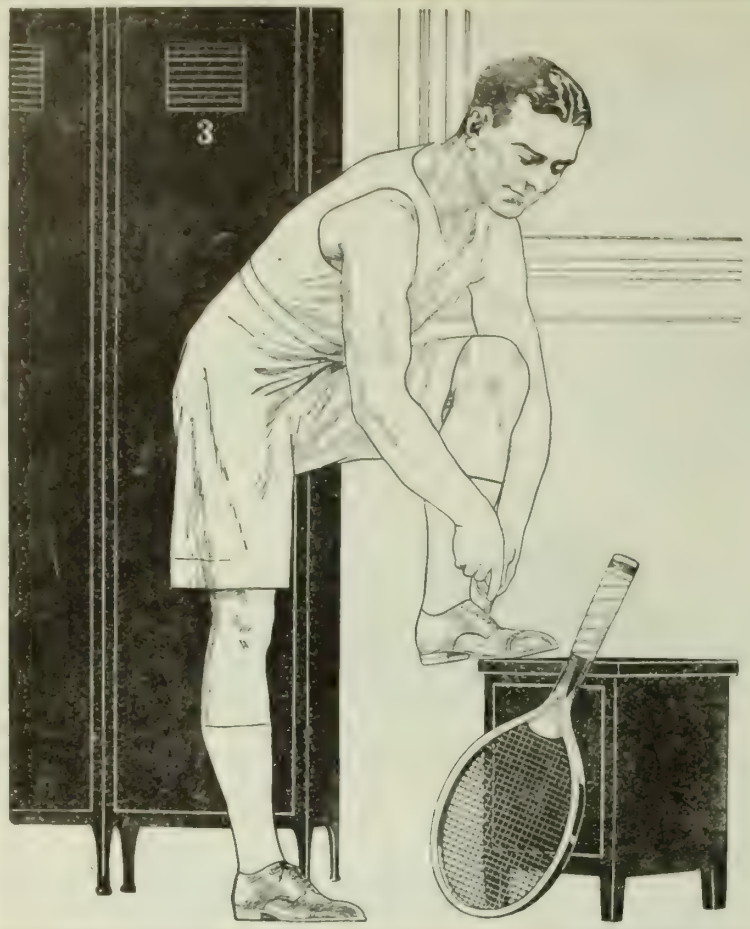
WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Representatives:

W. R. Begg & Co.,
20 Wellington St. W., Toronto

O'Brien & Allen
Phœnix Block, Winnipeg

C. E. Howard
Coristine Bldg., Montreal



ATLANTIC

A Ready Seller

SHOW your customers Atlantics. Let them feel the smooth, even weave. Let them see the elastic, form-fitting yarn.

You will have no trouble selling Atlantic underwear.

Atlantic Underwear Co.
Limited

MONCTON - - N. B.

E. H. Walsh & Company
Montreal and Toronto
Selling agents for Quebec, Ontario and Western Provinces.

These Garments will Boost Your Underwear Trade



IT means something nowadays to be able to offer your customers a brand of underwear which you can assure them is BETTER than ever. We invite your critical comparison of St. George Brand Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations with any other brands offered you, confident that you will recognize the superior quality and careful workmanship which will satisfy your most particular customers.

Agents:

COYLE & RODGER
230 McGill St. - Montreal

R. COPPING & SON
31 Melinda St. - Toronto

A. R. McFARLANE - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

Ballantyne Free Electro Service

Reproduction of Ballantyne Magazine Advertising, for Your Advertising



Every boy wants a Jersey. It's a real boy's garment—easy to slip on, will stand any amount of hard wear, and stops all fussing about "saving your clothes." Mothers like the Ballantyne Boys' Jerseys, too—they keep the boy always looking neat; they cannot pull out of shape, and they are the most economical garments made for boys. We are showing the Ballantyne Boys' Jerseys, pullover and fasten-on-shoulder styles, in a variety of colors.

Dealer's Name

THE electro shown here is a reproductin of our magazine advertisement for Boys' Jerseys. This advertisement appears in the magazines during May, and you should link up your newspaper and circular advertising with our publicity at the time when these jerseys are in big demand.

These electros are made in one and two-column sizes, and will be sent you free, on request.

When you write, specify whether one or two column electros are desired, or both.

R. M. BALLANTYNE, LIMITED

STRATFORD, CANADA

Beads Galore for Summer Wear

Bead Bags Made by Hand in France Arrive For the Canadian Devotee to Enhance Her Summer Costume—Bead Necklets in All the Fashionable Shades Will Enjoy an Equal Vogue.

THE bead bag has arrived on the very crest of the early Summer fashion wave. It is the newest thing in exclusive dress accessories, and the prices paid for it equal those paid for a bit of good jewelry. "And that's just about what some of the models are," said one wholesaler who has purchased a superb collection from France. "They are jewelry, so elegant is the design and so fine the workmanship."

The fittings too are mostly in gold and silver which, with linings of unmatched loveliness heretofore, add to their exquisite appearance. These bags are the rage in New York at present, and one buyer told of a young society girl who had twenty-seven different styles of bags in all—pretty nearly one for every day in the month—and of these, ten were bead models! So much for the vogue among the ultra-fashionable.

But the average devotee will be very fortunate and very well supplied if she is the possessor of one of these new bead models, which she will no doubt wear for dresy occasions. The retail prices are ranging from $15 to $50 and even a little higher. This is not unreasonable when it is considered that the wholesaler's prices on the more expensive models range close to $30.

Wonderful Colors

All the fashionable Summer evening shades are reflected in the exquisite little vanity bags intended for theatre or dance occasions. These are flat, and lined with pale contrasting shades of silk and finished with tiny hand-made flowers. Gold mounts are invariably seen on these small bags, while the larger models exploit a wonderful variety in gold, silver, antique, tortoise, amber, galalith and opaque effects, with little studs of brilliants and many types of handsome chain or rope handles to add to their charm. These bags are all handmade and show an originality and daintiness of design that has not been matched for many seasons.

The New Necklets

Side by side with the vogue for bead bags is the fad for bead and novelty necklets. A tendency towards rather plain tailored styles in street suits and one-piece costume this season has given the manufacturers of novelty jewelry ample excuse for bringing out new designs that will brighten and enhance the rather severe appearance of milady's costume. A carefully chosen string of jade or amber will do wonders to the navy or brown one-piece costume or street suit.



These beautiful hand-made bags represent one of France's leading industries which is rapidly recuperating, but they will cost, in many cases, enough to make the "luxury tax" quite a little item in their purchase. (Courtesy of Sterling Lace Co., Ltd., Toronto.)

All the new tints are being shown in these clever little novelties—jade, amber, "folly," coral, and Egyptian blue being among the leading shades for immediate wear. These models are mounted on link and self chains and the majority of the prettiest examples are developed in a specially prepared celluloid, which is opaque and can be brought out in a fascinating range of colors. These necklets will be equally suitable for midsummer wear with light organdie and silk frocks and retail at modest prices ranging from $2.00 up.

Antique Florentine

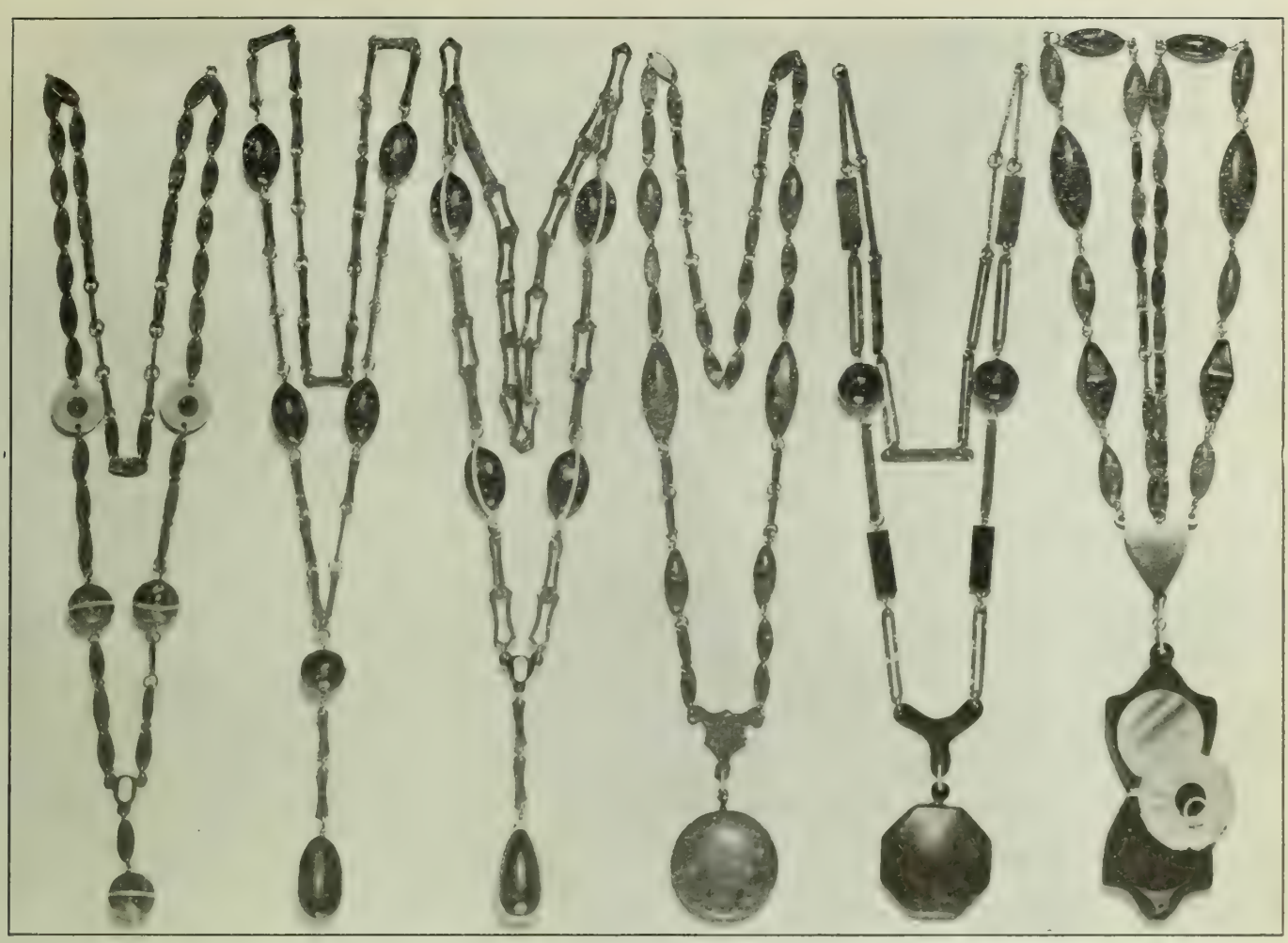
The painted wooden bead necklets in enamel finish are again to be seen and are already selling very well in combinations of antique and the new shades. Oxidized silver clasps and chains are effective. Beads painted in the fashionable Florentine shades are very good looking and will appeal to women who care for the novelties in dress, interpreted in rather bizarre colors, smocks, batik resigns and so forth. The hand-carved ivory beads in all white and combined with soft tinted glass beads are very pretty and being shown with the novelties by Canadian manufacturers just now. These will retail just as soon as the warm weather sets in at $5 a string. Ear-rings to match all these necklets will be retailed at as low as 50 cents and will enjoy quite a vogue this Summer. Some of the prettiest examples of the celluloid necklets have little pendant vanity cases containing mirrors and powder puff. These may be had in jade, coral and amber.

SHOW APPRECIATION

The employees of Bryson-Graham, Limited, Sparks Street, Ottawa, held an evening entertainment in one of the large rooms of the store on April 21, taking this opportunity of showing their appreciation of the treatment they have received from the directors, by presenting Mr. F. J. Graham and Mr. James Bryson with addresses beautifully bound in morocco leather. The treasurer, M. J. F. H. Laperriere, read the address to Mr. Graham, while Mr. T. Marier, merchandising manager, read that to Mr. Bryson. Miss Mary Kelly and Miss M. Arnott presented the addresses after this ceremony, bouquets being given to the wives of these directors. A very good program followed, enjoyed by about 250 of the staff. It is worthy of note that eight members of the staff had been present at the Silver Anniversary celebration, and they were greatly delighted to be present at this little affair, especially as the firm's Golden Jubilee celebration is being featured at the same time.

D'ALLAIRD'S HAVE DANCE

The D'Allaird Manufacturing Co., Montreal, Que., celebrated their sixth anniversary by giving a dance to their employees in their new building at the corner of Clarke St. and Laurier Ave., Montreal. Over three hundred couples were present.



Necklet Novelties in Celluloid

Six of the attractive new necklets in opaque bead and chain designs being shown by Carl Austen Ltd., Toronto. Jade, amber, coral and Egyptian blue are to be the leading novelty jewelery shades this Summer. Ear-rings to match these necklets will be very fashionable.

Ribbonology— All About Ribbons

Johnson, Cowdin and Company, Inc., New York, have published a decidedly smart and artistic little booklet for spring and summer under the title "Ribbonology." It talks about and illustrates in a most appealing manner just how many ways ribbons may be made use of for dainty accessories, for lingerie trimmings, but for infants' wear. The cuts give excellent suggestions to the novice in needlework and show a host of lovely varieties made out of all sorts of dainty ribbons.

FURRIER ENLARGES BUSINESS

S. Kolchin, Winnipeg, has moved his business from the Avenue block to larger premises at 404 Builder's Exchange, opposite the T. Eaton Company. Mr. Kolchin has taken into his company a partner, Mr. Bover, who is an all round practical fur man, and the firm will be known from now on as the Kolchin and Bover Fur Company.

Millinery Men Favor Four Seasons

Convention at New York Vote Unanimously for its Continuance in Spite of One Failure

Strong opposition to the National Four-Seasons-in-Millinery Campaign as carried on up to date, was voiced by a number of prominent members of the Millinery Jobbers' Association, at the business session of that organization's convention held recently at the Hotel Astor in New York. The session was followed by an open discussion between members of the Millinery Jobbers' Association and the Four-Season's-Campaign committee of the Millinery Chamber of Commerce.

It was admitted by both factions that the Summer - Hats - for-Summer-Wear drive of the Four-Seasons-Campaign has been a failure.

"We acknowledge the failure, but the fault was not ours. It was that of a power beyond human control—the weather," said Frederick C. Bode, of Gage Bros. & Co., president of the Millinery Chamber of Commerce. "The question now before you, is whether or not you favor the continuance of the Four-Seasons-Campaign. If you decide that you are not in favor of it, the Four-Seasons committee will disband."

Decide to Continue Campaign

The final outcome of the ensuing three-hour discussion was a unanimous vote in favor of continuing the Four-Seasons campaign provided the plans of procedure be completely revised, a definite budget be prepared, and the campaigns of the future be conducted on a more definite basis.

The discussion disclosed that expenditures for the Summer-Hats-for-Summer Wear drive had exceeded by about $6,500 the amount actually collected for campaign expenses by the Four-Seasons committee, and that a new assessment on the millinery industry throughout the 13 markets would be necessary to meet this deficit.

Fashion Favors Frilly Neckwear

Ruches of Lace, Net and Tulle Are Being Featured, While Real Lace is Playing an Important Part in Spring and Summer Styles—Vestees in Organdie Take Place of Blouses, and Marabout Sells at High Prices.

THE vogue for lace neckwear continues, and the demand for better class merchandise has been so emphatic all Spring that even the smaller shops are asking for genuine laces and placing orders for high-priced goods right along. The retail trade has done a brisk business in the neckwear department in spite of the continued cold weather which prevailed after Easter and ran right along to the present month. There is a very good reason ahead for the sale of neckwear for the use of these dainty confections of sheer fabrics and laces will not decline with the donning of Summer frocks—some of the smartest silks and cotton one-piece models will derive a good share of style from the collar, vestee or ruffle of organdie, lace or net.

Easter Revelations

Easter brought out much that was attractive in neckwear, although it cannot be said that any startling novelties apart from the curved laces, described in the April issue of DRY GOODS REVIEW, have appeared on the market this season.

Soft frilled effects are enjoying prominence, along with the crisp organdie and lace gilets and vestees, and so far the value of these dainty models as a compliment to the Spring suit costume has been universally recognized. No suit is complete without a bit of sheer fabric to soften the neckline and lend point to the costume. The plain white or ecru need no longer be adhered to, for some of the smartest examples are of tinted organdie or net—"Folly," toast, lemon yellow, pink and lavender as well as the resplendent jade being among the array of lonely hues sponsored by Dame Fashion for her nicest Summer neck fixings.

Laces Sell Like Hot Cakes

There has been a big demand for the curved and tab laces. "We can sell all we can get," was the reply to a query regarding this line of goods.

An unusual amount of business is being done in vestees—which, in many instances, are guimpes without sleeves. Many styles are to be had in these new guimpes, and owing to the fit of the modish Spring suits many women are asking for them in place of blouses or waists. They come decidedly more reasonable, of course, and as the little suit jackets are so many of them intended to be worn indoors and out to complete the costume, the guimpe-waist is much more comfortable than a waist with sleeves would be. Consequently the retailers say that the demand for these guimpes which retail from $2 up has been very good. Many handsome models are developed in real lace but one of the best sellers for wear with the short jacketted suit is the pastel tinted organdie model trimmed with narrow ruffings of val. lace.

The High Collars Seen

There is the same tendency to display a few high collars, as is the case at the beginning of each season. Quite a number of smartly tailored women are wearing the close fitting types with smart moire silk bows tied in front, but the majority of high collars—if they are worn to any extent this season which is hardly likely—will be on the Medici and Robespierre lines and in the pleated muffs which are really quite picturesque and attractive on some types.

The tulle ruche has evidently come to stay for the Summer, and is indulging in a variety of fashionable colors, too. The becomingness for street wear of tulle in a dainty shade was evidenced when women commenced to place scarfs about the inside of their fur coat collars—this vogue of the tulle ruff is just a later development, and according to the reports from the neckwear departments there is a decidedly steady demand for these becoming ruchings. Prices are apparently not worrying them either.

"We are being asked right along for the higher class of goods," declared the retailers seen this month, which indicates that prices in neckwear, anyway, will not go down for a while.

Feather Fancies in Vogue

Marabout and ostrich neckwear has had quite a vogue this Spring and the manufacturers are anticipating a big business in the Fall again and are preparing accordingly. One wholesaler showed DRY GOODS REVIEW a lovely brown marabout stoll with handsome trimmings of ostrich that will retail in the Fall for $30 or $35.

A Lovely Quill



Reminiscent of the days of chivalry is this beautiful hand-painted quill pen which is being shown by the Dominion Ostrich Feather Company, of Toronto. These pens are promised a sensational vogue, being already the rage in New York.

London Holds Monster Made-in-Canada Fete

Big Organized Campaign to Encourage Use of Domestically Manufactured Goods

LONDIN, ONT., launched a spectacular campaign during April to boost "Made in Canada" goods and under the co-operative efforts of the London Advertising Club, Retail Merchants' Association, London Manufacturers' Association, Chamber of Commerce, and Canadian Club, a very unique event was staged over a period of some days—from April 19-26.

The London shops entered wholeheartedly into the campaign which was the first of its kind in Canada and windows, bands and floats alike flung the challenge to the citizens of London. "Made-in-Canada" was written large all over the city for nearly a week and the streets were in festal garb for the big parade, held Tuesday in the week, when manufacturers and retailers alike contributed to the demonstration, and the Mayor declaring a half-holiday, the streets were packed with onlookers.

The organizers of the campaign timed to make it of a highly instructive nature as well as an advertising campaign for domestically grown and manufactured goods. The films of the parade and other features have already been shown extensively through Canada.

Fewer Corset Lines— Better Satisfaction

One excellent result that the shortage of corset merchandise in the past year or two has brought about, is that it has compelled salespeople to become more familiar with their stocks, always a desirable thing. This condition has been remarked upon by a number of buyers, who view with gratification the increased interest their sales forces are taking in their lines.

In the old days, when practically all stores handled all possible numbers, customers would come in and ask for a certain model, pretty certain to find it. Saleswomen would have little more to do than to hand it over the counter, and if the particular model was not carried, or happened to be out, the sale was lost, because the saleswoman didn't attempt to offer another model in its place.

But with the war — and since — the limited number of models at the buyers' disposal cut down stocks. Women could no longer ask for a certain style,



almost certain to get it. Thus, they are left largely in the hands of the corset salespeople, and the latter, unable to rely on definite models as they are asked for, must be able to find some number in stock which will suit the customer. Thorough knowledge of what her stock holds, and what type of figure each model is best suited for, is thus necessary for the saleswoman.

Another step this lack of all numbers leads to is more emphasis on the fitting department. Formerly when a woman could buy the same model, time and again, with some degree of certainty that the model would fit her—although, of course, perfect satisfaction could rarely be obtained in this way—fitting was often dispensed with. Now she can no longer do that, and the fact that she must try a new garment means that the customer is more willing to be fitted. Consequently she is perfectly suited.

A DISCOUNT SALE

Darwins, Limited, ladies' wear, Sparks Street, Ottawa, advertised a 20 per cent. discount sale during their alteration and enlargement of premises. The firm has enjoyed a very rapid growth in the city, necessitating the store's enlargement two or three times in a few years.

Charm and Distinction in the New Bridal Veils

Egyptian, Turkish and Normandy Inspirations Vie With Modern Artists' Original Creations in Lace and Tulle.

STYLES in bridal veils are as many as brides themselves. There will always be brides and there will always be veils, long, fluffy clouds of tulle, lace and orange blossoms. But what seem to be trifling details are responsible for the slight changes which occur from year to year.

One season brought forth the wedding veils gathered into a cap like those which Mrs. Vernon Castle affected, another year the bridal veil seems to be under the same influences to which millinery has been subjected.

The Egyptian vogue produced a charming veil with side drops. Yards and yards of crisp white tulle are gathered into the head dress and the folds are held at the front by a high, pointed coronet of orange blossoms.

Turkish Influence

The sides taper and end in long streamers of orange blossoms which hang to the waist. The same idea carried out in wee, hand-made flowers.

The Turkish influence, which called for the harem veil, is responsible for a bridal veil, is responsible for a bridal veil which is as un-Oriental as it could be. The tulle is drawn over the head in a skimpy cap effect and held down by a thin wreath of orange blossoms. A band of the tulle appears above and below the flowers. The lower band veils the eyes alluringly and extends to the tip of the nose. One end of the veil could be drawn across the face and pinned at the side.

A demure way of wearing the veil is to pull it straight across the forehead to the ears, while the tulle billows out at either side of the head. A band of orange blossoms could be festooned on the front. The effect is almost nun-like in its simplicity.

An interesting variation of the mediaeval wimple is shown in a short conical-shaped arrangement of orange blossoms. The top-piece slips over the eyebrows with tiny leaves forming a wreath for the head. From the shallow point at the top the veil drops out to fall over the shoulders and back of the fair bride.

Old Favorites in Veils

The smooth cap of flowers covering the front of the head and the veil visible only at the sides and back is almost startling in its newness but the bride who wishes to look distinctive will not hesitate over this veil.

The veil of large bunched up at the back like a Normandie maid's cap uses its points as a decoration for the forehead. The hair should be slicked back tightly and the lace worn upon the skin. A wreath of orange blossoms will hold the veil in place.

Old favorite in veils will be in order again this season, and the ruffled cap trimmed with pretty flowers will be seen often. A pretty arrangement is that of showering the veil with clusters of lilies of the valley which fall at the sides and back of the cap.

Enter—The Winged Shoe

Adventure Followed the Youth Who, in Times of Old, Wore Feathered Shoes — Curious Glances Follow His Modern Prototypes on Broadway

THE winged-shoe can no longer be considered the exclusive property of the handsome chap who dashed about in the clouds long before aeroplanes were dreamed of and whose adventures have been revelled in by many lovely youngsters just before the sand man closed their drowsy eye-lids. Persius whom Hawthorne equipped so efficiently has a rival in the 1920 Fashion Devotee who trips gaily down Broadway in a smart pair of winged pumps, that will make the money fly even if they will not carry the dainty wearer more than an inch or two off terra firma.

One pair of winged pumps exploited the plumage at a jaunty angle on the sides of the shoes and extending backwards. Another pair boasted a full sized bird on each instep with wings outspread. In commenting on this latest craze for the winged shoe one New York writer says: "Nobody knows how next Easter's shoes will be trimmed, or whether the Easter bonnet will have leather or rubber heels. But time will tell."





"Marjorie Daw" Smocks

The last word in Smocks for the Summer Girl

Made of sheer voile embroidered in Pink, Blue, or all White. Short sleeves piped with colored trimming to match embroidery and with either elastic or belt at waist, as illustrated. Distinctly different, yet popular priced, they will appeal to all classes.

Stock up with this fast selling line for your warm weather trade.

Write for sample assortment.

H. P. RITCHIE & CO.

38-42 Clifford Street

TORONTO

BUY CANADIAN MADE MERCHANDISE

You save both the duty and rate of exchange

Now that we have two huge, modern factories in Canada — one at Toronto and one at Drummondville, P.Q.—each turning out an appreciable quantity of Gossard Corsets and Gossard Brassieres, we hope to be in a position shortly to meet the demand of our distributors for this Canadian product. "Made in Canada," by Canadian workers exclusively.

When you buy

GOSSARD *Front Lacing* CORSETS

your dollar buys a dollar's worth. When you buy imported American-made corsets, your dollar is worth but forty or fifty cents.

Gossard Corsets and Brassieres are sold to our distributors in Canada at the same price as is paid by retailers in the United States for the same models, same materials and the same quality. You are enabled to offer your clientele a superior product for the same money because of the large sum saved on duty and the high rate of exchange that you would otherwise have to pay if you bought an American-made product.

In connection with the unparalleled demand for Gossard merchandise, let us once again request you to be mindful of this significant fact: This condition is a *natural* development and rests upon the inherent merit of the merchandise. Gossards never have been produced in sufficient volume to satisfy the demand.

The recent opening of our new factory at Drummondville is but one more evidence of the earnestness with which we are endeavoring to meet our dealers' problem of satisfying the insistent demand resulting from the unusual and steadily increasing preference, in Canada, for these original front-lacing corsets.

The Canadian H. W. Gossard Co. LIMITED

284-286 West King Street, Toronto



Griffin Gloves

Satisfy alike those who appreciate the unusual in design, and those who insist upon dependable wearing qualities. Moreover, every feature that is thougnt desirable in the selection of Gloves is found in

GRIFFIN GLOVES

Every pair sold over your counter means a constant devotee to GRIFFIN GLOVES—and your store.

Chamo Suede Duplex
Chamo Suede and Silk

Milady's Choice

Chamo Suede REGISTERED

Griffin Gloves TRADE MARK

GRIFFIN GLOVES, LIMITED
TORONTO

SOLE SELLING AGENTS:

RICHARD L. BAKER & COMPANY
84 Wellington St. W., Toronto



Finnie Neckwear

IN OUR NEW HOME

421 Union Avenue

For a considerable time past we have been seeking more commodious and convenient quarters, that we might be in a better position to take care of the expansion of our business.

These we have at last secured at above address in the Heart of the Big Retail Stores section of the City.

Here, with a modern, well-lighted and well-equipped factory, we hope to be able to give you a still better service than in the past.

Finnie Neckwear, Boudoir Caps, Tea Aprons, Camisoles, etc.

will be manufactured in greater beauty and variety than ever.

We extend a cordial invitation to call and see us whenever you are in the city.

A. B. Finnie & Company

421 Union Avenue - Montreal

Telephone: Uptown 7520

Corsets · late · contours



The Style, quality and comfort built in WOOLNO-Corsets made the WOOLNOUGH Trade

WOOLNO-CORSETS will build a better Corset Trade

Front Lacer Models, Sport Models, Elastic Top Models, Inside Belt Models, Reducing Models, Snappy Styles with comfort features which bring repeats. Right Prices.

PROMPT DELIVERIES

WANTED

One live Dealer in each Ontario Town and City. Write or wire for Samples or for Representative.

Woolnough Corsetiers

396-396½ Yonge St. Toronto





Phoenix Neckwear
of dainty distinction

LACE POINTS
Venise
Batiste
Organdy
Oriental

PATCH LACE COLLARS

ROUNDING AND
TUXEDO COLLARS

LACE VESTEES

COATEES

for Bolero Coats
in Embay Englaise Batiste
Spotted Batiste



ORGANDY
IN
SMART SHADES

Including

TOAST
ORCHID
MAIS
NATTIER BLUE
FLESH
GREY and NAVY

PROMPT
DELIVERY

It is significant that so many of the better stores are featuring PHOENIX NECKWEAR as their leading, and in a great many cases their only, line of Neckwear. Exacting demands in the selection of materials, and in the execution of our designs and above all the ultra smart, out-of the ordinary PHOENIX effects, have all combined to increase the popularity of PHOENIX NECKWEAR everywhere. Careful attention to details is bearing fruit in the recognition of the discriminating trade.

Phoenix Novelry Company

154 Pearl Street

TORONTO



Posed by Sylvia Breamer

Often the ribbon is the very thing a dress needs to give it a genuine and decided touch of style. Here the

"J. C." LADY FAIR RIBBON

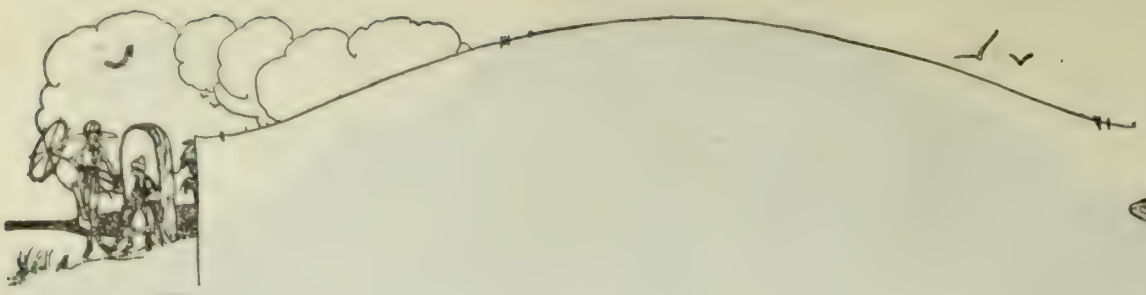
—an exquisite two-tone combination—adds a most appealing grace and beauty to a charming creation of embroidered and beaded crepe.

"J. C." Ribbons are widely preferred. There's one for every need—buy them by name.

SATIN DE LUXE	VIOLET
LADY FAIR	SANKANAC
TROUSSEAU	DEMOCRACY

(Registered trade mark names)

JOHNSON, COWDIN & COMPANY, Inc.
40 East 30th Street **New York**







Wide
Plain
Striped
Subdued
Narrow
Fancy
Flowered
Brilliant

Our Minister of Finance in his last Budget Speech emphasizes that the French treaty will be abrogated on June 19th, 1920. An extra 10% duty will be added.

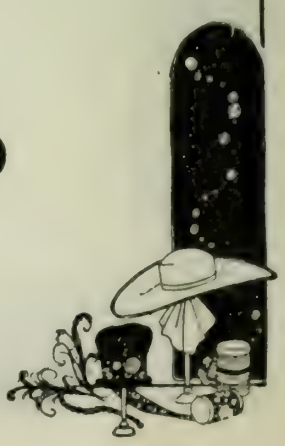
Prices on Ribbons are not governed by New York or the United States. Dealers should buy Ribbons before June 19th, as the new French treaty goes into effect on that date.

Why wait to pay the extra ten per cent. when you can buy Ribbons now at present quotations?

RIBBONS LIMITED

100 Wellington Street West, TORONTO

McDermott and Arthur Streets, Winnipeg



Buttons !  Buttons !

"Everything is Button Trimmed"

—so says Dame Fashion—hence Buttons are no small item in the stock of the up-to-date store.

For this reason our line of Buttons is receiving special attention everywhere, the shrewd buyer appreciating the unusual effects, the high standard in manufacturing, and above all the genuine value, shown in **Ontario Buttons.** Chose from our range and you will be in a position to suit every taste and every purse.

Also complete line of Fancy Trimmings and Tailors' Smallwares.

THE ONTARIO BUTTON CO.
LIMITED
KITCHENER ONTARIO



MARABOU

Let us send you an assortment of our MARABOU lines. You will be delighted with the obvious richness which sets them apart from ordinary Marabou. Smart designs —to suit every taste. The immense popularity of our Marabou lines is their recommendation to you.

NATURAL
BLACK
WHITE
GREY
TAUPE

DOMINION OSTRICH FEATHER CO.
Limited

78 Wellington St. West - Toronto

Representatives :
H. B. Taylor, Mappin Bldg., Montreal.
J. G. Martin, Hammond Bldg., Winnipeg.
Geo. Strachan, Welton Block, Vancouver.



"Society"
Trade Mark Reg. U. S. Pat. Off.
Sport Veils

Are Earning a Place in the Sun

And ever since the unique national advertising campaign was launched —"SOCIETY" Veils have been in keen demand.

Place a "Society" Sport Veil Cabinet on your counter. It will bear fruit in profits!

The Cabinet is sufficiently interesting to attract quick attention—the veils, clever in motif and sensibly priced.

For a clean accessory and quick new profits—

"Society" Sport Veils

If your wholesaler cannot supply you, write us and we'll see that you're served.

HERBERT B. LEDERER CO.
A CORPORATION
Manufacturers and Importers
91-93 FIFTH AVENUE, NEW YORK CITY



Prices Frighten Fancy-Work Men

Buyers in Europe This Past Month Startled by Newest Advances—Demand Still Big, But They Are Getting a Little Cautious—Turning to Home Markets, and Getting Satisfaction—Glimmer of Hope For Next Spring.

ADVANCES of between 20 and 50 per cent. are being asked for 1921 deliveries. Prices are terrific, and buyers are only purchasing for immediate needs.

This briefly, is the situation in Great Britain as found during the past month by the buyers for big Canadian fancy goods and notion wholesale houses. Several of the Canadian representatives are just back and they admit a slight uneasiness over the advancing prices for the first time.

A Buyer's Experience

Mr. Hambly, of Hambly and Wilson, Toronto, was quite frank as to the effect prices had had upon him. "I decided to buy just as little as I could do with in England and Scotland because I am convinced that the peak has been reached in prices in our line of goods," said Mr. Hambly. "By the time the deliveries for 1921 are due I think there should be somewhat of a reduction and I am waiting with this idea in view. In the meantime the markets at home ought to be able to look after our needs. It is a recognized fact that the Canadian market is the most reasonable in the world to-day, and we are getting highly satisfactory goods here."

Mr. Hambly said he had never seen so many European buyers agreed on conditions as they had been on this recent trip.

Buyers of Same Opinion

"Almost everyone thought it was worth waiting and taking a chance that prices would be lower on the 1921 deliveries," he said. "Many of us would have liked the stuff, but we felt the prices were absolutely prohibitive, and consequently just got enough to carry us over this s[illegible]

Mr. Hambly quoted prices on round thread embroidery linen as an illustration of the jump that has been taken in six years. He had been asked 96d. for linen that he had paid 52d. for a year ago. The price of this round thread embroidery linen in 1914 was 11d. This means that the price is practically eleven times what it was just before the war.

Mr. Hambly stated that there was a splendid demand for all lines in the fancy goods and needlework business. Embroidery work and knitted goods are having a great run and there is an unprecedented demand for stencil designs in linen and cotton goods, either white or in natural shade. Knitting wools are in demand to a surprising extent for all nature of sweaters, pullovers, and woollen novelties in scarfs, babies' things, etc. for summer. The increased vogue of the sweater in new and varied designs has created an unusual demand for the fashionable sports shades in wool. Bright blues, yellows, rose tints, and greens—from emerald to jade—are seen and some very startling combinations are being tried out by amateur knitters, with the same success that has attended the manufacturer's daring experiments along this line.

Another use has been found for the brilliant hued skein of wool this summer—the sheerest of dainty waists and under muslins are exploiting woollen embroidery motifs in original designs. Blue linen smocks are appearing too, with conventional flower pots and flowers growing therein, applied on pockets, belts and sleeves. One lonely lemon colored smock illustrated this use of wool embroidery by achieving a regular Florentine effect in conventional motifs, worked out in bronze, blue, red, yellow, and purple. The colors were centred in two motifs on the skirt section of the smock instead of patch pockets, and in smaller motifs on elbow length sleeves.

Colored embroideries in silk and wool are to have a prominent place in dainty feminine wardrobes this summer and it will not remain for the artist alone to revel in exotic color effects for informal and sports wear.

Bright color combinations will be indulged in by all who desire to try out the new stencil designs, or original ideas in wool work on linen or cotton, silk or poplin. The manager of the art needlework department shrould be given full scope this season for it is the record-breaker for fancy work.

Out-of-Door Scenes Make Good Display

Carry Prospective Customers to Scene Where Goods on View Will Be Worn—A Beach Scene Sells Bathing Costumes Better Than if There is No Suggestion of Holiday Time

OUTDOOR scenes are always effective window trims. At this time of year especially can a very good effect be gained by posing several attractively clad figures in a Summery porch setting or in a garden scene. Sweaters, sports togs, and bathing suits can be most effectively and artistically displayed if the window trimmer choses to introduce an attractive bit of landscape or a bit of sunny beach with the aid of a few yards of sand-colored cloth, a painted drop to represent the foamy home of Neptune, and a strip of gaily striped awning. Very attractive can be the window in which a scene on the ocean beach is depicted. Figures in smart bathing attire may be posed in easy attitudes on the sands, with perhaps one figure seated beneath a comfortable canopied beach chair. Bathing caps, rubber wraps and bathing shoes and hose may be very effectively grouped and other swimming suits displayed off figures.

A tennis lawn setting or a garden tea scene arranged with one of the pretty new wicker-ware sets of verandah furniture will make a perfectly splendid background for the display of pretty organdy dresses or the more colorful sports costumes that are to enjoy such a vogue this season. The verandah scene is an excellent one for the display of golfing or country club costumes of every kind. Reality is unusually effective when introduced at the right time, and with the approach of the lovely out-of-doors season the use of growing plants and cut flowers has a very strong appeal to those gazing into shop windows for inspiration in choosing the summer wardrobe. A very conventionally-arranged window box will provide a lovely note of color and make the scene on porch or verandah all the more real to the onlooker, while a bit of hedge or shrubbery in a gay green painted box may be placed in the fore-ground of the window when a lawn scene is being reproduced. Pretty canopy awnings, big sun umbrellas, and good looking wicker and cane furniture add to these out-of-door windows and serve to give naturalness and reality to a display that might otherwise be quite commonplace no matter now high the quality of merchandise on view. The importance of environment or plain suitability cannot be overlooked in window dressing if artistry in display is being striven for.



Attractive scenes can be worked out by the small shopowner on a minor scale that will serve his requirements just as well as the elaborate groups of windows dressed two or three times a week by the leading departmental stores.

A DICTIONARY OF DRY GOODS TERMS

(Cotton Weaving and Manufacture Continued)

Bedford Cord — A cloth ribbed longitudinally without floats on its surface and firmly woven.

Breast Beam — The front cross-rail of loom over which the cloth passes to the cloth roller.

Beer — A term used as a basis for reed counting; that is, 20 dents or splits, or 40 ends, two ends per split. Sometimes a warp during the warping process will be split up into beers or bunches so as to facilitate counting off. In other cases they are used to assist in spreading out the warp by passing through a wraithe during the beaming process.

Bundle — In the cotton trade a standard weight of cotton yarns consisting of a variable number of hanks, according to the counts but always weighing 10 pounds in the grey state; a shipping bundle is sometimes 5 pounds.

Calender — A machine used in the starching and dressing of cotton fabrics. It consists of a number of rollers under pressure and in contact with each other.

Calico — A cloth in which the warp and weft are alternately interlaced, thus forming a strong and firmly bound cloth. It is used in its grey state, also in the dyed, printed and bleached states. Its method of interlacing is known as a "plain weave." The name is derived from the town of Calucit, in India.

Chenille (fabric) — A figured pile fabric, such as table cover, curtains, carpets, composed of chenille weft yarn.

Chenille (thread) — This is a woven fringed thread, consisting of a few cotton or foundation threads to which the weft is added in a prescribed order of coloring.

Cloudy Web — Uneven thickness in the sheet or web as it comes from the doffer caused by defective carding.

Corduroy — Literally "king's cloth." A form of weft pile weaving for heavy cloths, suitable for men's wear, which gives a rib longitudinally in the cloth. After weaving it is cut, sheared and finished. Often dyed.

Cover — A term used to indicate that the warp threads are spread in a cloth width at equal distances so as to destroy any raw or naked appearance which may arise by the threads passing in pairs or more through the splits in reed.

Crimp Cloth — A form of cotton weaving in which longitudinal sections of the cloth are uniformly crimped or crinkled purposely. This is caused by weaving warps at different tensions.

[To be continued]

There is Money in Notions

Some Salesmen Do Not Work the Notions—Manager Must Instill Confidence and Enthusiasm Into Travelling Salesman.

Written by Manager of Notion Department of Wyman, Partridge & Co., Minneapolis, Minn.

IN MY opinion the success of a jobbing notion department depends largely on the department manager's ability to instill into the travelling salesmen confidence, enthusiasm and interest in small wares.

The average general line man has for his goal a certain volume of sales which he must reach or exceed, and his best efforts are usually put forth on the lines that run into big money, and he naturally becomes better posted and more familiar with the goods that he works the strongest.

In going over orders taken by our salesmen, I have many times noticed the notion order called for a few of the most staple notion items only, and when inquiry about this particular order is made, the salesman readily admits he did not work the notions. He was busy all day on underwear, hosiery and manufactured goods, or piece goods, wash goods or dress goods; and as he and the merchant were both tired, he asked the dealer to run through his notion stock in the morning and send in his requirements by mail.

The most successful notion salesman is invariably a detail man, who will take the time to study his sample lines and catalogue, or who has had his preparatory road training in a notion stock, so that he can easily and quickly answer all inquiries on the thousand and one small items in this line, instead of being embarrassed with questions he cannot answer.

Great assistance can be given by a good catalogue with good illustrations, short, concise descriptions, and a sample line on uniform size cards, made so they can be easily shown, quickly packed and conveniently carried.

It Surely Pays

While the small wares department is not generally considered a volume department, the fact that F. W. Woolworth & Company's sales for last year were reported at $119,491,033 proves the fallacy of this impression.

Widely advertised notion items are always an asset to a department as they often start a notion order, or a new account, and the turnover on these wares will help the entire department. I will admit, however, a department manager does not enthuse as much as he should on advertised lines as he is often compelled to work on too small a margin of profit for this day and age.

Manufacturers should make a thorough study of this question and every notion department manager will welcome ways and means of interesting his travelling salesmen on notion lines, as I believe we are all open for suggestions along this line, and the manufacturers' work is not complete until their goods are in the hands of the consumer and giving satisfaction.

The greatest co-operation should exist between the notion manufacturer and the jobber's salesmen to make it easier to sell notions, as most of them are willing and anxious to sell quantities of small wares, and on the whole are "more to be pitied than censured."

BUYERS ABROAD

J. G. Russell, manager of the linen department of Mark Fisher Sons and Co., Montreal, and J. G. McKechnie, manager of the silk department of this firm, left Montreal on the 14th of May for Europe, where they will make an extensive buying trip. They will visit all the important European markets.

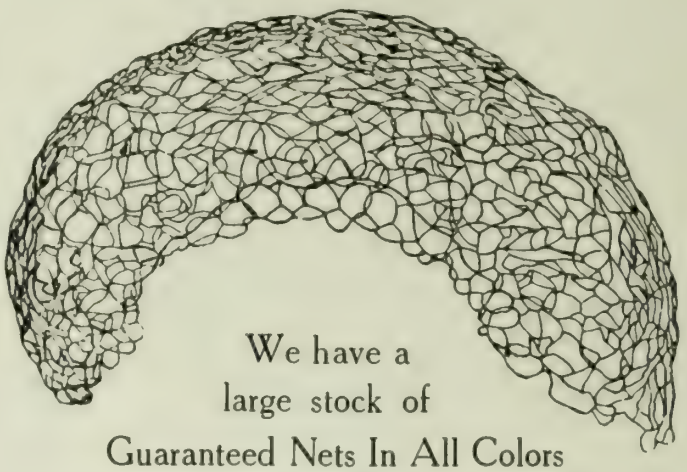
Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

MADE IN CANADA
Beads
Earrings
and
Pearl Necklets
Write for a Selection Parcel
CARL AUSTIN & CO.
Manufacturers
357 College St., Toronto
Write Dept. B.

The Exclusive Smallware House

THE "CAP SHAPE" REAL HUMAN HAIR NET
is still the best seller

No Pins
No Ends
No Worry



Strong
Invisible
Neat

We have a
large stock of
Guaranteed Nets In All Colors
FOR IMMEDIATE DELIVERY

FANCY BEAD NECKLACES

are again in good demand for Summer Trade. We have an assorted stock of attractive lines. Write for a sample range on approval.

NARROW BELTS

are the greatest selling feature of the Season

Wrinch-McLaren, Limited

77 Wellington St. West TORONTO, Ontario



See the magazines we have selected for this page ad to appear in—Ladies' Home Journal, Needlecraft, Butterick Quarterlies.

Well-Named Pins Sell Quicker



IT wouldn't pay you to put very much selling-effort on pins. The amount per sale is too small. Yet pins are a mighty necessary item in your stock.

It does pay, however, to carry pins with a name that women *know*—that they recognize instantly as standing for the best quality—pins that *sell themselves.*

Such are the toilet pins made by De Long, famous for a generation as makers of the dependable

"See that Hump?"

Hooks and Eyes, Hook-and-Eye Tape, Safety Pins, Hair Pins, and Snaps.

Give De Long Toilet Pins a good display, in a prominent place, on your notions counter. You'll be surprised at the way they "sell themselves" to women who know the quality-standards of De Long.



THE DE LONG HOOK AND EYE CO., OF CANADA, LTD., ST. MARYS, ONTARIO



Fountain Erand

Eliminate Waste!

By using the 2 oz. spools of "FOUNTAIN BRAND"

Pure Irish Linen Thread

Convenient Size, Convenient Length, Convenient Price. No broken ends and Non-Snarling

Invaluable to manufacturers of clothing and leather goods, for the many sterling points of superiority over ordinary brands.

Manufactured by

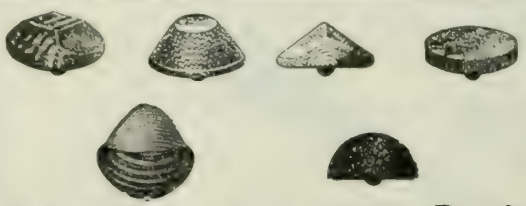
ISLAND SPINNING COMPANY, LIMITED, LISBURN, IRELAND

½ lb. and 1 lb. Patent Wind Cops, 1, 2 and 4 oz. Spools, Colors: Black, White, Whitey Brown

Sole Agents for Canada

WALTER WILLIAMS & CO., LIMITED

MONTREAL	QUEBEC	VANCOUVER	TORONTO
508 Read Building	533 St. Valier Street	217 Crown Building	20 Wellington St. W.



Make More than 500% Profit

By making **buttons** of the same materials you sell to your customers for dresses and suits, and in that way assure them of **buttons** that match perfectly.

"Your store is not complete without a Menkin complete **button making outfit,** and **interchangeable button dies."**

It helps the sale of dress materials and makes it possible for you to reduce the size of your finished **button stock.** No left-overs—or sale of **buttons** at the end of each season.

IMPORTANT

If you now use a button machine tell us its name and a list of what buttons you are now able to make. We will send you sample button moulds and show you how to make PERFECT BUTTONS the MENKIN way.

"Service" That's Our Motto

S. MENKIN, Inc.

Creators, Promoters and Producers of Covered Button Supplies for over Sixty Years

143 West 28th St. New York

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

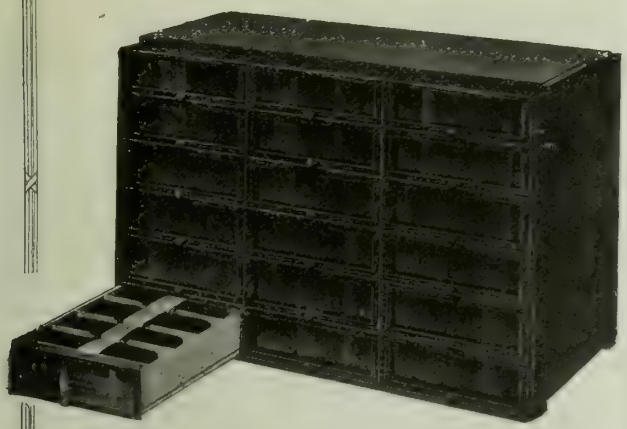
We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.

LIMITED

Toronto Ontario



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.
Canadian Showroom and Factory:
Bay and Wellington Sts., Toronto, Canada

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

WRIGHT'S E-Z-TRIM

Makes home sewing a pleasure

All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment — collar, cuffs and yoke.

Made of WRIGHT'S Bias Fold Tape, stitched in parallel rows on fast colored percale.

A live seller for the up-to-date merchant.



Look for the trade mark and portrait Wm. E. Wright on every package.

WRIGHT'S BIAS FOLD TAPE



Made in U. S. A. Since 1898

Increases Notion Sales

"W&N" MONARCH and METEOR Brands for binding, piping, fancy work and trimming in white, black and colors.

Cut from reliable fabrics of first quality stock on true bias selvages trimmed, seams opened and pressed.

Easily Sold because Easily Used



In U. S. Pat. Off.

Wm. E. Wright & Sons Co., Mfrs.

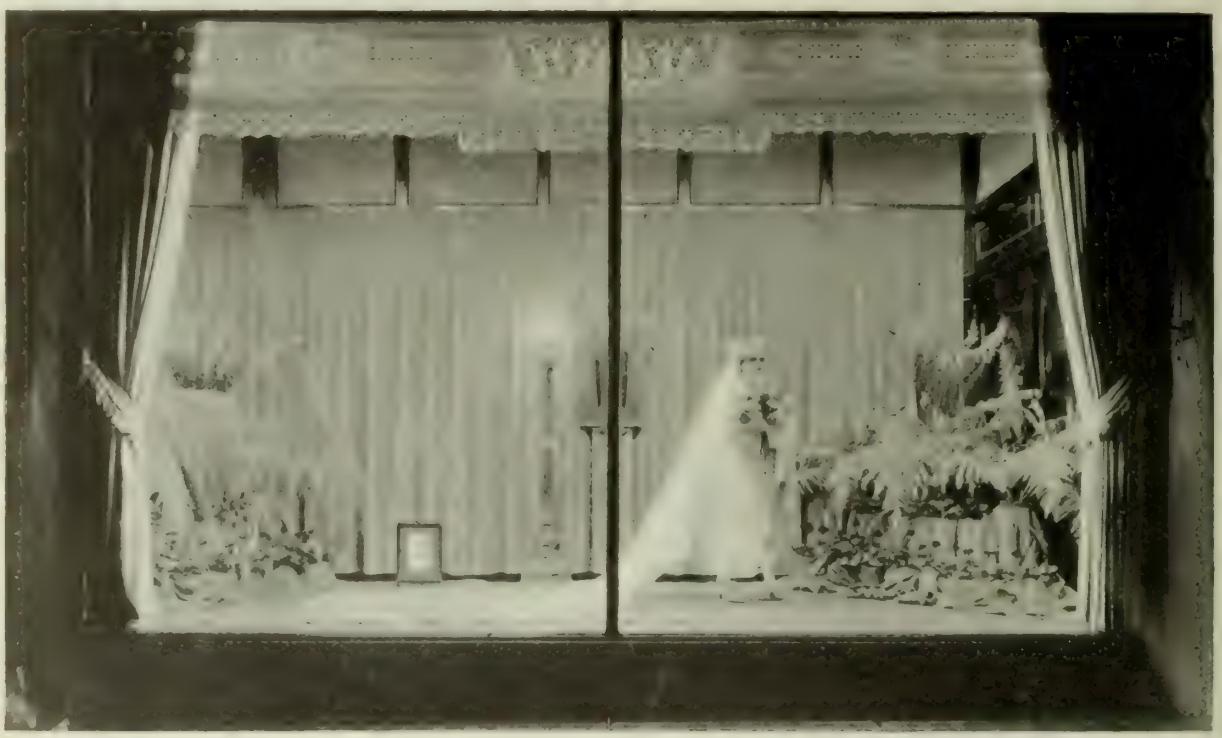
315-317 Church Street New York

Stocks carried at all Agencies

CHICAGO
R. C. TAFT
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street



The Bridal Gown

This striking and beautiful display attracted crowds to the Robert Simpson Co. window on Yonge Street, Toronto, the second week in May. The faultlessly attired bride stands in front of a soft grey velvet background, which gives a fine lighting effect. Ferns and flowers are artistically banked; the standard of lights is lovely. The bridal veil is worn off the face and is arranged in points held like a coronet at the back with a pearl band crossing the brow.



Hints for the Trousseau

Fairweathers Ltd., Toronto, have shown some very effective lingerie and corset displays this Spring. This lovely May window is a timely one now that trousseaux are being planned.

WHAT BRINGS A BUSINESS NEAR FAILURE?

"For the life of a business to be threatened by defective methods is not uncommon. Many a manufacturer, for instance, knows how to make his product but slips up on selling it....In a surprisingly large number of ordinary business troubles the absence of proper records is the one big fundamental trouble; it is made worse, always by the contributing causes—foolish buying and misplaced sales effort—that are sure to accompany the general slackness which is typified by absence of figures.

....It is easy to understand the cause of each emergency and the logic of how it was met. However different the methods may be—however dramatic—all are of a class. But no two business illnesses are near enough alike to make limitation a sure cure."

Drive to Advertise the Flower City

Dry Goods Merchants Lead Big Campaign With Aid Novel Envelopes

The retail merchants of St. Thomas, with the dry goods stores in the lead, are co-operating in a most unique method of advertising their city in the big outside world. They are conducting what is known as an "Envelope Drive," each business man being pledged to use specially printed envelopes, setting forth the city's prestige as "The Flower City of Ontario" for one year. The envelopes are printed under the direction of the St. Thomas Horticultural Society and are sold at cost. In addition to the name and address of the firm, the envelopes are decorated with handsomely colored views of the beauty spots in St. Thomas. The views cover the entire backs of the envelopes.

That the drive will prove successful is evidenced in the fact that the initial issue of three hundred thousand envelopes had to be almost doubled when all the orders were totalled. Many merchants have purchased ten thousand and more envelopes and are using them exclusively for their outside correspondence.

LEAGUE IN BELLEVILLE

A Consumers' Economy League has been formed in Bellevile, Ont., to combat the high cost of living by increasing production rather than through boycott.

At the first meeting addresses were given in which the need of economy in dress was emphasized as a means of bringing down the price in clothing. Gardening was urged as a more successful means of bringing down the high cost of potatoes than by boycott. Plans of action are being drawn up.

Do Not Repulse Customers With Untidy Store Windows

Remember That Goods Carelessly Placed Will Drive People Away, While an Artistic Arrangement Will Entice Them Into the Shop.

WHY do you place goods in the windows? To sell them, of course, yet to see the attention and slipshod method used by some storekeepers this seems to be the last thought in mind.

Many times the merchandise is simply "tossed" in the windows, in a disordered heap without any attempt to decorate, attract or compel attention, and when people do not come into the store and ask for goods so displayed, the merchant says, "Oh, I do not think window display helps me."

Untidy Goods Repel

How can a man expect a jumbled assortment of goods to attract attention and sell and how in the world can one expect articles, shopworn and damaged, to cause people to buy? Many storekeepers make the fatal mistake of thinking by turning the damaged side from view, the article is good enough for display in the windows. Others go by luck and still others feel that as long as the goods are in the windows at all, that is enough.

To compel attention, to attract buyers, and to sell merchandise displayed, each article should be carefully selected, the goods should be bright, fresh and clean and the display made with all the care possible to bestow. To think any sort of display will sell goods is a serious error and to depend on having people guess at the price is another error.

Feature Price Tickets

Many stores will cling to the idea, as goods are shown, that they will sell and the price is a secondary matter. Many a time has the writer stood outside windows and heard people explain, "I like that shirt, but don't know what it costs. To-morrow if I am in the vicinity I will drop in and ask the price," but to-morrow never comes and the buyer makes his purchase at a store whose owner has been careful enough to price the goods displayed.

Watch Backgrounds

Backgrounds, fittings and display fixtures all out of line with the goods is another error made by many store-keepers, and many a good article has lost its power by being placed on a broken or rusty fixture. For example, a store on Yonge Street, Toronto, placed a display of auto grease in the window the other day. The same was arranged on a glass shelf and was subject to the direct rays of the sun. Before long the heat of the sun on the glass shelf melted the grease and it ran down and along the bottom of the window.

The goods in a window are the voice of the store and the cards its eyes, and for that reason a passer is attracted or repelled by the display. This alone should make the merchant careful.



Here Comes the Bride

Music hath charms even in modern advertising—for here is an attractive ad. calling attention to the requirements of the June Bride in accessories and the attention is arrested first by the reference to the familiar strains of the "Wedding March." Retailers should carry this composition in their stock of Victrola and gramophone records — they will be asked for it this month. Note the box containing a capital list of accessories. These would be successful displayed on individual show cards throughout the various departments of your store in which they may be found.

ON THE WAY HOME

Mr. Morris Voss, of Voss and Stern, 71 Fifth Avenue, who has been on a six weeks' visit to the European markets, is returning to New York this month, word having been received that he has sailed for this side.

SPECIAL SALE

The stock of men's clothing of the Lion Clothing Company, Kingston, Ont., has been purchased by McKerracher-Wanless, Rideau Street, Ottawa, and has been moved to the city for a special sale. The stock was valued at $40,000.

For Summer Days



A group of dainty Georgette and silk afternoon dresses sh own in connection with a Spring opening last year. The grouping of the accessories is effective and the whole wi ndow is enhanced by the lovely shade of blue in hangings and wall panels of gauze and rep.

A Superb Window Display



One of the elaborate displays of evening gowns characteristic of the T. Eaton Company's windows in Toronto. The scene is set in a corner window and a lovely Louis XVI. interior is reproduced in the rose hangings, French grey carpet and woodwork. (Note the naturalness of the seated figures.)



Are You Ready?

Here is an ad. of the T. Eaton Company illustrating the advertising-in-advance scheme which they and some of their most prominent competitors have used successfully. In cold weather, with spells of rain, this firm realized that warm days would surely come and that mothers of robust, fun-loving kiddies could not afford to wait until the eleventh hour to buy the comfy togs for their little people. Sports shoes for the grown-ups are given prominence in the midst of this page of rollicking youngsters clad for play time in becoming smocks, suits and dresses. It is a reminder that the retailer might well note and get his stock ready accordingly.

"Do's" and "Dont's" for the Sales Staff

(Reprinted from Women's Wear of April 26, 1920.)

The following digest of general business ethics was compiled from over 500 suggestions secured in a canvass of a leading department store. They have been summarized to give salespeople an opportunity to note and extract such values as they need.

Study the merchandise you are selling so you can explain intelligently and give answers that demonstrate you know the goods.

Make it easy for people to buy once they enter your section by

(a) Having goods well displayed.

(b) Having the stock well arranged.

(c) Having the stock clean and in good order.

If goods are reduced, explain why, and if advanced, also be able to give a plain statement explaining the reason for the increase.

Never argue with a customer, as a sale is never made by argument, but by reasoning and the proper amount of tact and good service.

Make it easy for your customer to decide. Don't make them say: "Send me this," but as soon as you note the sale is as good as made, ask: "Where shall I send this, madam?"

Don't dust, arrange stock or perform the other duties of routine while trade awaits service. No matter what is being done, the customer comes first.

Don't use such words as "lady," "say," "hey." "What is it?" "Guaranteed" and the many other expressions that mean nothing and which are used by the slow thinkers.

Never test a coin in front of a customer. If you have doubts do this where the customer will not see you, or, better still, put it up to the cashier.

Carry out the rules of the store with pleasure, as rules are made for the best good of the greatest number.

If you can't say a good word for your firm and its policies, keep your mouth closed, as each time you knock you belittle your own self-respect.

Customer Gets What She Chooses

Merchant in Boissevain Has Window Built so That Customer Can Go Right In

S. R. Acheson general merchant in Boissevain, Manitoba, has his display windows built in such a way that customers wishing to purchase something that has struck their fancy in passing can be taken right into the window to inspect the article.

"People often think that the goods displayed in a window are better than the same goods carried in the regular stock behind the counter," said Mr. Acheson. "In having a window like this people get what they want. When a customer comes in and asks to see a certain blouse or collar that is displayed in the window, the customer receives that very article if she desires. She is taken by the clerk into the window to view the article in a good light and in this way the customer is entirely satisfied."

"In this way, fresh goods are being continually placed in the window and we find this a good feature in our business."

ENLARGING PREMISES

The R. J. Devlin Co., Ltd., furriers, Sparks Street, Ottawa, will shortly take over the premises occupied y R. Masson, boot and shoe dealer, next to the present Devlin store, and will devote the space entirely to ladies' ready-to-wear.

BUYER BACK FROM EUROPE

P. Glickman, of the National Rubber Company, Montreal, has recently returned from an extensive buying trip to England, Scotland and France.

Word has been received that Martial & Armand are making belts entirely of natural colored raffia, combined with colored raffia in a narrow border, and sparse embroidery.



A Timely Suggestion

One of Canada's biggest dry goods establishments owes much of its success to "anticipation in advertising." This ad., which was printed in the daily papers last year on May 6th, shows the value attached to timely suggestions. Naturally the bride's trousseau is in the planning for many weeks before the actual day of the wedding arrives. Nowadays much of the bride's wardrobe is furnished by the ready-to-wear departments, but the silk department comes in for many visits and the store that anticipates the added demands that will be made on the stock in this department around about May shows wise judgment in making suitable provision. This is an artistic example of the "timely suggestion ad."

Look
for this mark

Radium P C Hosiery
Registered

on the
toe

A Fitting Compliment

to even the most fastidious dressers comprising your clientele, is the fact that you show them

Radium Hosiery

when they ask for hosiery.

Their rich, lustrous, silken appearance will readily attract the kind of attention that will result in an immediate sale. Then, their enduring qualities, perfect fitting shape, the integrity of the materials used and the superior finish will command sincere appreciation from the wearer, and consequently result in return purchases.

For, what better compliment can a dealer pay his customers than that of offering them the best article on the market?

"Radium Hosiery for Men, Women and Children"

P. K. COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL

These Two Famous Brands are your best guarantee *of* Satisfied Customers

PERRIN'S GLOVE



"Kayser" GLOVE

MADE IN CANADA

Wherever gloves are known and worn— you will find Perrin's the choice of discriminating persons

The advantage of selling gloves with this world-famous reputation for quality behind them, is incalculable. People who know and want the best, naturally go to the store where they can find THE BEST, and in this way the name PERRIN helps your business generally.

P. K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Bldg., Montreal

A.B.C. HOSIERY

FOR CHILDREN AND FOR MEN AND WOMEN

By an extensive advertising campaign throughout Canada, we create a demand for A.B.C. HOSIERY. We thus serve the interests of the dealer who handles our hosiery and makes it

Profitable Merchandise to Carry

By manufacturing hosiery of a high standard, we give satisfaction to your patrons. This wins confidence for you, and

Brings You Increased Custom

A.B.C. Hosiery is strong, durable, neat-fitting and seamless, with reinforced feet, and 1 and 1 rib leg.



All sizes 4 to 10 inches in

BLACK, WHITE AND BROWN.

Write for prices and particulars.

ALLEN BROS. CO., LIMITED

883 Dundas Street East, Toronto

"CANADIAN GOODS ARE BETTER"



Your Stocking Custom

ARE you building up your stocking business, giving your customers satisfaction and reaping your share of profits, by carrying

WINSOME MAID
PURE THREAD
SILK HOSIERY

or, are you missing the opportunity to make quick sales?

Our business is growing. So will yours, if you feature **Winsome Maid Pure Thread Silk Hosiery.** These stockings with their

PATENT ANTI-LADDER STITCH

at the hem, make an irresistible appeal to women who are both practical and particular.

Reinforced feet, elastic top—all sizes, 8½ to 10, in a variety of 20 bewitching shades.

ALLEN SILK MILLS, LIMITED

43 Davies Ave. -- TORONTO

Northern Ontario Representative:
E. R. CLARRY

Western Ontario Representative:
N. G. SWITZER

Representative for Eastern Ontario and Montreal:
H. SWITZER, 193 Sparks St., Ottawa, Ont.

Toronto Representative:
R. H. SWITZER
35 Wellington St., W.
Toronto

Western Representative:
STANLEY McLEOD
449 Granville St., Vancouver, B.C.

Eastern Representative:
JONES-CAIRNS, LTD.
St. John, N.B.

"CANADIAN GOODS ARE BETTER"

Veils



Veilings

"Canvelco"

We Have Received

some good shipments from Europe
lately of Scarce Goods.

Shetland Veiling

Plain and Fancy Meshes
Black, Navy, Taupe
Nigger, Prunelle

Shetland Veils

Large Mesh
Navy, Nigger, Taupe, Black
Special $12.00 to $15.00 doz.

For the June Bride

Bridal Veils
Bridal Nets

For Motoring Trade

Elastic Veils
Elastic Hair Nets

Laces

All Descriptions

"Mona Lisa" Veils

a limited quantity
Black, Navy, Nigger,
Taupe, Prunelle

Nets

Colored Silk and Cotton

GOOD VALUE and GOOD SHADES in
Georgette
Ninon
Crepe de Chine

"At Your Service"

Canada Veiling Co., Limited

84-86 Wellington St. West
TORONTO



ONE CASHIER OR TWENTY?

Which is safer — a single cashier handling the cash at a central point, or a score or more of clerks in as many places in the store.

The trained cashier is a specialist, makes few mistakes. Deft fingers count out the proper change.

Clerks required to handle money "get nervous"—their minds are distracted from the productive work of selling. "Shortage" become a difficult thing to control.

With the centralized system, cash is instantly shot over the carrier lines to the central cashier. Items listed, priced, and totalled on the sales-slip permit double checking of figures. Change, too, is counted twice—at the central desk and at the counter.

The Hamilton Company in Montreal, expressing satisfaction with the carrier service, say:

"We believe the centralized system to be necessary for effective control of business. We find it safe, speedy, accurate. It gives excellent service, both for ourselves and our customers."

THE LAMSON COMPANY

LAMSON SERVICE

135 SIMCOE ST. TORONTO

General Offices at Boston, Mass.

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908



No. 264
Filled with 50 Skirts.

Manufacturers of
The most complete line of

DISPLAY FIXTURES

and artistic

WAX FIGURES

Made in Canada

Successful merchants everywhere are benefiting by the principle that modern merchandising is dependent on the sound doctrine of better displays. Leading Stores in Canada have, for many years, been adopting CLATWORTHY Fixtures and DURENAM Display Forms with splendid results. Throughout this long period of satisfactory service they have established and maintained a reputation for the highest possible standard of value.



No. 285

NEW CATALOGUE NOW READY

136 pages of vital interest to the Merchant and Window Trimmer. This Catalogue, showing our staple lines of Display Fixtures—everything from Coat Hangers to Show Cases—will greatly assist you in choosing your equipment for "better display." Send for a copy!

REPRESENTATIVES:

Vancouver, B.C.:
M. E. Hatt & Co., Mercantile Bldg.

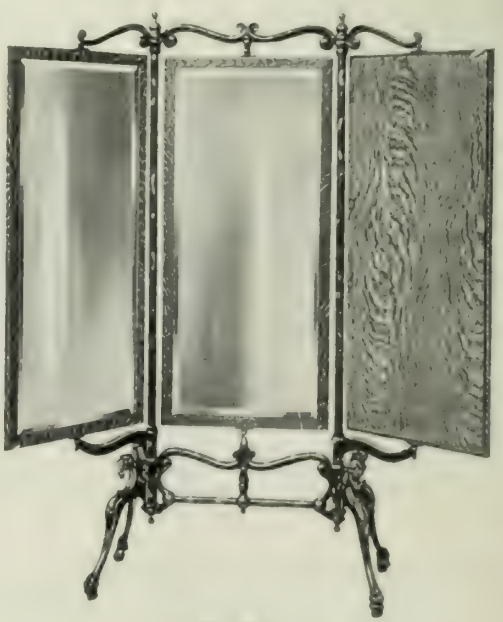
Montreal, Que.:
Graham Harris, 551 Dorchester St.

Winnipeg, Man.:
O'Brien Allan Co., Phoenix Block.

Halifax, N.S.:
D. A. Gorrie, Box 273.



No. 590



No. 66A
Triplicate Mirror.



The common-sense way of handling credit accounts

MERCHANTS in 182 different lines of business are using the N.C.R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

It prevents neglecting to credit money paid on account.

It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

Investigate this common-sense way of handling credit accounts

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.
London	350 Dundas Street
Edmonton	5 McLeod Bldg.
Ottawa	306 Bank Street
Halifax	63 Granville Street
Quebec	133 St. Paul Street
Hamilton	14 Main Street E.
Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street W.
Vancouver	524 Pender Street W.
Toronto	40 Adelaide Street
St. John	50 St. Germain Street
Saskatoon	265 Third Avenue S.
Winnipeg	213 McDermot Avenue

FACTORY: TORONTO, ONTARIO.

FILL OUT THIS COUPON AND MAIL TO-DAY

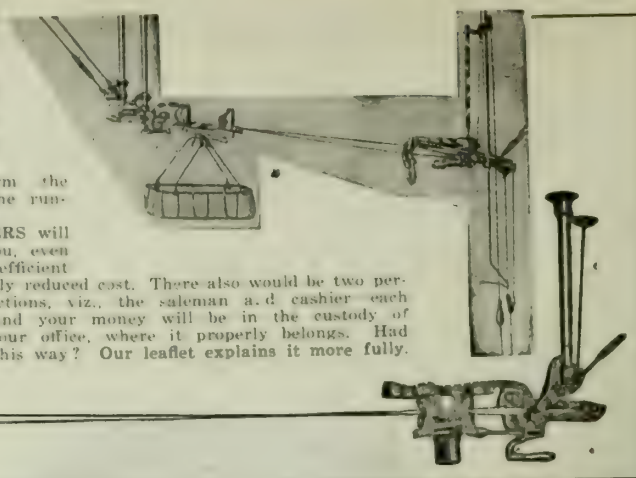
Dept. 25, The National Cash Register Company of Canada, Limited, 97 Pelham Ave., Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name .....

Business .....

Address .....

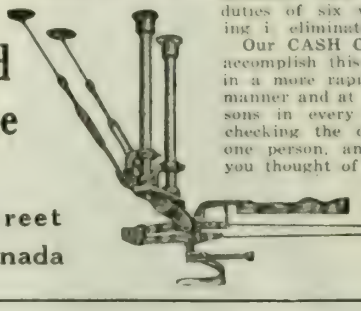


HOW MUCH of the valuable time is there taken of your limited staff of salesmen by running for the purpose of change making? It is fair to presume that one-sixth is necessary during busy periods, when their services are most valuable, which is equivalent to the time of one salesman for this purpose in an establishment where there are six salesmen employed. In other words, five salesmen can perform the duties of six when the running is eliminated.

Our CASH CARRIERS will accomplish this for you, even in a more rapid and efficient manner and at a greatly reduced cost. There also would be two persons in every transactions, viz., the saleman and cashier each checking the other and your money will be in the custody of one person, and in your office, where it properly belongs. Had you thought of it in this way? Our leaflet explains it more fully.

Gipe-Hazard Store Service
Co., Ltd.

113 Sumach Street
Toronto - Canada



Art in Display Fixtures



No. 1510

is just as necessary in selling, as Art in designing of goods being displayed. DALE Fixtures have always been designed and finished with this in view. The artistic designs harmonize perfectly with the most delicate fabric and shade, and at the same time greatly enhance the appearance of the more commonplace articles.

No. 1510
Waist Stand

An Ideal Stand for Blouses of every description. Finished in Old Gold and Old Ivory, Colonial base, with artistic relief.

The name DALE means PERFECTION in every detail.

Send for our Catalogue. It will assist you in the better display of your Merchandise

DALE WAX FIGURE CO.
LIMITED
86 YORK STREET - TORONTO

Agents:

P. R. MUNRO
150 Bleury St., Montreal

E. R. BOLLART & SON
501 Mercantile Bldg., Vancouver

WE HAVE IT
OR
CAN MAKE IT!



If it is anything in the line of

DISPLAY FIXTURES.

NEW DESIGNS
are constantly coming into stock from our factory.

WAX FIGURES
BUST FORMS, etc.

Everything for the proper display of merchandise. And you will find our prices reasonable too. Let us quote you on any requirements.

Have You Our Latest Catalogue?

DELFOSSE & CO.
247-249 Craig St., West
Factory: 1-19 Hermine St.
MONTREAL

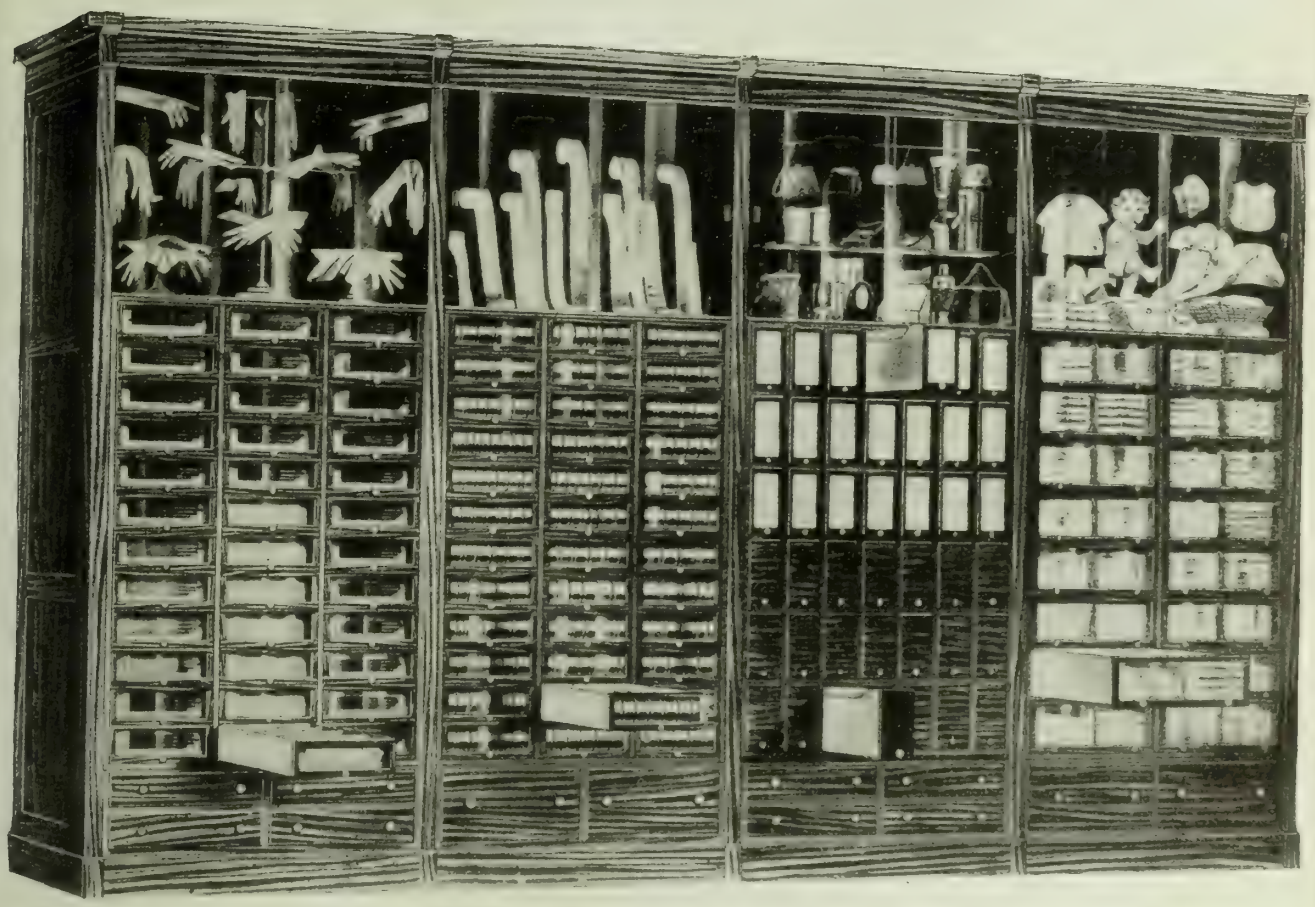
KANT KRACK COLLARS
TRADE MARK REGISTERED

KANTKRACK
Collars are sold by the leading Dealers in Canada. One price to all Dealers.
"One Grade Only and That The Best"

KANTKRACK
Collars commend themselves to your customers through their practical utility, their economy, and their wearing qualities.

MADE IN CANADA BY
THE PARSONS & PARSONS CANADIAN CO.
Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1907

Inter-place-able Units



No Shop-Worn Goods

Customers appreciate your keeping the goods they purchase in perfect order.

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

181-199 CARLAW AVENUE

TORONTO

Consider Structural Details When Choosing New Wallpaper

Room Must Have Proper Relation to Rest of House—Good Ideas of Harmony Brought Out in This Season's Lines—Prices From 50 Cents to $18—Paper Shortage Causes Concern—English Blocked Papers Available, But French Output Still Low.

FEW persons in choosing a new wall paper for a hall way, a living room, or a bedroom, do so with any consideration of the structural detail of the room or the building in which the decoration is to be employed. No matter how expensive or how artistic the scheme worked out if it does not become harmoniously absorbed by the whole general scheme its principal value is lost. Otherwise it may give a most startling and unpleasant effect when the door of the particular room is opened into the hallway of the house.

One of the simplest guides to be remembered along this line is that fabric effects are good in a light room—grass-cloth papers, etc., are effective when a simple treatment is employed in the construction of walls, etc. When the stucco effects are used with the very popular beamed ceiling, more weight in the wall coverings and draperies may of course be introduced, and the salesman in the wallpaper department of your store—even if you keep a very modest department—should be posted on a few of the elemental rules in the treatment of interiors. The fact that the larger stores employ experts on their permanent staffs and bring lecturers from the art centres to instruct in attractive employment of decoration in the modern home, shows how important this department is considered by the most up-to-date concerns, and even the small town dry goods store with its limited stock need not be behind the times if the owner makes the best of what he has. A few good lines that will surely be good sellers and create good effects is a safer buy than a wide range of novel, cheaper lines for the smaller merchant. He should be guided, however, by what is being shown by the wholesalers to the bigger retail buyers.

The Present Tendencies

This season there is a marked tendency towards stencil and tapestry effects, while reproductions in soft attractive shades of the best-liked designs in cretonnes are also selling very well to the general trade. Many novelties are being tried out by the bigger decorators in the homes of customers who wish to pay the price of these elaborate effects.

The Murray-Kay Company, for instance, is decorating a home in Toronto and introducing a unique wall treatment in which sand is thrown on a wet paint. The walls are tinted the desired shade, and while the paint is still wet a fine transparent crystal sand is thrown on the wall, giving an effect like the sheen of velvet when the wall becomes dry. This process can be done in any color, and the effect is very beautiful, but of course could only be used in a home where the rest of the interiors could be equally elegant in treatment. This sand process is more often used in panel effects with the darker schemes and is sometimes used in scroll or mural decorations in theatre or hotel lobbies, etc.

English Hand-Blocked

Among the finest looking wall papers being shown for the present season are the hand-blocked English papers of a rather conventional design. These are in great demand in a wide range of designs and are very good for the better class type of living room, library or lining room. They will retail at about $3.50 a roll. The designers of these papers cut out their patterns in wooden blocks and the moulds are pressed on by hand, making the process a comparatively expensive one from the standpoint of time and labor. "We cannot get the deliveries quickly enough," one importer of English Wall papers told DRY GOODS REVIEW. "There is a very large demaand for them and of course the wall paper business is suffering from the paper shortage as well as the manufacturers in other lines of paper goods."

Factory Used as Hospital

The wallpaper supplies have suffered too, as a result of the war. Previously France contributed a large supply of the better class of goods to Canadian wholesalers and retailers. To-day the French wallpapers are almost impossible to get. The famous Zuber plant in France was utilized as an immense military hospital all during the war, and only now is it being restored and equipped again to carry on the manufacture of wallpaper lines, world-famous before the war.

This shortage of wallpaper output in France is believed to have a good deal to do with the increased vogue for fabric-covered walls, cotton and silk materials being widely used in interiors of every description.

Eighteen a Yard—Worth It, Too!

Among the novelties for halls is a fine Japanese leather paper in bold conventional design in rich shades and bronze which sells at $18 a roll.

"The hall is the most important space in the house," said one merchant. "If I were being cautious about expense in wallpapers I should go easy on every room before I started to cut down on the hall. It is the first room into which you step—and every room opens into it. Therefore the quality and color scheme must be given careful consideration.

Jaspe Stripes Lead

Dainty for bedrooms, boudoirs, and dressing rooms are the plain Jaspe stripes, pin-head satin stripes, and plain fabric effects that look very much like linen and are particularly refreshing in appearance. Chintz patterns with cut-out borders are very good in soft, loose floral effects, and very dainty bedroom papers may be had from 50 cents a roll up.

"It is absolutely wrong to buy cheap paper these days," said one wallpaper man this month. "People are under the impression that if they can't save in other things they will in wallpapers, and this is a terrible mistake. The cheap papers are a worse investment than the old, faded ones on the wall, and when money is spent on having new paper hung, it might far better be paper that will stay on the walls a few years. Cheap paper is a poor investment and customers should certainly be warned against it."

Among the Novelties

Among the novelties shown to DRY GODS REVIEW by this wholesale merchant was a very pretty Japanese grass cloth. This comes in natural color grass in various colored backgrounds and is very nice for the popular type of living room. It permits of a cheery treatment of draperies and hangings, and like the good greys and buffs in one-toned papers, is an excellent paper when bright shades are employed in the drapery cretonnes or silks.

For the Modern Kitchen

The culinery department should not be overlooked in this brief review.

"Canvas walls painted are the most satisfactory for kitchens, DRY GOODS REVIEW was told. "These should not be attempted until the house is four or five years old so that the plaster is given time to crack if it is going to. After this period the house is settled and the canvas can be stretched on the walls without fear of big cracks splitting it. White enamel paint is applied and the effect is fresh and sanitary, for the walls can be frequently washed without any harm being done."

Of course the wholesalers are showing a good range of neatly-tiled kitchen papers for those who prefer to carry them. With the present shortage there is no danger of the wallpaper department proving a Jonah. Prices, too, will be firm and are advancing.

Fifty Years a Merchant

Aaron Sweet Started to Work in Winchester in Summer of 1870—Owns Corner Where He Got First Job

In the summer of 1870 a young man named Aaron Sweet arrived in Winchester, Ontario, to look for a position. He called on Andrew Broder, who owned a dry goods store on the corner of Main and St. Lawrence streets, and he liked the look of young Sweet and gave him a job.

Five years, Aaron Sweet worked for Andrew Broder and then found himself a partner in the firm. In five years more the business had changed its name to that of A. Sweet and Company, and the odd little frame structure had been replaced on the same site by a good looking stone building. Mr. Sweet has been carrying on a dry goods business under his own name for just forty years —a fact which is remarkable in itself, but when it is considered that Mr. Sweet is an active, keen-thinking, comparatively young man to-day after fifty years in the dry goods business on the same corner in the same town, it is somewhat of a miracle.

Moreover Mr. Sweet is one of the most alert and respected business men in Winchester. Everyone in the town is congratulating him on the occasion of the celebration of his golden jubilee in business and Mr. Sweet is as enthusiastic over the affair as the day he first met Andrew Broder half a century ago.

Extensive advertising is being done in the press and other sources, and the firm of A. Sweet and Co., is launching one of the biggest series of sales in its history as part of the celebration. No pessimism as regards prices has instigated the summer sales program of this enterprising merchant. He did the biggest business in his life last year and already the actual sales record shows a gain of forty per cent. over last year's business. Mr. Sweet has a record of every day's business done since the firm's existence and in the twinkling of an eye he can turn to, and give the figures of any date since 1870.

The jubilee sales, which will likely extend for a period of three months—all during the hot weather, commenced the second week in May, with special offerings in whitewear in the women's, misses and children's department.

"We want to make this a record year in our business," said Mr. Sweet, when interviewed this month by DRY GOODS REVIEW. Talking to this merchant, DRY GOODS REVIEW learned that a kind, energetic disposition and courteous manner had assisted Aaron Sweet to attain one of the most enviable business records in the Dominion.

The British Carpet Trade

London *Times* Trade Supplement of Recent Date Comments on Anxious Times Experienced by This Ancient Industry—Labor Troubles and High Prices During the War.

IN AN interesting summary of carpet conditions, published in its trade supplement of last month, the "London Times" said in part as follows:

"The carpet trade of the country passed through some very anxious times during the war. Regarded as a 'luxury trade,' it necessarily did not receive so much consideration in respect either of personnel or of raw materials as the essential industries of the country.

"The very difficulties encountered, however, led ultimately to a better organization than had ever previously existed, and the 'Carpet Trade Rationing Committee,' which was officially established and recognized, fought the battles of the trade and supervised very efficiently the distribution of the raw materials allotted to it. This enabled the industry to keep going even through the periods of the severest shortage.

Meanwhile, both for the sake of keeping their works running and from patriotic motives, most carpet manufacturers turned to war work of one kind or another, and articles as diverse from carpets as blankets, webbing, felt, shells, and aeroplane parts were turned out in appreciable quantities. After the armistice came the problem of changing over and reverting as quickly as possible to the maximum production of carpets.

Labor and Finances

"The difficulties first encountered were twofold—the delay in obtaining the release from the services of the skilled workers and the reluctance of the carpet dealers to replenish their depleted stocks at the high prices which carpets had reached during the war. Consumers all over the world had the impression that the termination of hostilities would involve an immediate reduction of values. This has, of course, been seen to be erroneous; and in the carpet trade a further advance in wages in the Spring, accompanied by a reduction of working hours and a maintenance or increase in the value of raw materials after the abondonment of their control, convinced carpet buyers that it was useless to defer placing orders until prices should fall.

How is the British carpet manufacturer placed to deal with the demand? During the last twelve months he has been able to a great extent to make up the shortage of workers from which he necessarily suffered during the war, as his former employees have been demobilized, or others have become available. There is still, however, a deficiency of skilled weavers.

"Apart from this, the manufacturer has to attempt a greatly-increased production with working hours reduced from 55½ to 48 per week. Some manufacturers contend that every advance in wages has been marked by a corresponding reduction of output, while the experience of others indicates that production has not been reduced in proportion to the number of hours, but that the average piecework production per man per hour has gone up, and this in spite of largely increased wages."

The Longer Coat Predicted For Fall

Just now the fur trade is vitally interested in fashions for Fall. The Spring auctions in Montreal, New York and St. Louis have caused considerable speculation as to Fall prices, and as nothing very definite can be said about these just yet, the next item of importance which can be considered is style. It is therefore interesting to hear what one buyer just back from New York has to say:

"Longer coats and larger collars," is his summary, qualified by the statement that even with these changes there will be little difference between the fashions of Autumn 1919 and 1920.

As regards the longer coats, in the face of higher prices and registered protests against said prices, this buyer bases his belief in the longer coat on the trend of buying at the end of this last season.

"The styles that women are asking for at the end of one season generally constitute a good guide for what will be wanted at the beginning of the next," is his comment, and he says that the tendency in demand was very definitely toward the longer coats, during the last few weeks of active winter buying.

"The August sales will see a demand for the short coat, of course, largely from the younger element for school and college; but this demand will be supplanted in large measure in the Fall."

Vogue of Hudson Seal

In the matter of pelts, there is nothing to take the place of Hudson seal in his opinion. Squirrel will be too high for the "masses" to buy, he predicts, and gives as his opinion that the wearing qualities of nutria are not sufficiently satisfactory to make that fur generally popular.

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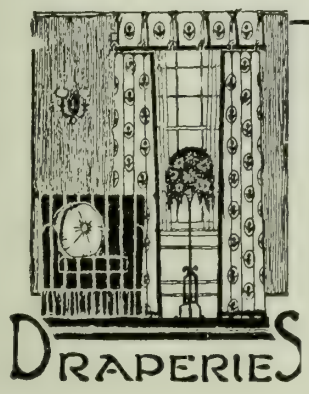
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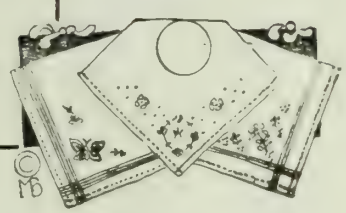


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IMPORTERS AND MANUFACTURERS



A Drecoll Creation

This charming evening gown of black tulle richly encrusted with black jet and silver jailettes on bodice and skirt pannel has flying hip panniers of tulle, and shoulder straps of solid jet. It is also sponsor of the brief skirt.

Photo by courtesy of Ch. Drecoll, Paris.

Paris Launches Her Fall Fashions

Restaurants and Tea Rooms Lend Attractive Backgrounds for Exploitation of Latest Creations From Famous Salons—Many Autumn Models on View at Showing of Summer Collections—Extreme Decollete Now Passe in Paris.

PARIS, April 26.—When Claridge's first opened, the dinner dances drew the set who wear pretty gowns and intend them to be seen. Later, the tea room opened and furnished another setting, where styles might be studied.

At the present time, though, one finds the grill room on Sunday nights about the smartest place in Paris, though it is not nearly so exclusive as the restaurant upstairs. The difference is this: the restaurant draws the aristocrats, some well-dressed, others wearing last season's made-over gowns, while the grill attracts cinema stars and mannequins from the famous dressmaking houses, who wear the very newest creations, be it an evening gown or a one-piece apres-midi robe, for in the grill one may dress as she pleases.

Bare-Back Mode on the Wane

Last night it was the evening and semi-evening toilette which reigned, and it was apparent that while extreme bare back may continue to be displayed in the dressmakers' salons they are rapidly becoming passe elsewhere.

A certain mannequin from Jenny (who by the way, was probably the first to exploit this particular style) wore last evening a frock having a medium V decollete, both back and front, and instead of being sleeveless there were sleeves which extended almost to the elbow. This gown was of black satin and black Chantilly lace. At another table was a young woman, a mannequin at Paquin's, beautifully gowned in white crepe satin. Here the corsage showed the square decollete both in front and in back, though it was by no means shockingly low.

In contrast, however, to these gowns, sat at another table a young woman who was decollete to the limit and the remarks made about her toilette were anything but complimentary.

Colored Frocks Few

But, to return to gowns rather than decolletes, the amount of black, and also white seen, was surprising. There was not a mixture; it was either the all white or the all black gown. The colored frock—that is, in any reasonable number—was sadly out of view; a fact which is unfortunate for the fashion industry.

In styles, the black lace gown was frequently seen. One of the most admired dresses was a Callot creation, having a black taffeta triple-flounced skirt, with edges scalloped and mounted over a petticoat of black lace and worn with corsage of black lace. Another smart gown, this time of black satin, had an apron effect of black lace in front, while transparent lace was the feature of the corsage.

Feathers for Fur on Capes

In evening wraps were noted two which bore out new features. Both were made of satin, and were cape styles. One had for collar a deep ruche of natural colored coq, while the other had a deep, capelike collar made of tied ostrich. Heretofore fur collars have been the feature of the evening wrap. One is led to wonder now if fur is to be replaced by feathers.

The most brilliant gathering since the war of representatives of the highest



At the Garden Fete

This lovely sunshade of pompadour silk featuring a white ground and pastel floral decorations is just the last word in smart accessories. Note the beaded Georgette frock, the long kid gloves, short sleeves, French mohair hat and pretty satin ribbon girdle.

Parisian society, including President and Mme. Dechanel, attended the gala performance of the opera for the benefit of poor Russians.

Rich Jewels

An amazing number of costly frocks, jewels, tiaras, and diamond necklaces, were displayed for the occasion, and the vogue for gowns of silver cloth veiled in metal laces was most marked.

Mme. Dechanel attended in a robe of draped silver brocade and lace. That the doom of the extreme decolletage has been sounded was very apparent here and this was replaced in the majority of the gowns by the square cut front decolletage. More dresses were seen with sleeves than without.

Velvet Gowns

Velvet gowns were prominent in the begonia and geranium colors, Callot creations of embroidered satin scored a decided success.

Many sumptuous furs and fur cloaks were worn over these frocks, including ermine, chinchilla and sable cloaks, as well as luxurious wraps of metal brocade with large fur collars.

Spanish Combs

Spanish combs were the rule here, in jewelled effects, replacing millinery and headdresses. Few gloves were noted.

Many different colored ostrich fans were carried, making brilliant splashes of color, and giving added lustre to the wealth of colors in the gowns.

The Races

The smartness of gatherings at the races is a thing almost traditional here, and the Longchamps meet, which attracted the usual big crowd, adhered to form.

Mink Coats Prominent

Doubtful weather was responsible for a number of mink coats, while suits scored decidedly, with plaids a prominent note. Pleated skirts were the rule, and jackets took noticeably to the wrist length. Colored embroidery brightened the navy serge suits

A Drecolas model in gay Scotch plaid taffeta with a long pleated tunic scored a success.

Coque Feathers

Flower hats have apparently not waned in popularity and a number were seen here, although coque feathers in black, white and natural also ran for popular favor. On the whole, the prominent millinery factor was the striking of the bright color note.

In the Salons

A new collection of models—a hundred or so—has just been shown chez Molyneux. The general line appears rather narrow, the fullness being moderated. The length of the dresses and the long, smooth-fitting corsages remain the same. Sleeves are short or else full length.

Canes Worn With Tailleurs

All the models have matching hats or headdresses. Pretty canes, generally black, and topped with ivory knobs circled in black, are a smart accessory for the tailored costumes. Elaborate and varied parasols match the afternoon gowns. In general, tailleurs are short. Skirts are rather narrow with some fullness at the sides, and are generally striped or pleated. They are worn with straight plain paletots. One model of heavy jade green cheviot has a skirt trimmed with two detached points at the sides. The straight paletot opens over a little blouse of tussor that is straight in front and fastened at back to a flat girdle of the same silk. This tussor is striped green on a natural ground. A round toque to match has a foundation of jade green horsehair and heavy drapery made with a torsade of little lame threads glittering in straw of the same color.

Short, Loose Paletot

Tailored dresses are very simple, one-piece, almost straight, always with open neckline, short sleeves, and a narrow leather belt. Short paletots, straight and loose, complete these dresses. For example, there is a frock of navy serge, with wide stripes, made in this style. The straight paletot is of plain serge, recalling the dress by a simple stripe which makes the border. A toque of soft cerise straw has two little ostrich tufts over the ears.

Another pretty hat accompanying a tailored dress is slightly Egyptian in form, with a line in relief passing over the crown to fall over on each side and widen the shape. Here the hat is in black cire satin crested with a garland of black and green cherries, drooping over the edge on both sides.

This style of trimming in "chutes" or overhanging, drooping effects, on one or both sides, is growing more and more in favor. Another example of it is a draped toque of white horsehair, with a large tuft of very fine coq feathers, covering part of the crown and falling low on one side.

Emphasis on Afternoon Styles

The afternoon dresses are particularly numerous, and have been prepared for formal gatherings, such as garden parties and the big sporting days of June.



Sounding a simple note, is a frock of chalk white toile de soie, with a sort of straight sailor blouse, finished at the bottom with a band of gray kid, and descending below the hips over a pleated skirt. The straight paletot is white kid, bordered with grey kid.

Two pretty little frocks of tussor were rather refreshing; one in the natural shade with very short sleeves, with the bodice long and molded, and narrow leather girdle, covered with a film of old gold. On the skirt, rounded flounces forming wide scallops, producing an effect of large overlapping shells. The ensemble, nevertheless, is neither wide nor very bouffant.

Striking Foulard Model

Foulard is represented, among other models, by two pretty frocks; the first white foulard, plain as to bodice, has a skirt adorned with large green and black roses printed on the white foulard ground. The parasol of the same printed foulard is trimmed with large puffs; the hat, a small white topkinos shape, shows a design in black cord.

The second foulard frock, figured in black and white, is held at the waistline by a girdle formed by plaques of imitation jade mounted on narrow black moire ribbon. There is a paletot of green cheviot and a large jade straw capeline with crown circled by a narrow black moire ribbon, tying in back with a large bunch of drooping green cherries.

Mousseline and Organdie Series

The series in mousseline and organdie is extremely interesting. There is one model of white mousseline with the border of the skirt and the tunic trimmed with appliqued flowers on many-colored organdie. The draped girdle is of lemon colored mousseline, and the large cloche is in the same shade of horse-hair, with long fringe of bluets covering the brim and falling over the sides. Tiny appliqued flowers like those on the frock cover the flat white mousseline parasol.

Organdie dresses come in their turn, and are quite bewitching. White dominates, and with it is used a little saxe blue or lemon, at least in the trimming.

As a more dressy late afternoon model, should be mentioned a draped gown of pale grey crepe de Chine, closely molding the figure, with a pointed decollete and a very narrow train. It was worn with a wide capeline in the same shade of grey horsehair, with two clusters of rose-colored glycerine posed under the brim and falling on one side.

Another very effective crepe de Chine creation was white, trimmed with white tulle, flounces delicately embroidered in black. A long necklace of onyx beads went very well with this costume, as did also the capeline of black straw edged in white and trimmed with black ostrich plumes tipped with white, crossing the whole brim and the whole crown to droop over a little at the sides.

The great prominence of the jade is stressed in a very simple gown of jade

taffeta with no ornamentation whatsoever, and by another frock of jade satin crepe with drapery veiling one shoulder and leaving the other arm bare. The girdle showed the roll treatment and the same idea is carried out in the skirt. A narrow detached panel forms the train. At the waist in front, and to one side, is fastened a bunch of poppies in a smouldering rose color.

Tea-Gowns Lean to the Oriental

The tea-gowns have the Oriental tendency clearly defined, as for instance in one tea-gown somewhat on the sheath order closely following the silhouette of the figure and forming a trouser effect snugly fitting the lower part of the leg, taking in the angle and ending just over the foot. This sheath is of cloth of gold and is accompanied by a sort of square paletot, floating free in back, in orange gauze brocaded in great disks of gold.

Another model is in blue tulle with the trouser effect carried high up, fitting the limbs closely, all embroidered in fine beads, stones and strass. The short, square coatee hangs free and is made of fancy chartreuse yellow crepe. A turban of silver gauze adorned with precious stones completes the ensemble.

An interesting specimen of tea-gown is made of a silver cloth sheath veiled in gray mousseline decorated in batik, with large flower motifs heightened with touches of gold. The veil is detached in back in a long square train.

The Jenny Collection

About forty models are displayed in the Jenny Fall collection, the lines of which are almost straight, defining the silhouette. Waists are low, collars generally high and sleeves are close fitting. The skirts are long, and have narrow panels.

Dark Colors

The colors most often shown are mole, mouse, navy and black.

Trimmings include braids and galloons — wide silk fancy braids, rows of metal buttons, and fur bands, chiefly of caracul.

Short Coat Tailleurs

Tailleurs are developed of thick serges, wool and velvet, the coats as a general rule short, with the exception of a few which are long, edged with fur, as is also the accompanying skirt.

Fur waistcoats are also noted.

Galloon Trimmings

Afternoon gowns are shown in black and gray velvets and navy and brown crepes de Chine, trimmed with galloons, running down the sides of the skirts, which fasten around the ankles like anklets.

For evening wear lames and colored embroideries showing Oriental and Egyptian tendencies are emphasized. A frock of black satin is made distinctive by its trimming of coral beads.

Narrow Cloaks

Cloaks have been developed along narrow lines; in these drapes grey and violet velvets with collars of uncurled Mongolie, or long ostrich fringes, are the favorites. Some models show the two-color scheme, the top in contrast to the bottom of the wrap.

Other colors in favor are grey, black, red and beige.



Two Types of Pleats

A dear little frock in beige Georgette embroidered in brown chenille exploits the elongated waist line and combines sections of accordeon pleating and the larger box pleats with marked success.

Mannequins in Cotton Hose

The anti-silk stocking campaign is being actively carried on in Paris just now, and both patriotism and business common sense appear to enter into the prevalent spirit of economy and declare that buying silk hose is extravagance of the most injurious sort, as it takes French workers away from more necessary trades and industries, or in case the articles are of foreign make, it swells the trade balance against France.

At present prices, a fairly good pair of silk stockings costs at least 65 francs, and does not last nearly as long as cotton, of which an excellent quality can be bought for 30 francs a pair. Callot Soeurs are among the first to do away with silk hose in their salons and their mannequins are now wearing flesh color cotton stockings.

Bernard Plans

Bernard plans for the Fall collection include long lines, low waists and less fullness. Great demand reported for beige and tawny furs for trimming.

Sleeves are to be mostly long, sometimes full.

Choices in fabrics are smooth materials, covered with embroidered motifs, silk used on serge, velvet, colored metal laminette on satin, serge combined with satin, and duvetyn.

Much Black Used

Much black is to be used, also navy, brown, duck blue and kashmir. For evening, Venetian red and brick predominate, less jade.

Coats of tailored suits in long or three-quarter length, simply cut, and slightly fitted.

Afternoon Models

Afternoon models in embroidered velvet and satin, beltless Renaissance styles. For evening, velvet in the lead, with lames less favored.

ROUMANIAN ORDER CANCELLED

Negotiations with the Roumanian Government for the sale of goods from Canadian mills have been broken off. It was found impossible to finance the business satisfactorily. Three-year six per cent. bonds were offered by the Roumanian Government, but these could not be disposed of readily in Europe. Unless arrangements are made for the sale of the Roumanian bonds the business will be definitely cancelled. A representative of the Canadian Woollen Manufacturers' Association is now in Europe in connection with Roumanian and other business.

CALICO IN CITY HALL

At a meeting on April 24th the girl employees of the Edmonton City Hall pledged themselves to wear suitable cotton dresses during working hours beginning Monday, April 26.

For the Bride's Trousseau

Beautiful Lounge Robes, Dainty Under Muslins and Elaborate Tea Gowns Form Important Part of Her Wardrobe— Some Smart Dress Models.

NEW YORK.—The bride is the inspiration of all that is lovely in dress just now. Gowns, costumes, negligees and accessories alike are temptingly displayed with the hope that they will appeal to some fair bride-to-be, and that they will figure prominently in her trousseau. The most lavish displays this season are in the lingerie departments, where everything from elaborate tea gowns to simple hemstitched undermuslins are offered.

Luxurious underthings are undoubtedly the keynote of the 1920 bridal wardrobe. Boudoir garb, too, has its full share in the trousseau. Where the bride of yesteryear lavished her care on a huge chest of linen, the bride of to-morrow devotes herself to gathering together a mountain of filmy loveliness for her adornment. So many charming things are offered that one can hardly wonder.

Especially beautiful are the tea negligees. The fourreaux worn with these are often of silver and gold tissues with harem hem. The miniature corsage is a mass of glittering simule gems. Over these are worn draperies in the style of a cloak, fashioned of shot and shaded ninons. Sometimes a golden cage or crinoline is introduced, and the draperies are arranged in graceful folds over it.

Sleeveless Coatee

A simple but exquisite model has a sleeveless coatee of gold-and-white velvet, with a skirt of pale primrose ninon. Another model is of Sefton silks cut in kimono style.

A delightful frock is of crepe de Chene with chemise sleeves shaded with Georgette. Over this is worn a Roman toga of ninon. A draped Scheherazade sash is wound loosely about the waist.

A number of tea frocks are offered with skirts of shot net and crossover bodices of taffeta. At the hips are enormous poufs of the taffeta. A variation in this treatment is of white Georgette over charmeuse, with silver embroidery, and a little scarf of silver and white Georgette hemmed with swansdown.

The latest importations are three-piece sets of handkerchief linen of a quality so sheer that the entire set could be drawn through the proverbial ring by way of simile. The lines are straight and at top and bottom of the chemise and nightgown is elaborate stitchery in "point Turc" applied between wide real Val. insertion. The straps holding both of these dainty garments are made of the lace and hand-done stitchery, which is a departure from the usual ribbon adornment on less expensive underwear.

Val. Lace Used as Trimming

Real Val. lace is the trimming that is meeting with the greatest success this season in bridal lingerie and the Maison De Blanc is showing one of its handsomest nightgowns, a model that reaches in price away over the two hundred dollar mark, in handkerchief linen with a square yoke made of beautiful Val. lace. Mingling with the lace and at lower part of the deep decollete are small sprays of hand embroidery that in design carry out the pattern of the Val. At the bustline is placed a large bow of two-inch white satin ribbon, and at the edge of the gown the same embroidery pattern is repeated, together with a narrow edging of the Val. lace.

In slips there is a fairy-like selection from which to choose, but perhaps the newest models are of white chiffon with little bodices of cream malines lace, from which the garment is arranged in French pleats. The skirt of the slip is joined to the bodice with many rows of wide herringboning worked in white silk. At the lower edge there is introduced a trimming of malines lace quite a foot deep that at sides runs up into panel effect.

Sets and Separate Garments

There are sets and separate garments in satin, meteor crepe and Georgette both in white and flesh color.

Among the frocks especially designed for the bride, those most featured are



In the Trousseau

No one could help envying the bride who is in the possession of a negligee such as this exquisite model of embroidered net and real filet lace. An unusually becoming cap is fashioned to match.

foulards, chiffons and organdies, and it is said that so far the chiffons are in great demand.

The foulards in a variety of designs in the more favored navy and white, are treated with white embroideries which accent a long line and are done in a braided effect, a touch of bright color such as cerise or emerald introduced in a smart way for vest or facing.

The trailing draperies are again a feature of these frocks. Sashes have long ends which touch or nearly touch the ground, and fluffy tunics finish in long points which fall way below the underskirt. The straight sports frock shows a preference for the cool combination of white and yellow, the long rever collar being draped into the waistline.

The organdies and novelty cotton fabrics are good-looking. Imported embroidered voiles dotted in vari-color are given the splash of interest by a vivid sash of organdie with butterfly loops and trailing sash ends. Another treatment, which is very effective, used in these voiles and in the organdie frocks, is two-inch insertions of shirred tulle or of tucked organdie in a contrasting shade, which gives a much more handworked effect than the insertion of narrow laces. Yellow organdie is used in this way with grey organdie and white tulle in the pale colored frocks.

Heavy Filet Net

A pleasing trimming for the summer frocks is the use of a heavy filet net in a plain over effect which gives more the effect of an open embroidery rather than the lacy effect of the lighter mesh. Other organdies are trimmed in ruffles of lace dyed in the pastel shade of the fabric and with a limited use of the lace.

For the new bride's evening models, lace-trimmed chiffon is still a favorite, but the lace is used only in deep draped effects in transparent points. The long stemmed rose is still used in place of the corsage bouquet.

For the petite type, dinner frocks of flowered taffeta are shown, much draped and almost without trimming, wide brimmed hats of the same fabric completing the costume. Large capelines of organdie are in matching shade with the vivid sashes worn with cotton frocks, and give the effective finish to the costume.



When She Goes Away

A lovely waist to wear with the "going away" suit costume. The bell sleeves have a handsome treatment of lace motifs introduced and a soft pleated jabot gives dressiness to the model. Lace trims the lovely collar.

VICTORIA RUBBER COMPANY MOVE

The Victoria Rubber Co., which have been occupying temporary premises at 228 Notre Dame Street, west, Montreal, have now moved into their permanent factory at 437 St. Paul Street, west. In their new quarters, this company will be able to secure much greater production than they have been in the past because of additional equipment and space. In the past, they have been considerably handicapped in this respect.

THE STRIKE IN FRANCE

The seriousness of the railway strike referred to elsewhere in this issue as affecting the business of French industries is further substantiated by a report written at the time the strike first went into effect. It reads in part:

"The strike of French railway servants, joined to the dyers' and finishers', the metal workers', the tailors' and ready-made clothing strikes, have brought French silk business absolutely to a standstill.

"Even should the strike be quickly over, it will have greatly injured the trade. It is at least peculiar that the strikes should have broken out immediately before the opening of the Lyons Fair."

TOURING THE WORLD

Mr. Burnet, of A. Burnet & Company, London, Eng., has left the Old Country for a business tour around the world. Mr. Burnet will be returning via Canada and will visit Winnipeg, Toronto and Montreal. He expects to arrive in the Dominion sometime in August and will have a full range of novelties with which he hopes to interest the buyers for dry goods stores in Canada.

A Sunshiny Day on Fifth Avenue

Bright Weather Coaxes Modish Raiment Onto the Promenade, and Fashionable New Yorkers Revel in an Opportunity to Display Their Smart, Though Belated, Spring Finery—Blouses and Hats Form an Important Alliance in Color Scheme.

NEW YORK.—The attraction of a bright day brought crowds on the Avenue, and almost all of them, it would seem from the mass in the foyer of the hotel, went to the Ritz-Carlton for lunch. Patiently they waited for tables, chatting with their friends the while and showing off their smart costumes to the best advantage.

Wraps over cloth dresses were the note of the hour—almost every woman hurried in, tossing off a wrap as she came and showing underneath a one-piece dress. These took all colors, with tan the most in favor after the inevitable blue.

One gray frock is worth mention. It was made of a delicate gray wool plaided with French blue. It had a long bodice topped by a fluffy lingerie collar. From this bodice dropped a skirt made of plain flounces, flat across the back and flaring over the hips and front, the second one of these flounces being decidedly flared at the hips in pocket effect. At the hipline from side to side across the front was set the only note of color in a narrow belt made of raffia embroidery in bright colors. A toque of French blue horsehair was worn with this costume.

Hats in general were very large and flat, many with wreaths of flowers. One of the prettiest of these was a wide navy taffeta with a wreath of yellow morning-glories set around the low-draped crown. This flower seemed a favorite. Another black rough straw hat showed it in white, with tufts of white grass sticking out between each cluster. Still another of these wide hats in rough basket weave straw had a garland of daisies and grasses falling almost to the shoulder at the left side. With this was worn a very stunning new wrap of navy tricotine almost entirely covered with white soutache embroidery, with only the wide dolman sleeves plain blue and the narrow coat collar which was faced with the embroidery.

Gowns of Blue

Several of the younger set wore girlish gowns of blue, with the only touch of color in embroidery about the bottom of the sleeves and the belt. One of these, on a bobbed-haired young lady, who wore a little round black hat with black quills sticking out directly over the hair all around, was a straight one-piece frock with skirt cut in two pleats at the sides that were firmly caught together at the bottom, making a tapering silhouette. The longwaisted bodice was tied with a narrow belt embroidered in cross-stitch red wools, and had flying ends down the back. Sleeves were set-in and very close fitting to just above elbow length and also sported the red embroidery. The plain front, caught together at the throat, was topped by a wide Peter Pan collar of white organdie and a plain organdie underblouse showed in the slit down the centre.

Directoire Suit Seen

Recalling the directoire craze of Paris was a suit of navy serge that strolled up the street. It had a high directoire collar standing across the back as a frame to the throat and face and lined with black cire satin that continued in long flying scarf ends in the front. The very long tight sleeves buttoned closely about the wrist and flared over the hands in two long points. The coat was of fully three-quarter length, absolutely straight in line, and with a narrow belt of cire satin run through eyelets at the waist. A simple skirt showed only a few inches below it.

Sportier in type was a black and



For the Young Girl

This dainty model from the Marson Drecoll is fashioned of jade green taffeta over a petticoat of jade chiffon hobbled at the hem. Sleeve caps are fashioned of silver lace and pastel flowers are poised over the hip draperies.

white homespun woven in a check. The coat was cut on Russian lines with a side opening from shoulder to the bottom of the coat that buttoned with large black buttons rimmed with white. The coat was of finger-tip length, finely tailored, and with all its edges bound with cire braid.

The Eton and mandarin coat suits seemed to be greatly favored by the ingenue and long fringed sashes made bright spots of color in these costumes. One of these Etons was made with a coy little ball fringe as an edge to elaborate braiding all about the bottom of the coat and flaring elbow sleeves, and dangled over the anklets. The mandarin coat usually topped an accordion-pleated skirt and was worn with a wide Peter Pan collar of organdie.

French Blouses

The basque is appearing with greater frequency in the new blouses from Paris, although the long over-blouse continues to be shown in large numbers. One of the newest basque models was shown recently in cream-colored silk muslin combined with cream-colored lace. The body of the basque was of the silk muslin, with the lace set on to form a deep girdle, with V-shaped points extending upward to the bustline.

The lace was also used for the narrow peplum. The long sleeves ended in pointed cuffs that dropped well over the hand, while an upturned cuff of the lace was placed midway between the elbow and shoulder. The neckline formed a V and was outlined with a narrow collar of the silk muslin.

An extremely long overblouse of rust-colored taffeta had large thistles embroidered in colored raffia. The thistle embroidery appeared in a deep band around the hem of casaque and appeared again on the sleeves, that were close at the upper arm, and fell in a deep bell-shaped flounce below the elbow. The blouse closed at the left side and had a square neckline in front, with a high standing collar at the back.

Of Navy Taffeta

A long overblouse in navy blue taffeta was an excellent example of the use of pleating as decoration. The short set-in sleeves ended in a deep pleated frill of the taffeta, while a similar frill stood up in Pierrot fashion about the throat, topping the narrow band collar. The lower part of the casaque was cut in U-shaped pieces that were outlined with the pleated frills that extended up to a point about three inches above the waistline.

A Chinese blouse of blue satin was covered with embroidery in black and gold, while a deep band of black satin outlined the boat-shaped neck, and similar bands of the satin completed the short sleeves.

An organdie smock of pale pastel green with an embroidered dot of deeper green wool had a roll collar that was edged with little wool tassels every few inches, and these same little tassels fell from the worsted belt across the front. From the cap sleeves over the arm a few little wool tassels dangled, and over the brim of the green organdie hat a veritable cascade of little tassels flirted with the curls of the wearer.



At the Spring Races

Wonderful fur wraps appeared at the Longchamps race meet this Spring, and one of the loveliest was this handsome wrap of Hudson seal worn over a severely cut tricotine frock, livened with bold embroidery.

—Fashions from Paris.

A BIG INCREASE!

An advice from Paris states that ten thousand per cent. is the increase in the value of rabbit skin in France since the war. Before the war a rabbit skin could easily be bought for 2 cents. This year the same sort of skin, undressed and unfinished, is worth at least $2.

Novelties in Toronto Shops

Specialty Lines in Neckwear Featured in Exclusive Stores—Ribbon Ties Again Being Shown With Novel Decorative Motifs—French Knots Also Used on Ties—Colors Are Good.

NECKWEAR this month is abounding in color and also design. A number of exclusive shops in Toronto which cater to the more discriminating trade are showing an extensive array of brightly trimmed neckwear for the Summer season.

One exclusive little shop which makes a specialty of this line of goods is featuring collar and cuff sets for Summer in pink, blue, orchid, etc., with scalloped edges. Some of these are shirred at the wrists and neck and have narrow black velvet ribbon holding them tightly in place. Others show designs worked in gold and black and silver and black beads. Some feature French knots and beads combined. Some hand-made white collars are also shown by this store. One design which has proved popular is made of rows and rows of very narrow lace overlapping each other. These are for wearing with the round neck dresses. Some of these are made on a pale pink silk foundation. Others are made of dotted net with colored silk foundations.

Lace and Net Vestees

The popular net and lace vestees are also shown with a colored silk foundation.

One complete set collar, cuffs and vestee was made of dotted cream net with a jade silk foundation.

This shop also caters to the schoolgirl trade, and many pretty and serviceable collars, vests, etc., are shown for them. A long roll collar hemstitched for wearing on a coat or suits has proven popular. Other dainty collars simply embroidered in colors are also popular.

Ribbon Novelties

Many pretty neckwear novelties are featured for Summer wear. These are made of silk moire and satin ribbon and are in a variety of styles and designs. A number of these ribbons have patterns of birds, fruit or animals, embroidered in black beads. Others just show a celluloid novelty on the ribbon.

A Locket Ribbon

Some featured novelties shown by one shop consisted of the narrow colored ribbon trimmed with a running stitch and French knots in a contrasting color. These are sold for wearing with light dresses and many owners dangle a locket with it.

Ties are again being shown. Besides the customary colored georgette and crepe-de-chine ties a number of white silk, satin and net ties are shown. These white ties are in many cases featured



with colored trimming in a running stitch. Others of net have tiny French knots worked in patterns.

Although colored neckwear and colored trimming is shown for Spring, the plain white is still featured in many exquisite collars.

"Violet Day" in St. Thomas

The first day of May was observed as "Violet Day" in St. Thomas, not only by the members of the Imperial Daughters of the Empire who conducted a successful sale of violets in aid of the Dominion Fund for soldiers' dependents, but also by the leading merchants, who took advantage of the occasion and assisted the ladies in their publicity campaign by featuring "Violet Day" in their business.

The R. M. Anderson Company, Limited, and J. H. Gould, Limited, devoted much space in their daily advertisements to editorials on the worthiness of the movement and to "Violet Day" bargains. Their stores were specially decorated for the occasion and attractive booths erected on the main floors for the use of the I. O. D. E., where the little bunches of flowers were offered for sale.

The "Violet Day" bargains brought record crowds of customers to the stores, the proprietors report, and the co-operation given the patriotic women was extremely profitable.



Daly Store in Ottawa Holds Fashion Show At Night

A distinct success crowned the elaborately-arranged fashion show which was held in the Daly store in Ottawa recently in connection with this firm's Spring openings. Capt. W. P. Grant, who is considered the "keep moving" spirit of the establishment organized and supervised the display.

The "show" was a general one, being staged in each and every department of the store, and from eight to ten o'clock crowds thronged into all parts of the store to view the effect.

From the time the Daly firm moved into its new premises last May every effort has been made to bring the store up to a very high standard of service, as it is the director's ambition for their store to become the fashion parlor of the Canadian capital.

Those who visited the Daly store on the particular evening of the fashion show were given details as to the quality and the richness of goods displayed by Mr. J. Jolicoeur, the general advertising manager of the firm.

Ready-to-Wear Attracts

The attention of the ladies was attracted to the second floor where a gorgeous display of ready-to-wear models was artistically arranged under the direction of Mr. Shuff, who showed the visitors the latest models and most recent creations in fashionable costumes from Paris.

The millinery department, which is under the supervision of Miss Graham, attracted particularly the attention of the fair sex. A remarkably rich and varied collection of hats was included in the display. Imported models of rare charm were to be seen along with very attractive designs turned out by the Daly store itself. One model which drew particular attention was a hand-painted, wide-brimmed black satin faced with leghorn. There was also a most artistic display of trimmings. One display of artificial flowers and fruits, the latter reposing in baskets in the show cases, startling realistic, caused considerable comment.

Then there was the "Beauty Parlor" where madame and mademoiselle might purchase all the little vanities and toilette requisites which contribute the finishing touch to the fashionable toilette and which are found in all modern boudoirs. There were all kinds and varieties of preparations, creams, lotions and perfumes, an attractive display of every toilet requirement and hair dressing necessity.

One of the most striking displays was in the department of blouses and lingerie, which is under the direction of Miss McLean. In this department can be found a varied abundance of the latest and most becoming in shades, in

styles, and in texture to suit the most artistic and "hard-to-please" tastes.

Lovely Fabrics on Display

The silk department under Mr. P. W. Cooper, presented a most gorgeous appearance. One could observe in this elaborate department silks of every possible color and shade, from the lightest imaginable textures to the heaviest manufactured by the celebrated manufactories of Lyons, France. Silks with patterns and designs were of a most attractive and fascinating nature.

The artistic nature of the entire display cannot be too highly commended, and the crowds who visited the evening fashion show of the Daly store were highly enthusiastic in their praises of the event. The store ranks among the finest dry goods retail establishment in the Dominion, and this latest achievement has added one more success to a very fine business career.

Canada at British Industries Fair

THE toy section of the British Industries Fair, held at London, was by far the largest this year, as in previous years, and the attendance broke all records. The exhibition was restricted to the following trades: Cutlery; silver and electro plate; jewellery, watches and clocks; imitation jewellery, including hard haberdashery articles; glassware of all descriptions; china and earthenware; paper, stationery and stationers' sundries; printing; fancy goods, including travelling requisites and tobacconists' sundries; leather for the fancy goods, bookbinding and upholstery trades; brushes; toys and sports goods; scientific instruments; optical goods and spectacle ware; photographic appliances and requisites; drugs and druggists' sundries; musical instruments; furniture (knock-down for export); art needlework requisites.

There were many buyers from Canada, and among the exhibits too Canada was well represented. In the toy section were displays by the Dominion Toy Mfg. Co., of Toronto, in charge of their London representative, Lewis Wild, largely restricted to dolls; Lea-Trimble Mfg. Co., featuring the "Kiddie-Koop," this being in charge of the firm's London agents, Winther, Perrin & Co., Ltd.

In the stationers' sundries section there was a good exhibit by the Empire Typewriter Co., of Montreal. Empire typewriters have for years had a good sale in the British market. The Gillette Safety Razor Co., of Canada, had its own stand.



Foulard and Tricotine

What could be smarter than this chic costume for early Summer street wear? It is of figured foulard and navy tricotine with a patent belt. The "Shiny" effect is repeated in the close-fitting turban. The small neckpiece is very smart.

Frilly Hats For Midsummer Days

Pastel Tints Characterize Modest Fifth Avenue Models

NEW YORK.—Hats as frilly as even the feminine mind could wish are displayed at the Fifth Avenue stores just now. The bonnets are decidedly for wear with ruffly net frocks or billowy organdies, for the fabrics are lacy and the colors delicate. In fact, the models are such frivolous confections that they might even do service as maid's headdresses.

The watteau in large and small shapes is laying claims to being one of the most popular of Summer hats. A tiny hat of the watteau variety is fashioned of natural leghorn. The high crown is almost severe of line, though it is far from strict. A shower of flat velvet flowers and grasses in pastel colors sees to it that the little hat is altogether flippant. The back of brim is held up flat against the top of the crown by a rosette of delft and orchid picot-edged ribbon, the ends of which slip through the brim and hang in long streamers. The edge of the brim is piped with blue ribbon. A pretty touch is given by a ruffle of lace about eight inches wide at the back.

Pokes Very Fashionable

Poke bonnets of pale colors are appropriate for the Summer, and the Hass sisters show a rather big one of white and orange. The hat itself is made of narrow white hair braid alternating with strips of fancy white visca braid, and the wide brim is finished with the transparent hair. Thrown over the brim are sprays of lily of the valley mingled with immortelles. The foundation of the hat is orange belting ribbon, a bow of which ties at the back and holds up the brim.

An effective combination of lace, straw and taffeta goes to make a more simple hat. The high crown is draped, fan-fashion, with delft blue taffeta. The mushroom brim of leghorn is of medium width. It is faced with gathered chantilly, and the lace forms a transparent edge for the brim by means of a blue ribbon covered wire underneath. For trimming a single rose of silk is tuckel under the brim.

For general Summer wear there are large red body hats which are decorated with clusters of cherries and foliage.

HOLT, RENFREW'S REPORT

According to the annual financial statement of Holt, Renfrew Co., Ltd., now going forward to shareholders, profits from operations for the year ended January 31, 1920, after deducting general selling and administrative expenses, amounted to $403,592. From this is deducted $43,912 for depreciation, $7,875 bond interest and $42,832 interests, leaving a balance of $308,973.

Catch Mother's Eye With Baby Things

Keep Your Infants' Wear Department in the Young Mothers' Mind by Using One of Your Best Display Windows For Arrangements Such as These Described—It Will Pay.

HAVE you gone ahead on your plans for a really good baby wear department yet For a very long time the needs of the most important person in the Canadian family have been very modestly displayed and conservatively stocked by even the biggest merchants in the dry goods business. Today firms like the Hudson's Bay Company, the T. Eaton Co., the Robert Simpson Co., McDonald's of Guelph, Robinson's of Halifax, Almy's & Giloy's and Henry Morgan Company of Montreal, Murray-Kay's of Toronto and scores of others throughout the Dominion are realizing the possibilities of the baby department and are denoting valuable floor space to the display of dainty things for the younger generation. These stores have fitted up at considerable expense beautiful departments in which young mothers may make selections for the wardrobe of His Babyship. And they are attaching more importance to the window display of childrens' things too. But much more can be done in the way of artistic showing of infant's wear among the smaller stores. Their stock may not be as large as those carried by the larger stores nor their departments so elaborately fitted, but there is no reason why their window displays should not be very dainty and materially assist in increasing the sales in the infant's wear department.

English and American merchants have been particularly active in this line and the following descriptions are of windows in several cities on the other side and one in Great Britain, where special attention to this department has met with the approval and gratification of the mothers—one and all.

This is the time of year when the sales in your infant's wear department should be at their greatest—what these windows have done for the stores mentioned below they will do for you.

The Babies Own Hamper

Harringtons, London, England, put up the Babies Own Hamper, which featured in a recent window display. The hamper came in five sizes and was stacked in piles in order of size. Some of the hampers were open to reveal the contents. Each hamper contained squares. small and large cotton pad, bath and face towels, swabs, bibs and safety pins, the only difference being the number of each article packed in the different size hampers. Some of the hampers were ticketed in the folowing effective manner :

"For your new Kiddie, from Uncle George."

"A present from Auntie to the New Baby."



"For Dear Baby from Cousin Ethel"
"For the New Baby with Best Wishes."
"Grandma's Love to Baby."

The window was floored with purple plush. A large card in the middle served to explain the usefulness of the hamper.

"Babies Own Hamper (Five Sizes), containing an assortment of infant's specialties. A delightful present to the new baby."

A Pretty Example

The Baby's Boudoir, Portland, Ore., introduced a rose colored background, from the top of which extended a shower of narrow pink and blue ribbons to baby figure in the middle. The baby figure was on a dainty blue blanket, clothed in pale pink. The baby's hands were outstretched one holding a rattle. Scattered on the floor were several rattles, little baby shoes, socks, etc. To the right was a baby's figure, and behind this was a baby's layette, enclosed in a box covered with white cretonne flowered with pink. Above the box was a card stating price and contents of the layette. Each article, such as cotton, powder, blankets, etc., was marked with a card naming it, and amount, or number of layette, in addition to the card. Some of the articles were left in the box, while others were arranged around it.

Baby's Domain

Another baby window arranged by the same concern contained walls papered with nursery rhyme paper, with a white enameled door, the windows of which were hung with blue silk draperies. There was a child's cradle containing a large doll, At the side of the cradle was a small chair, on which infant's apparel was displayed, as well as on portion of floor covered with a blue rug. In the background was a large stork, his wings spread over the cadle. No price tags, trade marks or advertising of any kind was shown. Each article was spotless and daintiness seemed to be the keynote of the window.

Clothing Suggestions

At the right hand side of the baby goods window arranged by Meier and Frank, Portland, Ore., was a white wicker cabinet, to hold the baby's clothes. Some of the cabinet drawers were open, revealing dainty clothing inside, with a baby posed on top of the cabinet. To the left was another baby figure, placed under white wicker lamp and blue shade. On a rack in the middle was a beautiful pink embroidered baby coat, above which was draped with pink and green flowered cretonne, which came together and ran up centre back, where blue brocade hangings fell on both sides.

Baby's Outdoor Needs

Hahnes, Newark, N. J., had a card that announced:

"The baby store takes care of its own."

In the centre of the trim appeared a maid taking a baby girl out in her carriage. At the side, laid on a rose rug, was a pair of nursery scales with a celluloid baby seated on them. Nearby was a chair occupied by several rattles and a tiny clothes hanger containing infant's garments. There was a large dressed doll at the others side, seated on a pedestal, draped around which was a pink bed spread. Toilet goods were laid on the side.

Playthings for Baby

The baby window arranged by Daniels and Fisher, Denver, Colo., was covered with a carpet. One baby was shown sitting, while around him were tiny toys of various animals. Another baby was sleeping, there being a specially arranged baby floor idea made of quilts. Yet another baby was shown in the act of floating some celluloid fishes, frogs, etc. Directly behind the tops was a bassinet, gorgeous quilts, spreads, etc., that overlapped the sides, creating a desire on the part of every mother to wrap the "best baby in the land," therein. The clothes on the babies in the window were dainty, and right to the point in their various positions. The baby figures were made of rubber, but they looked almost life-like, and were pretty, of course. Every baby lover saw something in that display that they must get for baby, no matter whose baby it is.

Newspaper Ad. Suggestions.

Some examples of newspaper advertising can be used to back up your window displays will be found below.

The Baby Shop, Aurora, Ill., is in charge of a good, old-fashioned, motherly mother, to whom young mothers are wont to go to for helpful and sympathetic advice. This fact is played up strong in their advertising

The Baby's Boudoir, Los Angeles, Cal., call the attention of mothers to the fact that there are courteous baby-wise

women to wait on them. Can you imagine an announcement from the pen of King Baby? Well, here is:

"'Will you kindly direct me to the Babe's Boudoir?' That is what thousansd of babies would ask us if babies did their own shopping. And what a glorious time they would have in this infant's department of ours. Overflowing as it is with every conceivable article that ministers to baby's comforts, happiness and welfare."

Macys, New York, N. Y., some time ago run a series of talks dealing with the habits and peculiarities of babies of all sorts and ages. Here is a typical talk:

Your Baby—How Old is She?

Two, or thereabouts?—Beginning to talk a bit, and walk a bit, and find her way "into everything." Measuring her short length on the floor more times than you can count, exhibiting an extraordinary facility for getting her face and hands and clothes dirty half an hour after her bath. Sliding and crawling about until her little undergarments are loosened.

She Needs Rompers

Button her up in a pair and let her tumble, crawl and slide to her heart's content. Nothing can tear or loosen. Literally hundreds of rompers here—add some to her wardrobe—both you and she will be happier. Price 94 cents to $4.98.

Wool Trimming on Children's Wear

The children's wear market is a little quiet at this time, as is to be expected, for buyers have bought their Summer merchandise for the most part, and many manufacturers have finished working on this line, bending all their energies toward producing new coats and frocks for the Autumn.

It is not expected that anything radically new will be brought out within the next month, but that the smock dress, which was so well received this Spring will be carried out in Fall materials. It is also thought that the combination of plaid silks, with navy serge and tricotine will continue in vogue.

New methods are being devised in the use of wool and raffia which will probably form a prominent place in trimming effects. The silhouette will no doubt follow the general lines devised for women.

Fall Fashion Show to be Held in July

The Fall fashion show of the Couture Division of the National Garment Retailers' Association will take place July 14 at the Hotel Commodore. There will be no dinner. The event is being held earlier this year than in the past, it was said. to give buyers an opportunity to view the creations of the Fifth Avenue designers before making their Fall selections. Another reason for the early opening is to enable buyers who are going abroad to see first what this country has to offer.



A Winsome Miss

Youth needs very little in the way of art to render it irresistible. That touch is present in this adorable "Mother Hubbard" of crisp pink organdie with trimmings simply of white satin ribbons. The bonnet is of the same sheer fabric and is daintily hemstitched.

GIVEN ADDITIONAL DEPARTMENTS.

Mr. A. E. Dunn, buyer and manager of linens, cottons, wash fabric, dress goods, silks, blankets and comforters for Parks Ltd., Calgary, has just been given the additional management of the drapery and carpet departments.

Mr. Dunn is well known throughout Canada as a successful buyer and department organizer and held important buyers' positions with Scroggies, Ltd., Montreal; Goodwin's, Ltd., Montreal, and Hudson Bay Co., Calgary.

BUYS BELLEVILLE BUSINESS

F. R. Wotten, for seven years a valued member of the Ritchie Company, has gone into business for himself and recently purchased the dry goods business of Wims and Company, Belleville. Mr. Wotten is just 25 years of age and will have the distinction of being the yongest merchant on Front Street. He is having the store remodelled, and a specialty will be made of Ladies' and Childrens' Ready to Wear.

NEWS AMONG THE TRADE

Denton, Mitchell and Duncan, Ltd.

Big Toronto Wholesale Dry Goods Business Becomes Limited Company—Personnel Increased

The wholesale dry goods business of Denton, Mitchell and Duncan, Toronto, has been incorporated as a limited company. This firm has been in business since 1905 and has enjoyed a very successful career.

When the business was first started a specialty was made in men's furnishings and house furnishings, but of late years the directors have extended their policy to include general dry goods, and to-day the company is carrying a very large stock of general merchandise, at the same time featuring the two lines on which the business was first commenced fifteen years ago. In forming the limited company, Denton, Mitchell and Duncan have taken into the company two of their most valuable employees, Mr. W. H. Argles and Mr. Roy Reid.

Mr. Argles has been accountant in the business for years and is very well and favorably known in the trade, where he has spent his entire business life, having started out as a junior with the John MacDonald Co., Ltd. Mr. Argles has been made secretary of the newly incorporated company.

Mr. Argles will receive the congratulations of all who have come in touch with him during his long and reputable business career.



MR. W. H. ARGLES

Member of the firm of Denton, Mitchell & Duncan for many years, who has been made secretary-treasurer of the newly incorporated company.

Mr. Roy Reid, who has been with the firm since the inception of the business, has been made a director. Mr. Reid has been representing the firm in Ottawa Valley for the past eight years, and is still covering that territory. He is, however, not only known in that district but all over Ontario, having been in the warehouse for many years before going on the road, where he became well acquainted with the customers from all parts. Mr. Reid is thirty-one years of age. He is very highly respected for his honesty and integrity by all who know him, and especially so by the firm he has served so faithfully for so many years.



MR. ROY REID

Who has been made a director of the newly incorporated company of Denton, Mitchell & Duncan.

Stores Cannot Afford Weekly Half-Holiday

The Ottawa Retail Merchants' Association recently met to consider the request of the Retail Clerks' Protective Association for a weekly Saturday half-holiday during July and August. This resolution was put to the meeting after much discussion: "Resolved, that in view of the heavy expenses of carrying on business at the present time and the fact that Saturday afternoon is the most valuable period of the entire week, this association is regretfully compelled to decide that it cannot accede to the request of the Retail Clerks' Protective Association for a Saturday half holiday during the months of July and August." This resolution was carried unanimously.



LATE WILLIAM J. CLARK

Member of the W. R. Brock Company for nearly thirty years, who died in Winnipeg in April following a brief illness.

William J. Clarke Dies in Winnipeg

In the sudden death of Mr. William Jonathan Clarke, of Winnipeg, the dry goods trade of the Dominion has lost one of its most esteemed and conscientious members. Mr. Clarke passed away at his home, 60 Yale Avenue, Winnipeg, on the morning of April 21st, following an illness of only two weeks duration.

Mr. Clarke was born at Hampton, Ontario, in 1857. In 1889 he was engaged as a traveller by the W. R. Brock Company and for four years represented the company in Eastern Ontario. At the end of this time he was transferred to Winnipeg as resident agent of that city. In 1899 Mr. Clarke resigned from the company but returned to the Winnipeg post again in 1903 and faithfully served the interests of his firm until his death. Mr. Clarke was held in very high regard by a large circle of personal friends, and in business he was known as a man of impeachable character. He was recognized as one of the Winnipeg's finest citizens. Wide tribute was paid the late Mr. Clarke in the Winnipeg press while the W. R. Brock Company in Toronto expressed deep regret in the loss of a very valuable member of their organization, and with DRY GOODS REVIEW and the trade extend heartfelt sympathy to the bereaved family.

Mr. Clarke is survived by his widow and only daughter, Mrs. George W. Markle. Sam. Clarke, of Cobourg, Ont., a member of the Legislature of this Province, is a brother.

Consumer Assumes Added Tax Burdens

Finance Commissioner's First Budget Deals Hard Blow to Citizens of Dominion—Many Articles Above Certain Schedule Prices Must Carry Tax to Buyer—One Per Cent. on Sales of Manufacturer and Wholesaler—Promise of Future Tariff Revision.

THE new taxes as announed in Sir Henry Drayton's first budget, made public in Ottawa on May 18, went into effect the following day, leaving only a few hours for the masses of the Canadian people to recover from the shock. The two reductions in taxation announced, the removal of the 7½ per cent. war customs duty and the increase in the exemption of from 7 to 10 cent. under the business profits tax, are more than offset by the other varied taxes proposed. The immediate changes contemplated hit the consumer hard, and their only hope of a lighter burden lies in the possible future revision of the present tariff.

In presenting his budget Sir Henry declared that the country had finished borrowing, and that hereafter it was the Government's intention to introduce a pay-as-you-go policy to meet the ordinary and capital expenditures by way of taxation. To do this, enormous increases in revenue would be necessary. Luxury taxes, so called, are to be introduced for the first time to help swell the revenue.

Excise taxes are to be imposed on articles bought daily for Canadian people and Canadian homes.

The Finance Minister announced at the same time that his department had already commenced a tariff investigation which is to precede a revision of the tariffs. He promised that after prorogation public sittings will be held throughout Canada to continue the inquiry. The investigation will be conducted by the Department of Finance, with the assistance of such expert and other advisers as will be necessary to conduct a thorough investigation.

When is a Luxury

In the meantime even on wearing apparel above certain specified prices a tax of ten per cent. will be levied, to be paid by the purchaser. On hats, hose, neckwear, shirts, and on fans, trunks, etc., costing above certain named prices, ivory-handled cutlery, cut glass, lace, silk embroideries and sporting goods, a tax of ten per cent. will be levied on the total purchasing price. Smokers are also hit by the new taxes. While tobaccos escape, equipment such as pipes, cigar and cigarette holders costing more than $2.50, humidors, etc., are to be taxed twenty per cent. on the total purchase price. Mechanical, musical instruments are also to be taxed at 20 per cent. of their total purchase price, and playing cards at 25 and 50 cents a pack, depending on the sale price.

The Hansard report of Sir Henry's taxation proposals, as regards the luxury tax, reads in part:

"Not only is more revenue necessary, but extravagant and luxurious expenditure ought to be checked. Extravagant buying should stop. With this end in view, as well as for necessary revenue, it is proposed to levy on certain specified articles an excise tax which is to be paid by the purchaser to the vendor at the time of sale for consumption or use, or importation for use other than sale.

Upon certain articles of wearing apparel, such as boots, shoes, etc., in excess of $9 a pair; men's and boys' suits in excess of $45 each; fur coats and robes in excess of $100 each; women's dresses in excess of $45 each; women's suits in excess of $60 each; men's and women's overcoats in excess of $50 each; hats, hose, neckwear, shirts, purses and gloves bought above specified prices, and on fans and opera cloaks, it is proposed to levy a tax of ten per cent. of the total purchase price.

The same rate of tax is to apply to trunks in excess of $40 each; valises and suitcases, etc., in excess of $25 each ivory-handled cutlery, cut-glass ware, velvet and silk fabrics, lace, ribbons, silk embroideries and sporting goods.

Under the terms of the French Treaty, silks, velvets, lace and silk embroideries were given preferential treatment. Not only was France interested in the treaty but other countries making like importations received the full benefit of the treaty. These countries amounted to eleven in number, including Japan, Switzerland. The operation of the French Treaty ceases on June 19 next and thereafter—subject to what further action may be taken when the tariff is revised—these articles will take rates from thirty to thirty-five per cent instead of the present rates, ranging from twenty to twenty-seven and a half per cent. In addition to this these luxuries will be subject to the above excise tax of ten per cent. on the whole of their purchase price."

The Sales Tax

Another tax from which considerable revenue is anticipated is a levy of one per cent. on the sales of all manufacturers, wholesalers, dealers, jobbers and importers, except on food and coal, artificial limbs and goods exported. Stamp duties are increased on bills of exchange and promissory notes so as to provide a two-cent tax on all bills or notes of $100 or less, and for every additional $100 or fractional part thereof, two cents more. A tax of two cents a share is proposed on all stock transfers. This latter provision is new in federal affairs, but it is said to be similar to a tax imposed by some provinces.

Referring in part to the business profits war tax amendment, the report says:

"Unquestionably with the higher return money to-day commands, seven per cent. is not a reasonable reward for commercial ventures. It has been determined that it is impossible to stop immediately the imposition of the business profits tax, and a resolution will be introduced which will provide for the continuance of a tax of this character, but on a reduced scale, on the profits derived during the year 1920, the tax being payable in 1921. The present exemption will be extended from 7 to 10 per cent., the schedule of taxation to be as follows:

"On profits in excess of 10 p.c., but not exceeding 15 p.c., 20 p.c. tax.

"On profits in excess of 15 p.c., but not exceeding 20 p.c., 30 p.c. tax.

"On profits in excess of 20 p.c., but not exceeding 30 p.c., 50 p.c. tax.

"On profits over 30 p.c., 60 p.c. tax.

"The present Act provides a different scale of taxation for the profits of businesses with capital of not less than $25,000 and under $50,000, being one-quarter of all profits exceeding 10 per cent. on the amount of the capital employed; it is proposed to reduce this tax from 25 to 20 per cent. It has been felt that the concessions made in the proposed concessions made in the proposed amendments are sufficient for the purpose of enabling firms to set aside more of their profits to reserves or plant extensions and to put their businesses in a better position to meet the deflation period, while at the same time a check will still be held on abnormal profits.

Removal of Customs Duty

"The general war customs duty of 7½ per cent. was repealed last year in so far as articles of food, clothing, agricultural implements and fertilizers, as well as some other items are concerned. It, however, still obtains on a large part of our importations, approximately thirty million dollars of revenue accruing from this source last year. It is a tax which has been blamed, perhaps, as much as any tax with the exception of the business profits war tax, as a reason for the high cost of living. Notwithstanding the need of revenue, in view of the fact that it is imposisble to the present time to revise intelligently the tariff, and the further fact that the incidence of this tax, placed as it is in a general blanket way, works and maintains inconsistencies, it is proposed to abolish entirely this 7½ per cent. war duty."

Soldier Employer Banquets His Staff

Capt. Graham Walker Gives Dinner in Edmonton to Members of Johnstone Walker Firm

Over 120 present and past employees of the Johnston, Walker firm were the guests of Capt. and Mrs. J. Graham Walker at a banquet in the Macdonald Hotel, Edmonton, on Tuesday, April 27. Capt. and Mrs. Walker, who have recently returned from overseas, accompanied by Miss J. Walker, received their guests, giving a warm welcome to employees, management and staff alike.

Invited guests of the evening were Dr. and Mrs. McQueen, Mr. and Mrs. C. T. M. Sapsford and Mr. and Mrs. George Cooper.

Following the serving of a splendid repast, a number of fine instrumental and vocal selections were given, which added materially to the enjoyment of the evening. Dr. McQueen gave a very interesting reminiscent talk dealing with his early acquaintance of the Johnstone, Walker firm, relating how the late Johntone Walker was the first business man to welcome him on his arrival in Edmonton over thirty years ago.

The doctor spoke in highly eulogistic terms of the late Mr. Walker, paying great tribute to his qualifications as an exemplary citizen and a man whose friendship was fully worthy of every confidence and respect.

Cecil Sutherland, business manager of the firm of Johnstone Walker gave an interesting history of the company since its inception to Edmonton thirty-eight years ago, and pointed out the fact that the well-known mercantile house was the second of its kind in the city, being preceded only by the Hudson's Bay Company.

Captain J. Graham Walker gave a very interesting account of his experiences at the front.

The banquet, which was held on the mezzanine floor came to an appropriate end with the singing of the National Anthem.

DRY GOOD REVIEW received the following very gratifying communication from a subscriber this month:

Carp, Ont.,
May, 1920.

Gentlemen,--

I wrote you announcing my intention of discontinuing DRY GOODS REVIEW, but find the March number so interesting, and with so much information useful to me that I have decided to continue it.

Yours very truly,
(Signed) A. C. YOUNGHUSBAND.

HUDSON'S BAY CO. TO BUILD

It has been anounced that the Hudson's Bay Company will likely commence building operations this season on a new store in Winnipeg which will cost approximately $5,000,000 when completed.

Veteran Merchant Dies

One of Montreal's oldest merchants, Mr. John Murphy, founder of the John Murphy Company, passed away on Wednesday, April 21, at his residence, 9 Summerhill Avenue, at the age of eighty-five. Mr. Murphy had been ailing since last December. Since 1905 Mr. Murphy has had no interest in the house which still bears his name, for in that year he sold out to the Robert Simpson Co., of Toronto. The foundations of his business were laid at his first store at the corner of Notre Dame Street and St. Catherine West in 1894. He also carried on business in Ottawa under the name of Murphy, Gamble and Company.

He was born in Montreal in 1834, and in 1862 he married Margaret Gill, who, with five daughters, survives him. The daughters are, Mrs. T. A. Bishop, Montreal; Mrs. W. H. Breithaupt, Kitchener; Ont.; Mrs. A. Frank Ramsay, Montreal; Mrs. J. T. Hammill, Ottawa, and Miss Louise Murphy, Montreal.

He was a member of the American Presbyterian Church for the past 68 years, and had for some time served in the capacity of elder.

Will Manufacture Tires

C. Kenyon Co., Brooklyn, N. Y., Have Commenced the Manufacture of a New Line of Non-Skid Tires

C. Kenyon Company, Brooklyn, N. Y., have recently begun the manufacture of Kenyon cords, a new cord tire of high grade. For sixty years this firm has been handling rubber compounds and a world wide reputation in the handling and manipulation of rubber compounds is back of their entry into the tire manufacturing market. They will produce oversize cord tires exclusively, believing that automobile owners realize that there is economy and advantages in a scientifically-constructed cord tire.

The Kenyon tire will have a new tread of rectangular form and non-skid because it offers a straight-line resistance to both the side and forward skid

The new Kenyon tires are to be manufactured at the Bay Ridge factory and this plant will be equipped only for the manufacture of these tires. It is estimated that 500 cord tires can be made in an eight-hour work-day, and the plant is to be so arranged that this output can be doubled when desired.

GONE TO WINNIPEG

David Reader who has sold his business in Estavan, Sask., has gone to Winnipeg with the intention of going into the wholesale dry goods business.

JACOB A. MILLER DIES

Jacob A. Miller, for nearly thirty years a resident of Chicago and manager of the exchange department of Marshall Field & Co., died suddenly at his home in Chicago on Sunday, April 11.

Pioneer Flax Grower Dies of Heart Failure

James Livingston Passes Away in Baden, Ont.—Widely Known in Canada and United States

One of Canadas pioneers flax growers and linseed oil manufacturers, James Livingston, ex-M.P.. died at his home in Baden, Ont., on Friday, April 16, after an illness of a few days' suffering, from heart trouble. He was born in East Kilbride, Lanarkshire, Scotland, November 27, 1838, and was in his 82nd year. He received a parish education, and after spending some time at his father's trade of weaving he came to Canada, and after a year spent in Mornington, Perth County, he entered the employ of Messrs. M. B. & J. S. Perrine of Conestogo, where he was several years engaged as foreman in their flax establishment.

Pioneer of Flax Industry

In 1865, in company with his elder brother, John, he commenced flax growing in Wellesley, from which their business extended until they were cultivating from 3,000 to 3,500 acres of flax annually in different parts of the county. For many years they carried on flaxseed and oil manufacturing at Baden, of which village they owned the great part. His brother, John, died about twenty-five years ago, and since then James Livingston had been carrying on the various enterprises which had been started with the assistance of his sons.

In addition to being president of the Dominion Linseed Oil Company, Mr. Livingston was interested in the Yale Flax Co., one of the largest concerns of its kind in Michigan. He was one of the pioneers of the flax industries in Canada, and the plant at Baden is known from one end of the Dominion to the other.

He is survived by two sons and three daughters—John P., Baden; H. P., Toronto; Mrs. James McColl, Yale, Mich.; Mrs. Aulay Morrison, Vancouver, B. C., and Miss Alice, Colorado Springs. Miss Livingston died sixteen years ago.

BUYER ABROAD

W. H. Kyle, of the John Murphy Company, Ltd., Montreal, left on April 22 for England. Mr. Kyle will visit the leading manufacturing centres in Great Britain, France and Switzerland during his intended buying trip.

LEASE NEW OFFICES

Williamson and Murray, manufacturers of silk dresses and gowns, have leased for three years the first floor in the new building which is now nearing completion at 21 and 23 McCaul street. The lessees will use the space for offices and light manufacturing.

WOOLWORTH STORE CLOSED

The F. W. Woolworth Company closed its Picton store on Saturday, April 24th.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

Merit Skirt Company

436B St. Catherine St. W.

Montreal

Skirts

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

New Spring range is now being submitted for your inspection. Our large production has made it possible to give you better service, quality and price. See our samples.

246 ST. ANDRE STREET

Corner St. Catherine St.

MONTREAL

SHOWROOMS:

Toronto, G. D. Bell, 301 Dineen Bldg. St. John, Mr. W. J. Nagle, Dufferin Hotel. Vancouver, G. E. Ledder, 807 Power Bldg. Hamilton, Mr. R. M. Desmond, Royal Connaught Hotel. Quebec Province, Mr. J. F. Poirier, 246 St. Andre St., Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

Lazare & Novek

CLOAKS & SUITS

Special range of Salt's Silk Seal Plushes in addition to our regular line of coats and suits which is more complete than ever.

Our travellers will start out June 1st with a full line of samples.

303 Mountain St., Montreal

"GARMENTS OF THE BETTER KIND"

The BB Brand CLOAKS & SUITS

Cloaks, Suits and Tailored Dresses

that sell

New Fall lines on the road June 1st

Bishinsky Bros

CLOAKS & SUITS

207 St. Catherine Street West

MONTREAL

SILK AND CLOTH DRESSES

ON HAND

The S. & D. Dress Co.

142 PEEL STREET

(A few doors above Windsor Hotel)

MONTREAL

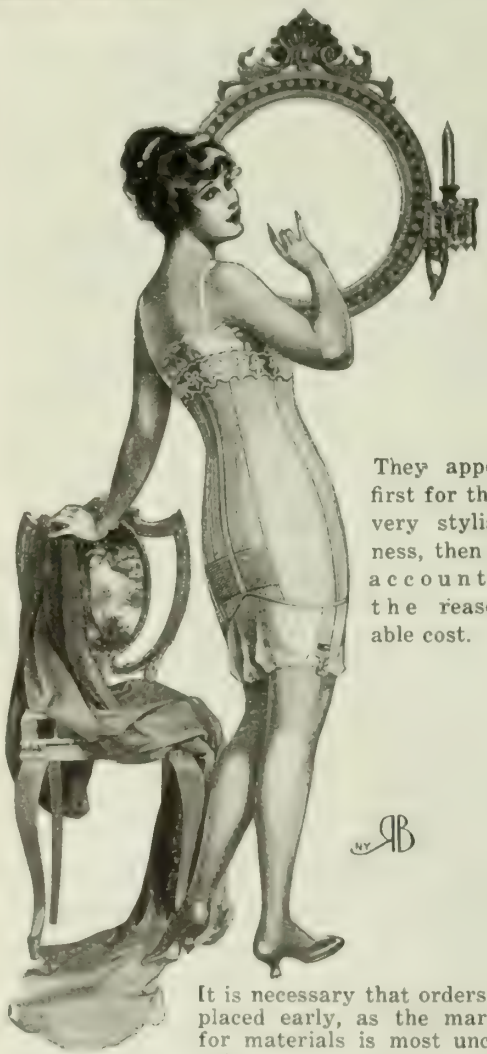
You ought to sell

"P.C." Corsets

RUST PROOF

Because—

They enjoy such an immense popularity with all classes of women, by reason of perfect, comfortable fit, and the remarkable sense of ease and freedom with which P. C. Corsets endow the wearer.



They appeal first for their very stylishness, then on account of the reasonable cost.

It is necessary that orders be placed early, as the market for materials is most uncertain.

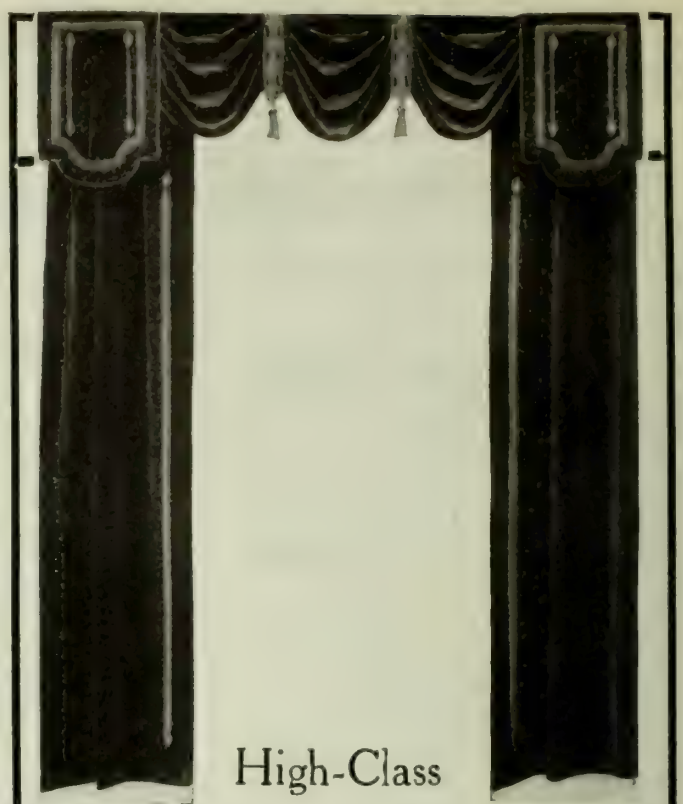
PARISIAN CORSET
MANUFACTURING CO., LTD.
QUEBEC CITY, QUEBEC

BRANCHES

Montreal, 527 Craig St. W. Toronto, 76 Bay Street
Head S. Bourque, Representative for Nova Scotia, including Cape Breton
Chas. S. Oxley, Representative for New Brunswick, Prince Edward Island and Newfoundland

WESTERN REPRESENTATIVE

C. H. Bowes, 214 Sparling Way, Winnipeg, Winnipeg



High-Class

VELOURS

MOHAIRS

and

PLUSHES

Woven,
Dyed
and
Finished
by

THE ORIENTAL TEXTILES CO.

LIMITED

Oshawa - Ontario

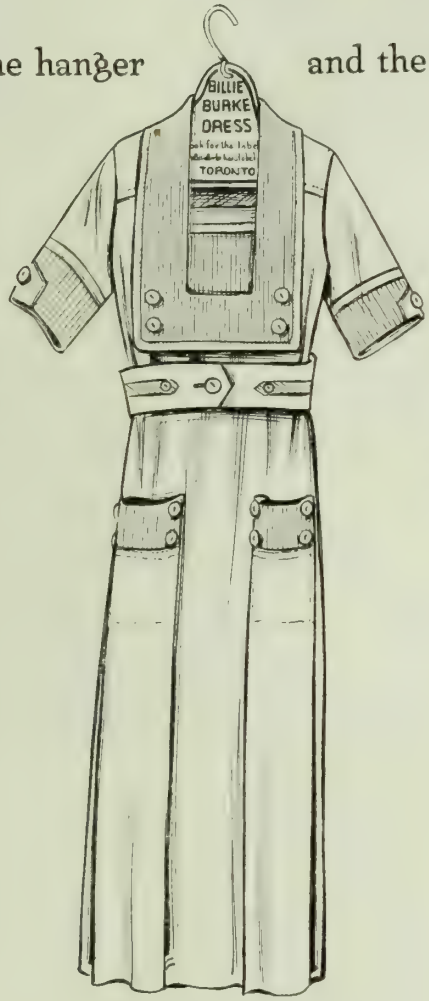
Salesrooms :

33 MELINDA STREET
TORONTO

Billie Burke Dresses

REGISTERED

Note the hanger and the label



If we are not already represented in your Territory, write for samples.

Washing instructions sent with every shipment.



Genuine BILLIE BURKE DRESSES have hanger as enclosed cut with each dress. These hangers are made folding, for ladies to use when travelling, and are supposed to be given with dress when sold. Every dress is labelled.

Merchants handling BILLIE BURKE DRESSES should note the washing instructions and keep a framed copy in the Department.

The Canadian Underskirt Company

Limited—TORONTO

Manufacturers of

Billie Burke Dresses (Regd.)
Cucie Underskirts (Regd.)
Mermaid Bathing Suits (Regd.)
Beauty Bloomers (Regd.)

"UTILITY BRAND"

MADE IN CANADA

It is encouraging

to note the reception which is being accorded to the

New Fall Showing
of
Utility Brand Raincoats



The workmanship, and the skilful designing and finishing have won the unanimous approval of buyers from the Atlantic to the Pacific.

The exceptionally fine quality of all the fabrics: Tweeds, Coverts, Gabardines, Paramattas, Cashmeres, Leatherettes, and all rubber surface cloths, has added materially in making Utility Brand the outstanding "Quality Line" in waterproofs.

Let your own eyes tell you the story of the endless selling possibilities of Utility Brand. A card will bring our salesman.

THE UNION RUBBER CO., LIMITED
309 NOTRE DAME ST. WEST
MONTREAL

"THE HOUSE OF YOUTH"

A Short Story

Chapter I.

IN a Camping Tent at the Island, Toronto, the first three "Representatives" of "The House of Youth," made their first appearance. They were three smart little Dresses designed to meet the approval of the Miss who appreciates smart simplicity and good taste in her costuming. Here they were designed, made up and finished, ready to make their bow to the Trade.

On October 1st, 1916, the Counter Costume Company was established, primarily to manufacture Misses' Dresses exclusively. At 53 Richmond Street East, Toronto, the first factory was located, with four machines in operation. With a staff of seven, and the only "Representatives" those above mentioned, the foundation was laid for "The House of Youth."

Progress was made from the beginning, and soon it was found necessary to open a Branch Factory on Lombard Street, which more than doubled the original capacity of the Company. New machines were added constantly.

Then about one year ago heavy demands necessitated moving to the Reid Building, at which location Counter Costumes have been made since, to date.

Again it has been found necessary to move—not because "it is cheaper to move than pay rent," but because larger quarters have become necessary in order to keep step with orders. So "The House of Youth" is now located at 131 Spadina Avenue, in the new, modern Spadina Building, occupying an entire floor, with a floor space of 10,000 sq. ft. Eighty machines are now in use, as compared with forty during the past year. One hundred and thirty employees are producing, and eight Salesmen selling Counter Costumes at the present time.

Chapter II.

We take a pardonable pride in this record, for we are really just a young concern—**only three years and eight months old.** But this is not the reason we have adopted the name "The House of Youth." This name applies to our product, not ourselves; for we design and manufacture Dresses for Misses and Juniors exclusively, as originally intended.

We attribute our rapid progress principally to two reasons:—First—we are the only Manufacturers of Misses' Dresses **exclusively** in the Canadian Trade. This specialization enables us to carefully study and understand the requirements of Youth, and to give the Trade Misses' Dresses of unusual charm and appropriateness.

Second—we have always insisted on the best in materials, and the finest possible workmanship.

Mr. C. S. Hargrave, President of The Counter Costume Company, Limited, purchases all materials and manages the selling end, and Miss Counter, Treasurer, personally supervises the designing of all Costumes. The enthusiastic approval our designs have met with everywhere is their strongest recommendation to you.

We cordially invite you to visit "The House of Youth" at 131 Spadina Avenue, Toronto. You will find our new Show Rooms quite up to the minute in every detail. Samples will be shown on living Models exclusively. It will be to your advantage to see the attractive, quick-selling Costumes of splendid value that we have to offer you.

(To be Continued)

REID
Children's
Dresses



The Charm of Childhood

is reflected in every detail of Reid Dresses. Dainty materials, simple styles cut on smart lines, and trimmings of good taste---are all strong selling features.

White Embroidery Dresses,
Plain and Fancy Voiles, and
other attractive lines.

G. F. Reid & Company
Brampton, Ontario

Ladies', Misses' and Children's

FALL AND WINTER
COATS

in

Salt's Plush, Salt's Baby Lamb,
Velours, Silvertones,
Jeblines

In our range we have fur-trimmed collar and cuffs—Australian opossum, squirrel, sable, etc.

We would advise you to see our line before placing your order.

Brickenden & McCrimmon
Manufacturers and Importers
London Ontario

Get the Habit of Selling Our Guaranteed Thistle Brand Raincoats

Thistle *Brand*

Get the Habit of Selling Our Guaranteed Thistle Brand Raincoats

Guaranteed

Waterproof and Motoring Top Coats

for

Ladies and Gentlemen

Guaranteed

Supreme in design, fabric and workmanship. "Thistle Brand" Raincoats are known and sold in all the best stores from the Atlantic to the Pacific.

Samples are now being shown by our travellers.

THE SCOTTISH RUBBER CO.
LIMITED
316 Notre Dame Street W. MONTREAL

CIRCLE - CROSS

REGISTERED
The Mark of Quality

SUMMER CREATIONS

Remarkable for attractiveness, usefulness, wear and economy—for the Circle-Cross lines are economical from every point of view.



In the first place, your customer gets an unusual amount of service from every Circle-Cross Garment you sell her, and your values are remembered.

A store is known by the company it keeps, so it is well for the sake of your business, that you make certain you are well supplied with the kind of goods people want.

You profit invariably by entrenching yourself in the esteem of your trade.

MIDDIES, SPORT SKIRTS AND SMOCKS
NURSES AND MAIDS REGULATION UNIFORMS

COLE-WHITAKER, LTD.
292 St. Catherine Street West
MONTREAL



If our representative has not called write for samples



LAWRENCE WENER
Maritime Provinces.



HARRIS WENER
President



MAXWELL CUMMINGS
Sales Manager

Watch for the men: they are now on their way



J. S. PERRY
Prince Edward Island.



J. CARRICK
Montreal City.



ALFRED ROSE
Quebec Province



MAURICE SAMUELS
Designer.



G. W. NOLAN
B.C., Alta., Sask.



A. MASSEY
Eastern Ontario



P. MILLER
Western Ontario



H. E. B. STUART
B.C., Alta., Sask.

THE

Montreal Waterproof & Clothing Co., Limited

The Largest and Oldest Waterproof Clothing House in Canada

MONTREAL, CANADA

New Models

in

Rain and Utility Coats for Ladies and Misses

by

"The Coat House of Canada"

MAKERS
OF
NATIONAL
BRAND
GARMENTS

Ask to See Our

"CHAPPIE"
COATS

Made of Suede Materials

When Our Representative
Calls on You

A thoroughly representative range for Summer and Fall in all the well-known and popular materials:

Duvetines, Bolivia, Polo Cloth, Goldtone, Silvertone, Velours, Fancy Tweeds and Plushes.

The NATIONAL STANDARD is maintained throughout

Our travellers, who are now on the road, will also show you a full range of "Ladies' and Men's Raincoats," including genuine Leather, Leatherette, Gabardines and Suedes.

NATIONAL RUBBER CO.
OF CANADA
TORONTO MONTREAL WINNIPEG

A-B



BEWITCHING SUMMER WAISTS

Made of lustrous silks; dainty designs, and tasteful colors are represented in our extensive range of Summer offerings.





While these waists are the very essence of all that a good, useful waist ought to be, there is nothing "flashy" or extravagant about them. They are, in most cases, well suited to the plainer everyday wear.

Manufactured by

The Canadian Converters' Co. Limited

Montreal



Furs for all the Year

We have a well assorted stock of furs of all kinds, in the latest style, for the four seasons.

Hats, Caps, etc.

Also the best assortment in FELT HATS, CAPS, STRAWS, GLOVES, MITTS, MACKINAWS, SHEEP-LINED COATS, PANTS, MUFF-LERS, ETC.

Specialities :

UMBRELLAS, PARASOLS
and MEN'S BELTS

Desparois, Garneau & Co., Limited

465 St. Paul Street West, MONTREAL
OTTAWA BRANCH, 15 O'Connor Street



Pattern 410—24 in. and 36 in. in Stock.

We are sole **Canadian Agents** for the **Cott-a-lap Rug Borders, Surrounds** and **Floor Coverings.** We carry all their latest patterns in stock at the present time, 24 in., 36 in. and 72 in. wide.

These goods are sampled with all our salesmen. We enjoy quite a comfortable trade in this class of merchandise, and if you are interested, we would be glad to reply to your inquiries.

GREENSHIELDS LIMITED

Wholesale Distributors of Carpets and Draperies

MONTREAL

"Fit Well" WATERPROOF
BEST BRITISH MAKE

LADIES' SPORT COATS
SMART AND DISTINCTIVE



Excellent all-round, all-purpose outdoor garments. They are exactly right for motoring, sports, or other wear. Not too heavy, comfortable, waterproof and reasonably priced.

We have a large stock of these Leatherette Coats on hand *for immediate delivery.* They have proven big sellers, wherever shown.

Our travellers are now out with the complete range.

Our Factory at Victoriaville is one of the largest exclusive Raincoat Factories in Canada

Our Offices and Ware Rooms are now
NEW SOMMER BUILDING
MAYOR STREET

S. RUBIN & COMPANY
MONTREAL

Mfrs. of the "Fit-Well" Waterproofs

A Sales Booster



Best Known Kiddies' Garment on the Market

Most attractive and satisfactory for your Trade

THIS "REGULAR" BOY

wearing the HAUGH BRAND Kiddies' garment has become familiar to Readers or leading Magazines from Coast to Coast. Your customers will need no introduction to this recognized necessity in the child's wardrobe.

This garment has won first place in its line because of its attractiveness, its utility, and its sound sturdiness. Common sense recommends it to mothers; solid comfort wins the favor of the Kiddies.

For Boys and Girls—2 to 7 years.

Made ONLY by

The J. A. Haugh Mfg. Co. Ltd.
Toronto, Canada

ARM & HAMMER BRAND
SHIRTS OVERALLS
J.A. HAUGH MFG. CO. LTD.

Manufacturers of the famous "Arm & Hammer"

Shirts, Overalls Bloomers

Trousers and Shopcoats

Shoe *and* Corset Laces

MADE IN CANADA
THE EQUAL OF ANY IMPORTED

COTTON
SILK *and*
MERCERIZED

Black and popular colors. Put up in bundles, also paired and boxed.

Samples and Prices on request

INDEPENDENT SILK LIMITED

360-380 St. Paul St. East, Montreal

A String on Your Finger

—lest you forget to turn to the latter part of this issue and read the Buyer's Market Guide.

John Ainscow & Co., Ltd.

Spinners and Manufacturers

TURKISH TOWELS, QUILTS, COUNTERPANES, &c.

Beehive Mills, Lostock, Bolton;
California Mills, Stockport;
34 Charlotte Street MANCHESTER

Canadian Agent: Walter Williams, 508 Read Building, 45 St. Alexander St., Montreal

Say You Saw It
in
Dry Goods Review

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

MR. RETAILER, HOW IS YOUR BUSINESS? DOES IT NEED A doctor? Let me help put it on a paying basis. I am an expert merchandising specialist. A graduate of America's best university and business Science Schools, have a thorough knowledge of Canadian trade conditions and understand every phase of the general, departmental and chain stores, having made a thorough study of the best institutions in Canada and the States. Satisfaction guaranteed. $25 per consultation, special terms for checking and time service. Address Box 199, Dry Goods Review, 143-153 University Ave., Toronto.

BEST GENERAL STORE IN PETERBOROUGH, ONT., FOR SALE. $75,000 turnover. Apply R. C. Braund.

FOR SALE — EXCLUSIVE READY-TO-WEAR AND MILLINERY business and modern building; turn over $50,000; in centre of city of 26,000; East Ontario. Owner starting factory. Write Box 191, Dry Goods Review, 143-153 University Ave., Toronto.

I HAVE ONE OF THE BEST BUSINESSES IN THE PROVINCE of Saskatchewan. Population 600. Moderate opposition. During last 10 years have made $150,000. Now wish to move into Winnipeg. Our stock will run $70,000; this is fully $25,000 more than is necessary. We bought ahead to take advantage of markets. Turnover $135,000 per annum. Will expect $25,000 cash, balance easy terms. No use to communicate unless you have necessary cash. Will bear strictest investigation. Reply in confidence to Box 198, Dry Goods Review, 143 University Avenue, Toronto, Ontario.

FOR SALE—LAMSON CABLE CASH CARRIER SYSTEM COMPRISing 51 stations, track, corners, etc., all complete and in good repair. We are installing multiple drawer cash registers throughout so will be able to quote a very low figure for all or part of the system. Apply The G. W. Robinson Co., Ltd., Hamilton.

LAMSON CASH CARRIERS FOR SALE. EIGHT STATIONS COMplete. J. B. Horrell & Son, Midland.

LINE WANTED—TRAVELLER, 17 YEARS' EXPERIENCE, ASKS for a good line for Quebec and Maritime Provinces. Write A. S., 164 Desfranciscains St., Quebec.

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Baby's Teething Rings

London, Ont.—Please tell me where I can buy baby's celluloid teething rings and wicker baby baskets?

Answer.—List of firms has been sent.

Knitting Power Machines

Farnham, Que.—Where can I procure the best make of knitting power machine for woollen stockings?

Answer.—List of makers has been forwarded.

Perforated Patterns

St. Catharines, Ont.—Kindly let me know the address of a perforated pattern company in Toronto.

Answer.—Name and address of firm has been forwarded.

English Trade Journal

Merlin, Ont.—Kindly let us know name and address of dry goods trade journal published in Great Britain.

Answer.—Name of trade publications sent.

Pure Silk Sweaters

Provost, Alta.—Where can I buy pure silk sweater coats?

Answer.—Manufacturers' names have been sent.

Furniture Catalogue

Ayer's Cliff, Quebec.—Please send me names of furniture manufacturers who put out a catalogue.

Answer.—Names have been forwarded.

Wholesale Furniture

Prelate, Sask.—Please send me list of addresses of wholesale furniture companies.

Answer.—Addresses have been sent.

Sheet Music

Perth, N.B.—Kindly advise me where I can buy sheet music in Canada.

Answer.—Name of firm has been sent.

Window Trimming

Bristol, N.B.—Will you please send us the name of a book on window trimming?

Answer.—Write the Merchants' Record and Show Window, 431 Dearborn St., Chicago.

Baby Carriages

Maria, Que.—Please send name of firm manufacturing baby carriages.

Answer.—Name and address of firm has been sent.

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 192

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

WHOLESALE MILLINERY

Write to-day for

Our Latest Catalog of New Styles

159-161-163-165-167-169-171 No. Michigan Ave. CHICAGO, ILL.

Chas. A. Stonehill, *Pres.*

TORONTO, ONT., Show Room, 30 ellington St. W

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED

400 Richmond St. W., Toronto

T. H. Birmingham & Co.

LIMITED

93 to 99 Spadina Ave., TORONTO

Makers of

Women's High Grade Neckwear

"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Ideal Importing Co., Ltd.

468 King St. W. - Toronto, Ont.

Manufacturers of

Shoulder PADS Sleeve and Canvas Fronts

Importers and Jobbers

Jute, Union, Linen, Collar, Canvas

References: London, Eng. -New York- Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can.

Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.

Popular Priced Flowers and Feathers

670-674 Broadway, NEW YORK CITY

MONTREAL.—The woollen market at present is rather an uncertain one. On the other side, the manufacturers are filled up with orders well into 1921, and the finer the quality of the woollens the greater the scarcity. Several of the best known British manufacturers, who have agents here, have allotted so many pieces for the Canadian market at open prices, with most of the deliveries well on into the future. Some may anticipate a reduction in the present prices shortly, but a prominent woollen merchant of this city, who has recently returned from a visit to the overseas markets, sees no recession in view. On the contrary, he sees the prospect of a further increase.

It has been announced in Ingersoll that a textile factory will begin operations in the near future. The building on Thames Street owned by F. A. Ackert, and for several years occupied by Mitchell & Co., has been leased for a term of years. The firm will manufacture towellings and similar products, and will start work with about twenty-five employees. Mitchell and Co. will occupy premises belonging to Dr. Bonesteel on King Street.

The annual statement of the Canadian Consolidated Felt Company, Limited, Montreal, presented to the shareholders at the annual meeting indicates substantial improvements over that covering 1918. The volume of sales in 1919 amounted to $1,234,029, as compared with $1,155,192 for the preceding year, and after providing for expenses, bond and other interests, etc., net profit for the year was $71,877, as against $69,905 in 1918, while after adding in previous surplus profit and loss, balance totalled $321,916, compared with $250,039 the previous year.

VEILINGS and SILK NETS

HODGES & LETTAU

232 McGill St. Montreal

FOR HONEST VALUE AND SATISFACTION

CROWN PANTS

Wil increase your sales. Our production has increased 50% over former years.

CROWN PANTS

322 Notre Dame West, MONTREAL

Pyjamas

for

Style and Quality

THE FOSTER MFG. CO. Ltd.,

Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags

Write for Prices

THE COPP, CLARK CO.

517 Wellington St. West Toronto

"HOOSIER"

The best 36-inch brown domestic in America

Buy it by the bale; sell it by the bolt

Indiana Cotton Mills

Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

The Botanical Decorating Company

(Incorporated)

208 W. Adams St., Chicago, Ill.

BALLOONS

Printed with your advertisement at small cost. Brings the mothers and children.

L. G. BEEBE

28 Wellington St. E., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades.

Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland

State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Moore & McLeod, of Charlottetown, P.E.I., have just equipped another department with "Modern Method" Interplaceable Unit Display Fixtures as supplied by Kent-McClain, Limited (Toronto Show Case Company). These fixtures are fininished in Mahogany to match those installed a few months ago.

WRIGHT'S BIAS FOLD TAPE

Known to home sewers everywhere. Made in U S A since 1898. "W & N." Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver

All ready to sew on middy blouses and sai or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

Salesmen Wanted

to look after our new and renewal subscriptions. Experience not necessary and good returns are sure. Write to

THE MACLEAN PUBLISHING CO.
143-153 University Ave., Toronto, Ont.

RIBBONS OF DISTINCTION

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.

"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON, N.15, ENGLAND
HAIR GOODS MANUFACTURER,
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY.
CABLE ADDRESS: TROMEROLO, LONDON.

BRIGHT AND SNAPPT
SHOWCARDS, SIGNS, PRICE TICKETS
MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.
ADVERTISING SYSTEMS
61480 Ryrie Bldg. TORONTO Phone: Main

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

SHOW CARD WRITING
A MONEY MAKING PROFESSION
FOR BOTH MEN AND WOMEN
Easily learned in short time by simple method. We teach you how. Write for booklet.
AMERICAN SHOW CARD SCHOOL
217 Ryrie Building
Yonge & Shuter Sts., Toronto, Can.

OTTAWA.—For some time France has had under contemplation the imposing of an embargo on the importation of articles of luxury, and word has just been received here that as the result of a decree issued this has now been put into effect, and there are certain articles on the list which will affect Canada to a considerable extent. The list consists of one-hundred and eighty-seven articles, including lobsters, fountain pens, candied fruit, chocolates, shoe laces, hosiery, artificial silk, wall papers, cutlery, musical instruments, rubberware, certain woollen and cotton fabrics, brushes and enamelware. None of the above may be imported into France during the continuance of the decree.

The articles in which Canada will be affected are chiefly lobsters, of which we exported for the ten months ending January, 1920, $342,574 worth, and for the same period in the previous year, $1,146.54; confectionery, principally chocolates, $131,301; rubberwear, $439,459, and woollen and cotton clothing, about $338,000 worth. There are some other articles on the list of which we are not at present exporting much to France, but are nevertheless in a position to do so, including enamelware, fountain pens, brushes, wall paper and hosiery. In the first-mentioned, particularly.

A Chicago hair factory was recently ordered closed by order of Health Commissioner Robertson, after three employees had died of anthrax, believed to have been contracted from handling hair imported from Argentina. It was the first appearance of anthrax in Chicago in ten years.

I Specialize in Boot Laces
for the wholesale trade, in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc
For Clothing and Cloak Trades

The Gem of the Notions
Starsnap
Look for this Card at your Jobbers
Columbus Fastener Company CHICAGO

Fiskhats AND MERCHANDISE **D. B. Fisk & Co. Chicago**
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

We read all the Newspapers. On what subject do you wish
Information
Canadian Press Clipping Service
143-153 University Avenue, Toronto

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Mills Eveleigh Limited, of Sussex, N.B., have recently installed about 100 ft. of Silent Salesmen Show Cases. These are but part of an extensive program calling for complete new store equipment, the contract for all having been placed with Kent-McClain, Toronto (Toronto Show Case Co.).

"From Factory to Retailer"

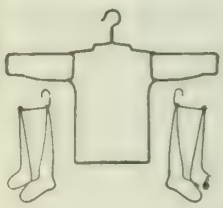
The National Hat Frame Co.

Makers of Buckram and Net Millinery Hat Shapes

Write To-day for Our Style Plate and Price List

Factory: 2 Grenville St., TORONTO

DownTown Showrooms: 66 Wellington Street West } Mr. Munro



CHILDREN'S GARMENT DRYING FORMS

NON-RUSTING

PATENTED

Write for Circular No. 31

J. B. TIMBERLAKE & SONS, Mfrs.

Jackson Michigan

MESH BAGS in Silver and Gun Metal Finish. METAL FRAMES for Ladies' Hand Bags.

Made in Canada for the Canadian Trade

WHITING & DAVIS CO.

SHERBROOKE, QUE.

SIGN WRITING

Do your own card writing

Write for our catalogue which will tell you what you need. Best goods at closest prices

ARTISTS' SUPPLY CO.

77 York St., Toronto

SIGN AND CARD WRITERS' SUPPLIES

FIRST AID TO THE

Card Writer and Window Display Man

SUPPLY DEPT.

Toronto ADVERTISING SYSTEMS Main 480

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from

BARTELL PATENT POCKET CO.

117 East 34th St., N.Y.C.

J. CHANANIE

Wholesale Dry Goods Importer

has removed to larger and more central premises at

323 NOTRE DAME ST. WEST

MONTREAL

where he will render still more efficient service than in the past

A promise to the public that no attempt would be made to raise the price of summer hats was made in New York this month when 1,100 male milliners assembled there for the opening of their annual convention. The milliners in their price announcement made no mention of the Fall.

The Toronto Carpet Company is preparing to erect a big addition to its plant at Fraser Avenue and Liberty Street. The new building, which is to be used as a dye-house, will be 165 feet long by 68 feet wide, and six storeys in height. The plans and specifications have been prepared by William Steele and Sons, architects, and tenders on the work will close on April 26th.

The six-storey building at 296 and 298 Richmond street, west, Toronto, has been sold by the Luxfer Prisms Company to Mr. Charles James, manager of James and Company, Limited, boys' clothing manufacturers, for a price in the neighborhood of $100,000. The premises which have a frontage of 45 feet and a depth of 100 feet, will be used as a clothing factory.

A. J. Freiman, the Ottawa merchant, who purchased the stock of R. Waldron, Kingston, is advertising the stock with a two full-page announcement in the Ottawa papers. His announcement is unique in the line of advertising, as he has a picture of Waldron's store and a gang of men around it endeavoring to push it and the stock

TAPES

ALL WIDTHS AND QUALITIES CARRIED IN STOCK

Walter Williams & Co.

508 READ BLDG., MONTREAL

20 WELLINGTON ST. W., TORONTO

AWNINGS

FOR

Stores, Offices, Factory, or Residence.

Write for Price Lists and Measurement Charts. Address

C. H. PETCH

Successor to

EDMONDSON & PETCH

Ottawa ∴ Canada

SMALLWARES — AND — HOSIERY

THE ROBERT HYSLOP CO LIMITED

HAMILTON, ONTARIO

IDEAL VALUE

IDEAL GARMENT CO.

Manufacturers of

DRESSES

18 West 23rd Street New York

STOCK on HAND for IMMEDIATE DELIVERY

PRICE $8.75 to 24.50

GOLDFINE'S LIMITED

Wholesale Dry Goods and Men's Furnishings

BARGAINS ALWAYS ON HAND

Write for Particulars

227 Craig St. West, Montreal

PILLOWS and COMFORTERS

GET PRICES BEFORE BUYING

The Toronto Feather & Down Co.

LIMITED

2154-8 Dundas Street West - TORONTO

Montreal Winnipeg Vancouver

P. M. LeMaistre McRae & Walker H. E. Walker

Choir Gowns

The Best in Design

The Best Made

The Most Reasonable in Price

HARCOURT & SON, LIMITED

103 King Street W., Toronto

STERLING DRESS CO.

Popular-Priced Ladies' and Misses' DRESSES and SKIRTS

220 KING ST. WEST - TORONTO

ADELAIDE 3857

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. R. T. Holman Limited, of Summerside, P.E.I., have recently carried out further alterations in the matter of store equipment. In enlarging and re-outfitting their Ladies' and Men's Ready-to-Wear Departments they have again adopted the "Modern Method" Interplaceable Unit Fixture display equipment, supplied by Kent-McClain Limited (Toronto Show Case Company). The Revolving Wardrobes and Garment Cabinets in these Departments are all built on this Unit Fixture plain.



CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
"Turns Waste into Profit"
12 SIZES
Send for Catalog.
CLIMAX BALER CO
Hamilton, Ont.

LETTER SERVICE
MULTIGRAPHING
Addressing Folding Inserting Mailing
NEW UP-TO-DATE EQUIPMENT
Write for Prices
Letter Service Department
ADVERTISING SYSTEMS
216 Ryrie Bldg. TORONTO Phone M. 480

ESTABLISHED 1872
Knitting Machinery
Power and Hand
May we hear from you?
CREELMAN BROS.
Box 1237, Georgetown, Ont., Canada

American Bead Co. Inc.
IMPORTER AND MANUFACTURERS OF
BEADS AND NECKLACES
485 FIFTH AVENUE
NEW YORK CITY

COTTON PANTINGS AND SUITINGS
for Manufacturers only
GANSEMAN & DeMYTTENAERE
MOUSERON BELGIUM
MAKERS OF LEADING LINES
G. C. EGAN CO., LIMITED
18 St. Helen St., - MONTREAL
Sole Canadian Representatives.

HAROLD F. WATSON, FOSTER, Limited
Commission Agents
208 CORISTINE BUILDING
Main 4157 *MONTREAL*
SILKS, RIBBONS, HOSIERY, COTTONS
HOSIERY AND KNITTING YARNS

Artists and Card Writers Supplies
Tell us your needs.
ART METROPOLE LTD.
14 Temperance St. Toronto

it contains, into Mr. Freiman's Ottawa store.

LONDON.—An Incorporated Association of Retail Distributors, being an affiliation of all the large London stores, has been formed for the purpose of protecting and promoting the interests of retail merchants, to support legislation, to furnish legal advice, and to maintain an information bureau.

Sir Woodman Burbidge, managing director of Harrods, is the head of the organization.

BOMBAY.—India is at the present time enjoying a period of unsurpassed prosperity, with abundant harvests and a favorable trade balance of about £8,000,000 monthly. Imports into British India during 1919 increased by $74,115,000 and exports by $165,240,000 as compared with the previous year. The export of raw materials increased $199,260,000, manufactures by $43,740,000 and export of foodstuffs decreased by $104,490,000.

The subject of greatest interest to designers is what the Fall season is to develop in the way of style and most of the controversy centres about skirts and sleeves, especially as to length. There are reports from Paris that both will be made longer for next season and some of the couturiers here have expressed the same view.

The first report of the British Dyestuffs Corporation states that the volume of output in thirds of the total weight of

DIRECTORIES
Of all Canadian Trades.
All branches of the Dry Goods Trade covered by WOMEN'S WEAR, JULY; MEN'S WEAR, SEPT.; TEXTILE PRODUCTS, JAN., combining above two.
Fraser Publishing Co. 222 Craig W., Montreal. 122 Wellington W., Toronto.

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth - Blue Bell Cheviots
Standard Woven Cotton Fabrics
SMITH, HOGG & COMPANY
115-117 WORTH STREET-NEW YORK
Boston-144 Ess W. Adams

PATTERNS
Regardless of what your pattern experience may have been it will pay you well to investigate our new pattern proposition. 100% profit —Patterns not sold returnable for full credit like cash—Fashion Sheets free.
Home Patterns are illustrated in The Ladies' Home Journal and will outsell any other pattern on the market.
Write to-day for samples of our beautiful Fashion Publications and full details of our new plan.
THE HOME PATTERN CO., Inc.
116 Fifth Ave., New York Toronto Factory: 2[illegible] Victoria St.

"GARRITY'S PERMANENT WAVING FLUID"
Keeps the Hair in Wave or Curl 7 Days
Manufacturers of
Garrity's Silk Hair Wavers and Binders
L. M. GARRITY & COMPANY
31 Bedford St. Boston, Mass.
Trade Mark Reg. U.S.A. Pat. Off.

Cohen Brothers
MANUFACTURING CO., INC.
AN INTERNATIONAL INSTITUTION
The Leading Sweater House
16-18-20 West 32nd St., New York

PENNANTS PILLOW-TOPS
and
CHAIR-PADS
MADE BY
Canadian Manufacturing of Novelty
13 Boucher St. MONTREAL

ERECTOR TOYS
and all other world famous Gilbert Toys made in Canada. *Visitors Welcome*
THE A. C. GILBERT-MENZIES CO., LIMITED
439 King St.W. Toronto

HATS
Cash for Old Stock.
For Stiff Hats, Black or Colored.
DUBRULE MFG. CO., Ltd.
164 McGILL ST., MONTREAL

DOUBLE BUYERS' MARKET GUIDE

MYERSON BROS.

Importers of

SILKS, SATINS

AND

LININGS

Of All Descriptions

650 ST. LAWRENCE BOULEVARD
MONTREAL

BRANCH: 122 WELLINGTON ST. W., TORONTO

J. DUDGEON & CO.

Manufacturers' Agents and Commission Merchants
New Birks Building - Montreal

We represent manufacturers of the following lines —

Dress Goods
Wool and Union Serges and Fancies.

Cloakings
Velours, Tweeds, Seals, etc.

Laces
Nottingham Laces, all kinds, also Lace Tea Cloths, Runners, Panels, Cushion Covers.

Wool Travelling Rugs
Irish manufactured Rugs in a beautiful variety of patterns.

Irish Linens
In Damasks, Towels, Crashes, Glass Cloths, Linen Sheetings, Pillow Linens, Drawing Linens and Handkerchiefs of all kinds.

Nottingham Lace Curtains and Bungalow Nets.



Universal Hair Goods Company, Limited

Converters, Manufacturers and Importers of Human Hair Goods and Hair Nets.

DOLLS' WIGS

We are the ORIGINAL Manufacturers of Real Human Hair and Mohair Dolls' Wigs in the Dominion

Write for Quotations

Fraser Bldg., 43 St. Sacrament Street, MONTREAL

Washable Clothing

AND SPECIALTIES

WHITE DUCK COATS in All Styles
SUMMER CLOTHING LUSTRE COATS

WAREHOUSE and AUTO DUSTERS
DUCK AND FLANNEL PANTS
MEN'S APRONS

OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS

MILITIA AND CADET UNIFORMS
BREECHES AND MILITARY SUPPLIES

The Miller Mfg. Co., Limited
44-46 York Street, - TORONTO
The Oldest and Largest Specialty Clothing House in Canada.

dyestuffs consumed in the United Kingdom during 1913.

Lord Moulton has resigned his post as Government director and chairman of the corporation because of his judicial duties. He is succeeded as chairman by Sir Henry Birchenough.

After experimenting for two years, the British Dye Stuffs Corporation, Ltd., of Huddersfield, has announced the discovery of the secret of manufacturing alizarine cyanine green dye on a commercial scale. This dye, hitherto a jealously guarded German secret, was first discovered at the works of Bayer & Co., in 1894, and was made exclusively by Germans, the details of manufacture never having been divulged even to technical journals.

The outstanding characteristics of this dye are claimed to be the fast shades and fine green revealed when it is applied to chromed or unchromed wool. Since the war, woollen manufacturers have been unable to produce varying shades of the fastness of alizarine cyanine green, and this new British product will be particularly adaptable, it is maintained, for tweeds and ladies' dress goods.

The ostrich feather sales held recently in London realized £54,000, although half the catalogue was withdrawn, states cable advice.

America bought better than for several years, so did Austria, but Paris took little.

It is undecided whether the next sale will be held in July or September.

While the place for the meeting of the Retail Research Association, which will be held in June, 1921, has not yet been definitely selected, it is quite probable that it may be at Harrod's, Ltd., London.

Harrods, together with several other of the stores of the group who have not yet had one

La Vogue BRAND (REG.)

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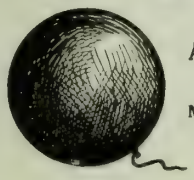
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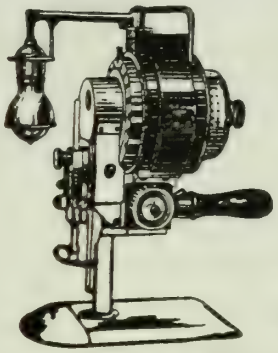
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MONTREAL

of the meetings of the association, have extended invitations to the organization.

Arrangements are being made throughout Canada for the entertainment of the party of British drapers who are on a visit to this continent.

The merchants from Great Britain arrived at New York the first week in May and were extensively feted during their stay in the American metropolis. They are now touring the larger cities of the United States and at the completion of their tour across the border will visit Vancouver, Winnipeg, Toronto, Ottawa, and Montreal.

As a fitting prelude to their celebration of their anniversary, F. W. Daniel & Co., Ltd. of St. John, N. B., have thrown open an increased area to their ground floor of more than 2,000 square feet.



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Vol. XXXII | Publication Office: Toronto, June. 1920 | No. 6

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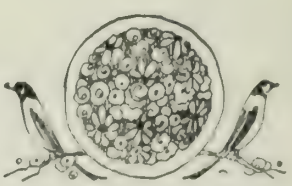
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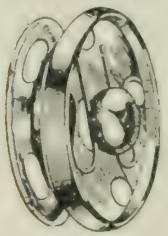
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2. Ladies 2 dome, cotton Gloves. White with self points, White with Black points, Black with self points. 6/6½, 6½/7, 7/7½, 7½/8. I dozen to box, put up ½ dozen each of two sizes. Special $3.25 per box.

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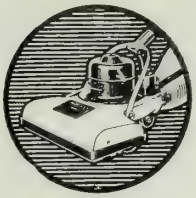
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THE IRISH LINEN SOCIETY, BELFAST, IRELAND

One Million and a Quarter Homes

-receive the above message through the medium of their favorite magazines—the kind of readers known as "class circulation"—the "Vogue," "Quality Group" kind of reader—potential customers of yours who want quality for quality's sake — and have the money to pay for it.

The direct consumer advertising of True Irish Linen is principally addressed to those people who appreciate what the name True Irish Linen means—people who when they return from traveling abroad show with pride Gowns they selected in Paris, Woolens secured in England, and the precious bits of Lace and Linen they bought in Ireland.

Realizing this, many Linen Buyers feature their Irish Linens as leaders in their local advertising—with a guarantee that they are True Irish Linen.

Women all over the country have been quick to accept the title True Irish Linen as an open guarantee of Origin and a Standard of Worth.

While the shortage of flax is still keenly felt, there is enough of the higher numbers of True Irish Linens — Damasks, Cambrics, Dress Linens, and Household Linens—coming through the customs, to assist Linen Buyers to keep their Departments well equipped for the kind of trade that is a credit to their stores.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York



Denton, Mitchell & Duncan

LIMITED

Wholesale Dry Goods

IN STOCK

Men's Fancy Half-Hose

Cotton and Silk Lisle

Men's Work Shirts

White Flannelette 36"

Turkish Towels

White and Striped

LADIES'

Pullover and Coat

Sweaters

Large assortment of colors

Denton, Mitchell & Duncan, Limited

79-81-83 Wellington St. West

Toronto, Ont.



TRADE MARK

JOHN S. BROWN & SONS (CANADA) LIMITED

Specializing in Household Linen Requisites. Featuring the celebrated Irish manufactures under the Trade Marks of

SHAMROCK LINENS and COLLEEN COTTONS.

A stock comprising a wide range of designs and qualities in

DAMASK TABLECLOTHS and NAPKINS.
BATH and HUCK TOWELS and TOWELLINGS.
SHEETS and SHEETINGS, PILLOW CASES, QUILTS
HANDKERCHIEFS

is always available in our warehouse for immediate delivery.

Our HANDKERCHIEF DEPARTMENT carries a very large stock for immediate requirements at all seasons.



TRADE MARK

JOHN S. BROWN & SONS (CANADA)

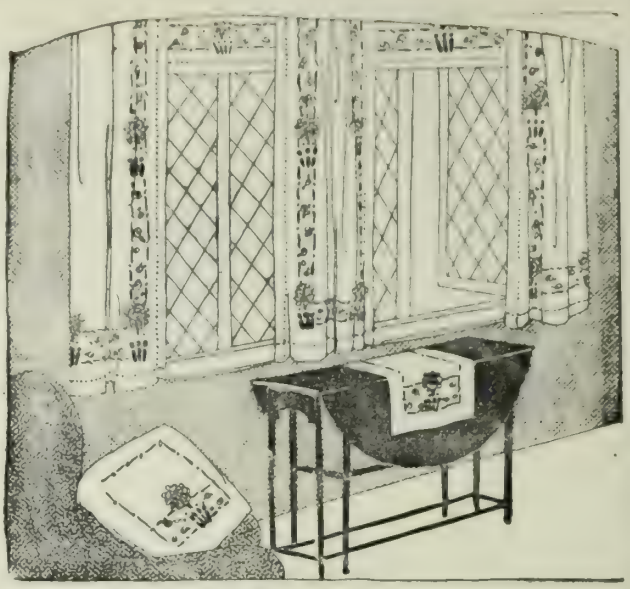
Limited

Linen Manufacturers

80-82 Wellington Street West

TORONTO

Curtain Draperies



We have in stock a most complete and varied assortments of *Draperies*, including—

SCRIMS

MARQUISETTES

in white, ivory, Paris and colored designs.

— also —

Lace, Marquisette and Voile Curtains

"The Latest Thing"

Rajah Window Drapery

SPECIAL VALUE: 36" in 20 different floral designs in various colors at $1.95 per yard.

We are SOLE distributors of the Famous

"PHYLLIS" SWEATER YARN

in boxes of ***16 one ounce*** balls

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

MONTREAL

SAMPLE ROOMS:

7 Charest St., QUEBEC — Windsor Hotel, OTTAWA

Carlaw Bldg., 28-30 Wellington St. West, TORONTO

Can. Bank of Commerce Bldg., THREE RIVERS — Metropole Building, SHERBROOKE

503 Mercantile Bldg., VANCOUVER



THE BEAUTY OF "OLD BLEACH" PATTERNS

When the pinnacle of quality is reached—the progressive manufacturer must concentrate effort in new selling features, in addition to maintaining the quality.

And so it has come that an added lustre is given to "OLD BLEACH" Pure Irish Linens and Linen Damasks by the beauty and originality of design.

"OLD BLEACH" could sell on quality alone.

But its *consumer acceptability* is made all the greater by the constant additions of unique designs to the "OLD BLEACH" line.

The "OLD BLEACH" LINEN Co Ltd
Reg. Trade Mark
23-25 East 26th Street New York
J R LAMONT MANAGER
Canadian Representative
W. H. STELEY, 22 West Wellington St., Toronto, Ont.


JULY ONLY DRAGS BECAUSE OF YOUR INACTION
OUR MEN WILL DRAW YOU CHRISTMAS CROWDS IN JULY
Many athletes champs have signed these coupons to their profit
COUPON
All Correspondence treated as strictly confidential
Years in business
Size of Stock
Kind of Stock
If interested in any other kind of Sale—Check here
Expansion
Reduction
Close-out
Date
Mr. F. K. Kelly,
Minneapolis, Minn.
Have a progressive store of the better class and would like further details regarding your
Independence Sale for July
With the understanding that there's no obligation
Firm
Town
State
"Honor Built This Service—Ability Carries It On"





Look for the Blue Star

FASHION DECREES

Georgette, Chiffons, Laces, Nets

will be more in demand than ever before for gowns, blouses, tunics, etc. Indications point to a scarcity in these popular materials, but your requirements—large or small—will be delivered promptly.

We stand for supreme quality, long-standing reliability and attractive prices, together with authoritative style and taste.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries
Importers of Fancy Dry Goods

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry Le Puy St. Gall

There's No Longer Any Excuse



—For inefficiency in your piece goods department

—For *constant* errors in OVERMEASUREMENT resulting in loss of profit.

—For *occasional* errors in UNDERMEASUREMENT resulting in loss of custom.

—For errors and loss of time in figuring sales checks

When You Can Install the

CLOTHOMETER

"The Most Accurate Measuring Machine on the Market"

Measures material of any width or weight, from heaviest woollens to the sheerest fabrics, and automatically computes the amount of the sale. **Does not leave the slightest mark on the fabric.**

Simplicity the Key to Accuracy

The decided advantage of the CLOTHOMETER in accuracy and efficiency over any other machine is due to its simplicity of construction and simplicity of operation. All unnecessary complications of gears that lead to slackness and inaccurate measurement are eliminated.

Make a Test Before You Buy

Even slight inaccuracies, repeated with every transaction, pile up into a considerable expense to be charged to overhead. The CLOTHOMETER is absolutely accurate. Before you buy any machine, make a comparative test, on your own counter under your own condition.

Measuring Device and Computing Chart

Plain to see and easy to read. Measures up to 12 yards in ¼ yard units. Chart gives instant computation from 1 to 12 yards of cloth in the ¼ yard units at 48 different costs per yard. Your choice of 116 different price charts.



Cost 30% Less Than Any Other Machine

The CLOTHOMETER is sold on its merits—apart from its 30% saving in price—under a three year guarantee of satisfaction.

For descriptive folder, price and full particulars apply direct to

The Clothometer Sales Company, Ltd.

Distributors for Canada

44 Princess Street, Winnipeg

PERHAPS IF YOU SAW

The Spring Prices for 1921

as the New Ranges are being shown this month by the Manufacturers

You wouldn't Think Twice
in

Your Immediate Buying

Whether you **Sacrifice** your Assortment by **Underbuying** and **Lose** a **Lot** of **Good Business**

or

Whether you **Keep** up a **Good Assortment** by **Overbuying** and **Gain** by **Carrying-over** a Small **Percentage.**

IF YOU OVERBUY STANDARD MERCHANDISE

You Will Carry into Your Spring 1921 Range Much Better Values than you will be able to place for January Delivery—1921

Intelligent Buyers will Invest
in

RACINE'S BIG STOCK of **SPLENDID VALUES** for **IMMEDIATE DELIVERY AT ADVANTAGEOUS PRICES** for **PROFITABLE SELLING**

ALPHONSE RACINE, Limited

Manufacturers and Wholesale Distributors of DRY GOODS

60-98 St. Paul St. West, Montreal

Factories: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

Permanent Sales Offices:

Ottawa 111 Sparks St.	Quebec Merger Bldg.	Sherbrooke 50 Wellington St. N.	
Three Rivers Main Street	Riviere-du-Loup Hotel Antil	Toronto 123 Bay St.	Haileybury Metabanick Hotel
Sudbury Nickle Range Hotel	Sydney, N.S. 269 Charlotte St.	Charlottetown, P.E.I. Queen & Sydney Streets	



IF YOU SELL TIRES

This Money-Making Proposition Will Interest You



ROYAL OAK NON-SKID TIRES are building business wherever they are sold and tested. Shrewd, careful buyers want them because they give unequalled satisfaction. There is no question about the quality, the value or the profit connected with ROYAL OAK TIRES. These are actual facts experienced by every dealer.

You never need to repair a Royal Oak Tire. The makers guarantee 5,000 to 7,000 miles from every tire, and furthermore, when a ROYAL OAK wears out, it wears out all over like a good rubber heel; no repairs are necessary, (barring a serious accident), until the tire is ready for the discard. From this you may infer that Royal Oak Tires do wear out, but they take their time about it. They do not ornament repair shops, they are far too busy putting in good mileage on the road.

You will be pleased with the ROYAL OAK proposition. If you are not familiar with these tires, drop us a line. We will explain every feature about them—profit, demand and all round value. NOW is a good time to get this information.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL

Quebec: 9 Rue Charest, Tel. Bell 2545.
Sherbrooke: 103 Wellington St., Tel. Bell 31.
St. Hyacinthe: 234 Cascade St., Tel. Bell 541.
Ottawa: 25 Sparks Street, Tel. Queen 3874.
Three Rivers: 82 Royal Street, Tel. Bell 362.
Toronto: 152 Bay Street, Tel. Kenwood 3901.



SIZE 28 IN. x 40 IN.

Send for this

New Sunset Window Display

Free to Sunset Dealers

Sunset dealers, NOW IS THE TIME for your SUNSET WINDOW. Dress it up with this brand new, attractive cut-out, together with Sunset Display case, color card and packages. Your customers are now looking over last summer's things to see what garments can be dyed and made to serve this season at the mountains or shore. Your timely Sunset Window will bring this dye trade over your counter. Send for the Sunset Window Display **to-day.**

Write us on your letter head stating that you will give the window space, and this beautiful cut-out will be sent promptly without expense to you. This attractive Sunset Display Case contains one gross assorted. Your jobber can supply you.

Sunset is the One Dye for all fabrics and all purposes. Push Sunset and you are sure of big profits, repeat orders and delighted customers.

This Sunset Display is beautifully lithographed in many colors and is one of the finest pieces of window trim we ever have seen. We shall be glad to send it to you free knowing that the increased business for you will more than justify our expense. Please address your request to

North American Dye Corporation, Ltd., Toronto, Can.



Ask your jobber for prices and discounts, or write to

Harold F. Ritchie & Co., Ltd. - Toronto, Canada

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO LTD.



Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England

"OBERON" UNDERWEAR

BRITISH MADE

FOR FALL

"The *right* lines for Canadian Trade!"

"OBERON" Underwear has earned for itself a world-wide reputation. The demand is enormous and ever-increasing, and is constantly compelling us to enlarge our factory in size and staff. "OBERON" Underwear is made in all garments and all sizes for Ladies, Children and Men; it represents excellent value—the kind that gives complete satisfaction and secures repeat orders.

NOTE THIS LIST OF OTHER "OBERON" SPECIALTIES

Hosiery, Underwear, Knitted Scarves in Silk, Artificial Silk and Wool, Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Raincoats and Waterproofs.

Our Canadian Representatives will gladly show you our Samples

Eastern Provinces
Marshall & Harding,
Carlaw Bldg.,
Wellington St. W.

Western Provinces
Mr. G. E. Ledder,
Grace Court,
Cornox Street,
Vancouver, B.C.

GEORGE BRETTLE & CO., LTD., MANUFACTURERS and MERCHANTS

119 WOOD ST., LONDON, E.C. 2 and BELPER, DERBYSHIRE

— ENGLAND —

MOTHER LAND TRADE SECTION

Ministry of G R Munitions

By Order
of the Disposal Board



The Disposal Board have

STOCKS

lying in the United Kingdom and AVAILABLE FOR EXPORT of Engineering Stores

Ferrous and Non-Ferrous Metals
Plant and Machinery
Steam Engines and Boilers
Factory Stores
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Railway Material
Contractors' Stores
Electrical Instruments and Machinery
Boots and Leather Equipment
Motor Boats, etc., etc.
Medical Stores
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Motor Vehicles
Agricultural Machinery
Aircraft
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Textiles and Clothing

Buyers should instruct their representatives in the United Kingdom to communicate with D. B. 8, Canadian Export Department, Ministry of Munitions, Whitehall Place, London, S.W.

Cable address "DISPEXPORT, MUNORGIZE, LONDON"

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W K. PERROTT & SONS.

W K PERROTT C J PERROTT E S PERROTT

SILKS. RIBBONS. VELVETS.

TELEPHONES - CENTRAL 1752 1753 1754
TELEGRAMS - SARSENET. CENT. LONDON
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CODES USED - MARCONI INTERNATIONAL. A.B.C 5TH ED. BENTLEY'S & PRIVATE.

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MANCHESTER. - 35. BROWN STREET

58, 59 & 23, ALDERMANBURY.
LONDON. E.C.2.

JUNE, 1920.

TO THE CANADIAN WHOLESALER.

With silk prices steadily rising it is important that you connect up with the firm actually in touch with all available sources of supply.

The demand is so enormous at the moment that it is impossible to specify any special offers, but the goods are HERE.

Your enquiries are solicited and we respectfully suggest that it will pay you to instruct your London buying agent or representative to call on us at once and inspect our large range of samples.

He will be assured of a hearty welcome.

Yours faithfully,

W K Perrott

CHIFFON VELVETS

We are in a position to offer some very good numbers in the above article and your inquiries will be esteemed a favour and will receive our prompt attention.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

Crockers Bulletin

URBANUS

URBANUS
The Ladies' New Dress Fabric

Urbanus in all pure Botany Wool

Reliable and guaranteed ALL BRITISH

Buy the best—it is cheapest

Always looks excellent

Nothing could serve you better

Unsurpassed in coloring and texture

Satisfaction assured

Width 50-51 inch



CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION



The House for Novelties in

Ribbons
Silks
Lace Goods
Wool Dress Goods
Embroideries
Fancy Cotton Goods
Millinery
& Cretonnes.

Hitchcock, Williams & Co.

FACTORIES 10 & 11 Warwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Churchyard
LONDON, ENG.

A.B.C. Code, 5th Edition.

Cables, Churchyard, London.

MOTHER LAND TRADE SECTION

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Spinners of every description of yarn for Hosiery Manufacture

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89	STANNINGLEY		STANNINGLEY
24	KEIGHLEY		KEIGHLEY
3464	FORT HILL BOSTON		BOSTON

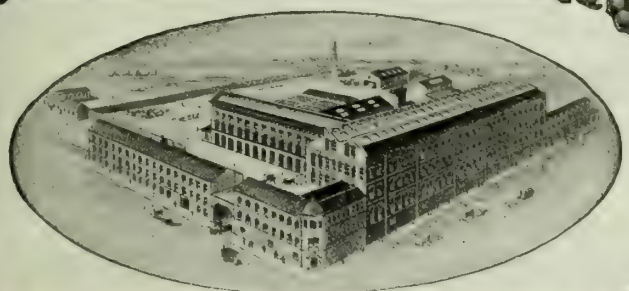
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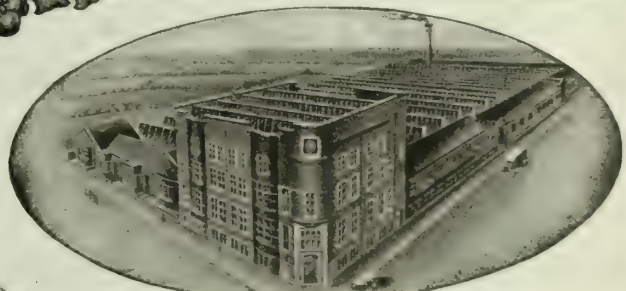
J. & W. BASTARD

Stamford Street
LEICESTER ENG.

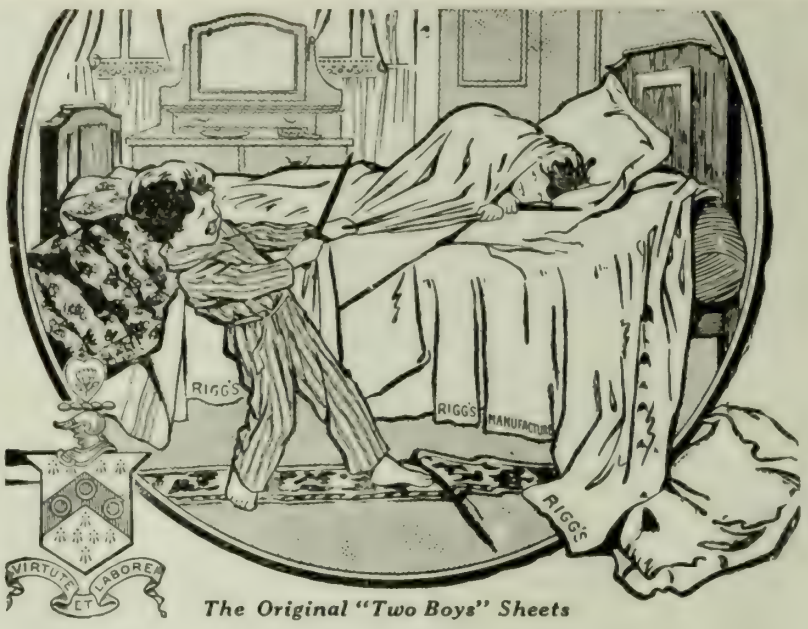
AMERICAN OFFICE:- 184 SUMMER STREET
BOSTON.

COMBING & SPINNING
SPRINGFIELD MILLS, KEIGHLEY and SWINNOW MILLS, BRAMLEY, YORKS.





MOTHER LAND TRADE SECTION



The Original "Two Boys" Sheets

RIGG'S

SHEETS & SHEETINGS

Are made from best Egyptian and American cottons. Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

To do a permanent good-class trade

SHOW RIGG'S SHEETS



Canadian Agents - E. W. Dean & Son

325 Howe Street, Vancouver, B.C.

East of Winnipeg: R. Darling & Co., Toronto

Sole Manufacturers:

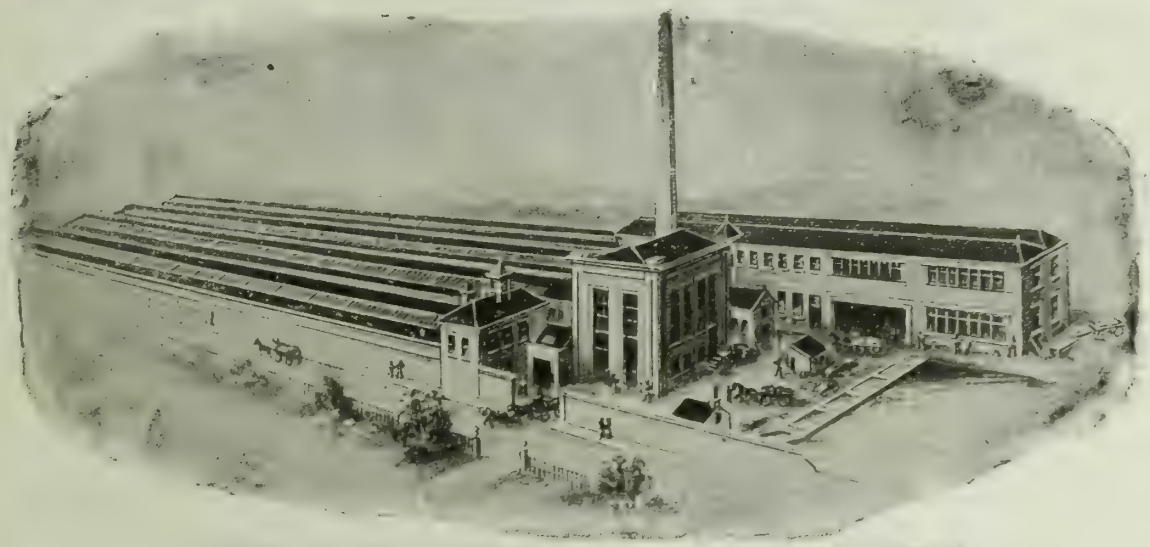
RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., - MANCHESTER, Eng.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION



BLEAKLOW MILLS, TOTTINGTON, near BURY, LANCASHIRE

NOTICE

Every article named on Messrs. Rigg Bros.' List is both spun and woven at their mills at Bleaklow, Nr. Bury, Lancashire. The mark "RIGG'S MANUFACTURE" appearing on the selvedge constitutes a guarantee of the highest quality.

Made of purest Cotton

RIGG'S SHEETS & SHEETINGS

Entirely Free of Fillings

ARE THE STANDARD PRODUCT OF THE BRITISH MARKET

Canadian Agents - E. W. Dean & Son
325 Howe Street, Vancouver, B.C.
East of Winnipeg: R. Darling & Co., Toronto

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY ST., - MANCHESTER, Eng.

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MOTHER LAND TRADE SECTION

Worrall's Fast Dyes



VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED
MANCHESTER

The Premier Velveteen Dyers of the World

Another Speciality is

WORRALL'S CHIFFON FINISH



REGISTERED TRADE MARK



J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.

MOTHER LAND TRADE SECTION



St. James's Buildings Oxford St., Manchester.

The Head Offices of the C.P.A., Ltd.



LOW MILL PRINT WORKS



STRINES PRINT WORKS

Mr. EDWARD FOSTER—direct CANADIAN Representative of The Calico Printers' Association, Limited, Manchester, England—the HOME of BRITISH PRINTS—draws particular attention to the popular specialties enumerated below.

New samples arriving shortly of our latest creations in

Grafton's Voiles, Cepea Serge, Cylkcel Shirtings, etc., etc.

You are reminded that samples of all C.P.A. brands can always be seen, and that enquiries addressed to

1427, Coristine Buildings,
20, St. Nicholas Street,
MONTREAL,

or to 710, Empire Building,
64, Wellington St. West,
TORONTO.

will receive the prompt and careful attention of Mr. FOSTER.

THE CALICO PRINTERS' ASSOCIATION LTD,
MANCHESTER, ENGLAND



WATFORD BRIDGE PRINTWORKS



BIRCH VALE PRINT WORKS

CPA

MOTHER LAND TRADE SECTION

THE "RELIABLE" BRITISH MADE DATER



AUG 28 1922

with all the improvements possible for Neatness and Durability.

ALUMINIUM FRAME weight only 1½ oz.

FIBRE WHEELS will not cut the fingers when changing date

ENDLESS BANDS. No joints.

Price, 60 cents each. $6.60 per dozen. Special terms to Trade and Shippers. Full particulars of our "Reliable" series of Daters and Numbering Stamps on application from the makers.

JOHN T. CLARK & SON, LTD.

Rubber, Brass and Steel Stamp Makers

30 CHARLES ST. - MANCHESTER, ENG.

Telegrams: STAMPED, Manchester. Code A.B.C. 5th.

HORROCKSES, CREWDSON & Co LTD. REGISTERED TRADE MARK MANCHESTER

This Mark Means Money

Horrockses fabrics are so well and favorably known by the women of Canada, on account of their unexcelled "quality" and our extensive advertising, that there is always a ready sale for them.

Horrockses

Cottons and Nainsooks

are now seasonable lines. They are in demand now for Spring and Summer under-garments. See that your stock of Horrockses Cottons and Nainsooks is sufficient for the season's business.

Samples and prices on request.

JOHN E. RITCHIE, Canadian Agent
591 St. Catherine St., W. - MONTREAL
Branches: Toronto and Vancouver

UNITED STATES AGENTS:
WRIGHT & GRAHAM, COMPANY
110 Franklin St., New York City

Made by
HORROCKSES, CREWDSON & CO., LIMITED
Cotton Spinners and Manufacturers
MANCHESTER, ENGLAND

Telegraphic Address: "Cyrus" Bradford
Code used: A.B.C. 5th Edition

Cyrus Brook & Sons, Ltd.

Offices: 5 Union Street

Bradford - England

Manufacturers of—

Buntings, Serges,
Shalloons, Coatings,
Scarfs, Gabardines,
Tammies, Custom Cloths
and
Silk and Wool Casement Cloths.

Manufactured at St. Dunstan's Mill, Mill Lane, and Shuttleworth Works, Fairweather Green, Bradford, Eng.

Canadian Agents:

Arthur H. Parks, 77 York St., Toronto
William Parks, 43 St. Sacrament Street, Montreal

MOTHER LAND TRADE SECTION

SPERO
ON SELVEDGE OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
COTTON GOODS
"THE BEST IN THE WORLD"



MILLS ON MANCHESTER SHIP CANAL. THE SHOW MILLS OF LANCASHIRE

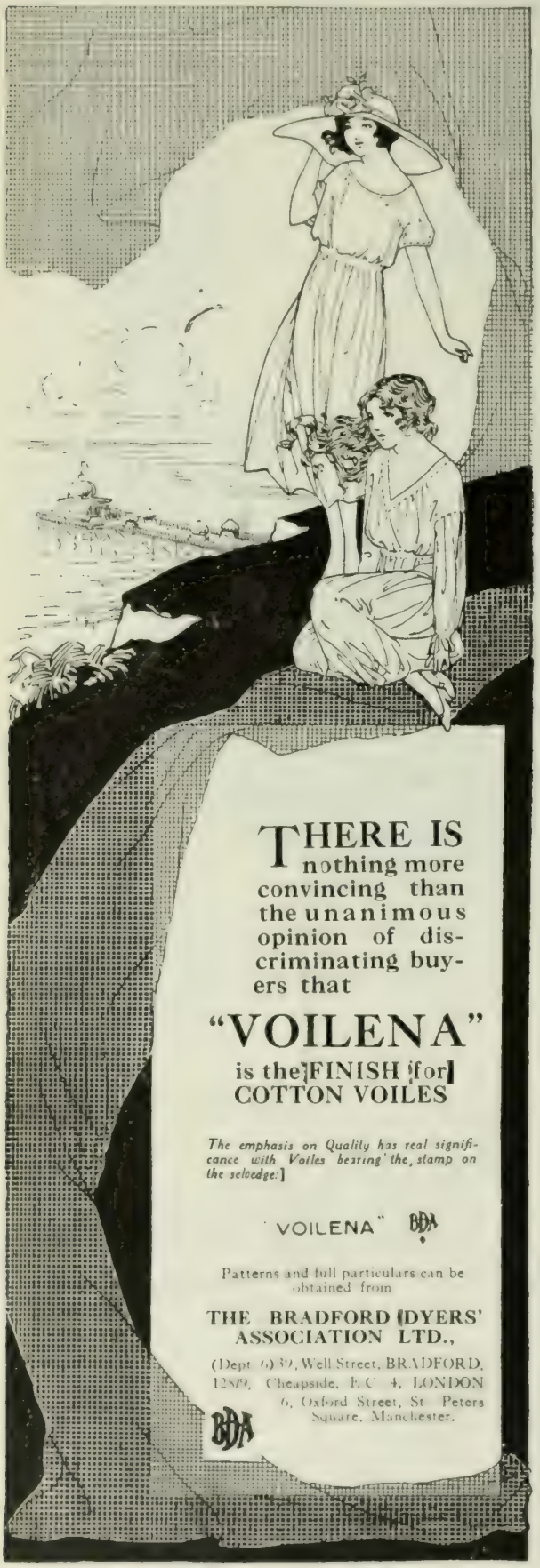
Tailors' Linings

Zephyr Shirtings *Cambrics*

Longcloths

Voiles *Haworth Satinette*

MOTHER LAND TRADE SECTION



THERE IS nothing more convincing than the unanimous opinion of discriminating buyers that

"VOILENA"

is the FINISH for COTTON VOILES

The emphasis on Quality has real significance with Voiles bearing the, stamp on the selvedge:

"VOILENA" BDA

Patterns and full particulars can be obtained from

THE BRADFORD DYERS' ASSOCIATION LTD.,

(Dept. 6) 39, Well Street, BRADFORD, 128/9, Cheapside, E.C. 4, LONDON 6, Oxford Street, St. Peters Square, Manchester.

BDA

THE SOAP SHRUNK "Wulmella" FINISH

WOMEN OF FASHION are captivated by the softness and superb appearance this Finish gives to all Wool Fabrics; it makes them not only drape artistically but Tailor well.

You have only to examine the Fabric to realise how beautiful it is when treated by this process.

As a protection insist on seeing the SELVEDGE STAMP

"Wulmella" BDA
REG°

OBTAINABLE FROM THE LEADING WHOLESALE HOUSES

Patterns showing this FINISH, with full particulars (and many other different FINISHES adaptable for all purposes) from—

THE BRADFORD DYERS' ASSOCIATION, LTD

MANCHESTER 6 OXFORD ST ST PETERS SQR
BRADFORD (DEPT. 6) 39 WELL ST.
LONDON 128 & 129 CHEAPSIDE E.C.2

BDA

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MOTHER LAND TRADE SECTION



MOTHER LAND TRADE SECTION

Introducing to Canada

Great Britain's Smartest Line of Women's Suits, Coats, Skirts and Raincoats

Designed, Cut and Tailored by the foremost English Manufacturers.

HEATONS (Leeds) Ltd.

NORTH STREET, LEEDS, ENG.

Mr. Ernest Johnson

will shortly be calling upon the Leading Dry Goods Stores in Canada and the U.S.A. with a full range of samples for the Fall. Look out for him and see these fascinating examples of English Clothes Designing. You can **make absolutely sure** of seeing them by writing to

ERNEST JOHNSON
151 VICTORIA STREET
TORONTO, CANADA

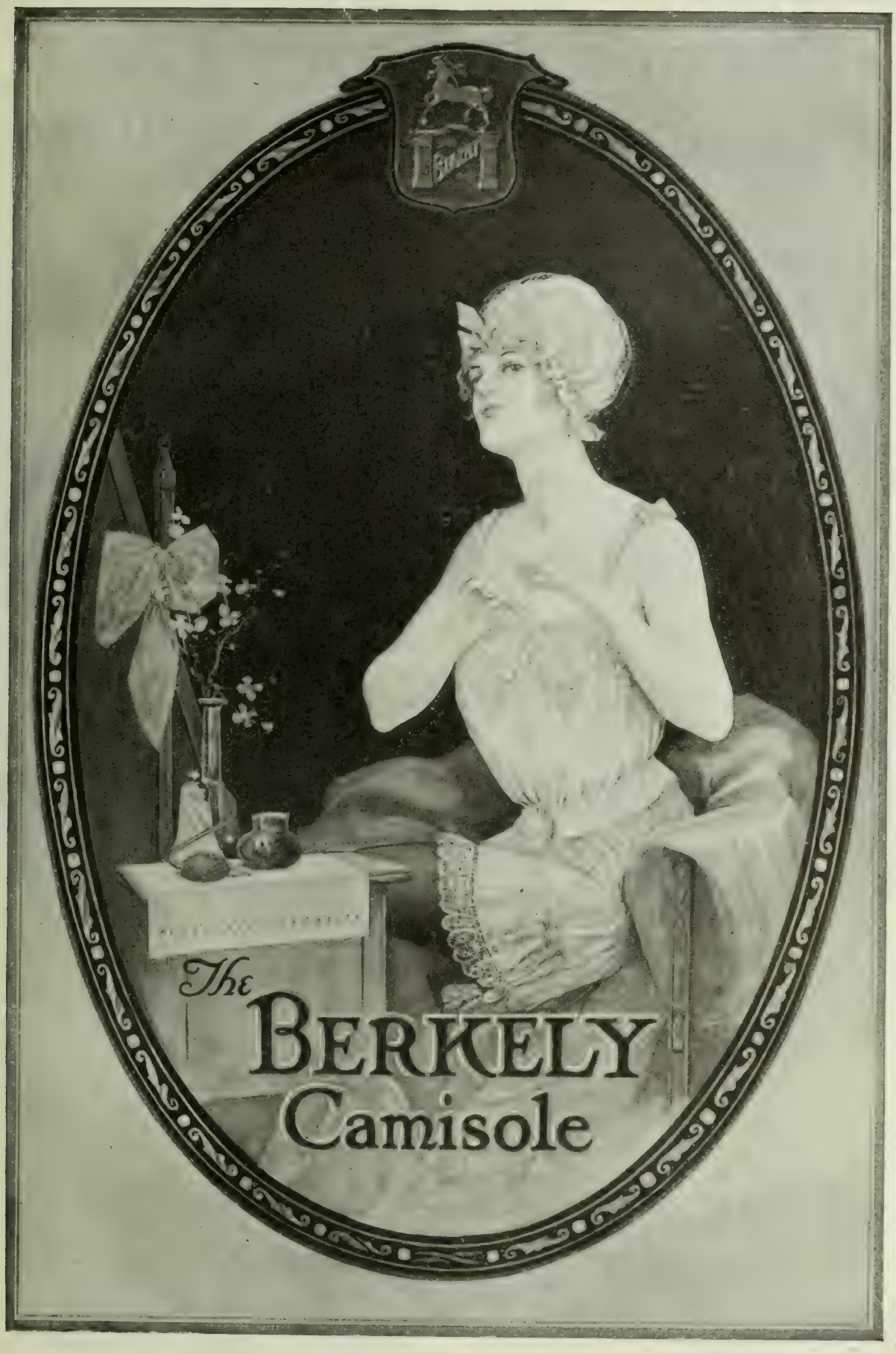
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MOTHER LAND TRADE SECTION



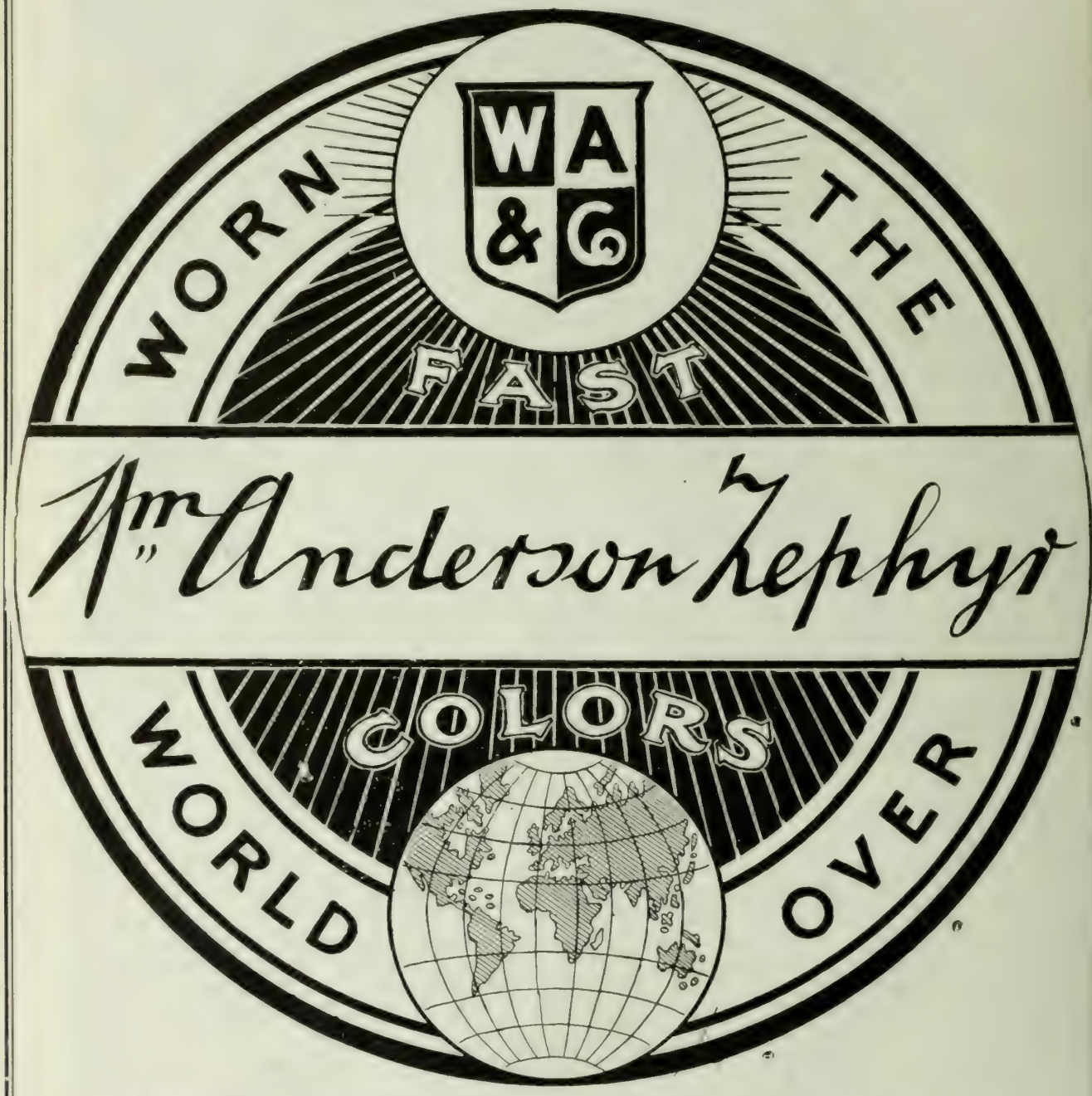
GEORGE A. THOMAS

Manufacturer and Warehouseman

BERKELY HOUSE, HALIFAX, ENGLAND

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Obtainable From The Leading Wholesale Houses



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GLASGOW

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MOTHER LAND TRADE SECTION

The Fine Scotch Underwear with the Fine Scotch Finish

Pesco



THE reputation of Pesco grows apace for its standard of manufacture is in full accord with the ideas of buyers of quality goods.

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Words, however, are unnecessary when one gets to grips with Pesco. It is then one realizes that the exquisite touch of Pesco **declares** its quality. And it is this fact that makes Pesco an easy seller, and a begetter of confidence and an asset to any Store.

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PETER SCOTT & CO., LTD.,
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London: Carey House, Carey Lane, E. C. 2.

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Paris—Mr. George Potter, 12 Rue du Faubourg Poissonniere. Cape Town—Mr. W. J. Somerville, Duncan's Chambers. Johannesburg—Messrs. Somerville & Price, Joubert and Kerk Streets. Melbourne—Mr. H. C. Chalmers, 415 Bourke Street. Wellington, N.Z.—Messrs. Esson & Hogg, P.O. Box 271. Toronto—Messrs. C. & A. G. Clark, 35 Wellington Street West. Montreal—Mr. R. C. Poyser, 214 Drummond Building. Winnipeg—Messrs. Hanley & Mackay Co., 62 Albert Street. New York—Douglas Barnes Corporation, 303 Fifth Ave., at 31st Street. Buenos Aires—Messrs. Grant, King & Co., Calle Rivadavia 1255. Bombay—Messrs. Tomlinson & Thomas, 14 Medows Street, Fort. Singapore—Messrs. Tomlinson & Thomas, Care Poste Restante. Shanghai—Messrs. Tomlinson & Thomas, P.O. Box 321. Nairobi (British East Africa)—Mr. R. O. Hamilton.

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obtainable in Pure Wool and Silk and Wool textures—
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For Infants—Binders, Wraps, Kiltlets, Gowns, etc.
For Gentlemen — Shirts, Trousers, Combinations, etc., etc.
Also
Pesco Hose and Half Hose in Black, Colors and Mixtures
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Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and color effects.

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MOTHER LAND TRADE SECTION

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

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Established 1775

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GLASGOW

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KNIT SPORTS COATS AND SCARVES
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CX—Men's Furnishings.

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F —Smallwares.

G —Ladies' Ready-to-Wear.

H —Woolens and Tailors' Trimmings.

Last, but not least, our mail order department is at your service always for goods wanted by return from any of above departments.

The W.R. Brock Company (Limited)

WHOLESALE DRY GOODS

MONTREAL

MOTHER LAND TRADE SECTION

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH & Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

"Craftana"

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THE HALL-MARK OF

Maximum Comfort and Durability at Minimum Cost.

FIRST IN THE FIELD AND STILL LEADING.

Manufactured on THE GRADUATED PRINCIPLE, and Commencing with TWO THREADS in the TOP, it increases in WEAR-RESISTING PROPERTIES as it descends.

Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

A HALF HOSE FOR HARD WEAR.

ABSOLUTELY SEAMLESS
PERFECT IN FIT
GUARANTEED UNSHRINKABLE

THE ACME OF PERFECTION IN FOOTWEAR.

To be had from any of the Leading Wholesale Dry Goods Houses.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

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Reputation gained by long years of vigorous, conscientious and successful work.

TORONTO, CANADA.

Ritchie Horrockses' Cotton



advertised from Coast to Coast. Your customers know they are the standard of excellency in cottons. Keep your stock well assorted and share in this "quality" business. Prices either for import or from stock.

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Telephone 3507
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Manufacturers of Lace Curtains, Plain and Allover Nets, Bed Spreads, etc. Wholesale only.

Correspondence solicited.

THE W. R. BROCK COMPANY (LIMITED)

After You Have Placed Your Blouse Order

Do you have to wait until the best part of the selling season is over before you get the goods?

When You Want Repeats

On blouses that have proven big sellers, do they come by return express?

If You Buy Her Ladyship Waists

You can get immediate deliveries of original or repeat orders, and you will find many lines which will prove worthy of a repeat.

"Her Ladyship" Blouses are steadily gaining an enviable reputation for being

What is wanted—when wanted.

Voile Blouses, per dozen	$12.00 to $72.00
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Styles, Long or short sleeves. Sizes, 36 to 44.

THE W. R. BROCK COMPANY
(LIMITED)
TORONTO



A Delightful Tussah Model

This charming little Summertime costume is complete in every detail of color design and trimming. The skirt is of white, smartly pleated. The slashed coat tunic of novel line is in a lovely blue-Adriatic, and encourages very pretty beading in white. The sleeves are white and the cuffs blue, with prim little rows of white beads to keep them allied to the rest of the costume.

Dry Goods Review

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OUR NEW FALL NUMBER

NEXT month we will present our Annual Fall Number, in which will be found a reliable review of world and domestic conditions as related to the dry goods trade of Canada. Fall fashions and Fall markets will be discussed and in each department will be given reliable and authoritative information that should prove of value to the wholesale as well as the retail and manufacturing trade. Fall merchandising and Fall style tendencies will take on a new significance in view of the unusual situations that have had to be constantly faced for the past two years through the hard uphill period of reconstruction.

The Luxury Tax, too, will receive special attention in the July issue.

THE LUXURY TAX

WITH this issue of Dry Goods Review we publish the revised list of the articles subject to the Luxury Tax, in which it will be noted that many radical changes have been made from the original list. The revised lists are now in force, and merchants are therefore no longer to be guided by the first budget announced in May.

In passing it cannot be said that Sir Henry Drayton's initial effort has been a success. We cannot recall any previous budget which has met with such bitter criticism and widespread opposition from dealers and consumers alike. That there have been substantial grounds for complaint is obvious from the fact that the Minister has made many radical changes, as will be seen from the revised lists. It is also to be regretted that Sir Henry could not have found some simpler method of collection than that of commandeering thousands of busy merchants to become the "tax gatherers." Already the average retail dealer has about all the duties he can attend to, without this additional burden to worry him.

However, it is here, and the dealer must do the best he can to comply with the conditions.

As a rule the retail trade have made few complaints over this extra work and have displayed a splendid spirit of willingness to help and co-operate.

THE SALES SLIP FARCE

AT ONE stage it looked as if Canada would have to raise a new army to look after the duplicate sales slips that Sir Henry Drayton wanted the merchants of the Dominion to make out and send along to Ottawa. Fortunately this situation has been conquered by the decision to collect the taxes by stamps.

It might have been possible to charter special cars to carry them to the capital and no one will deny that the slips could have been made out—but who was there in all this fair land of ours willing to volunteer as "checker-up."

It was thought from the beginning that such a scheme would never be enforced. The salary expenses of a staff to look after the slips from the T. Eaton Company alone would be no small item. Multiply it by all the retail stores in Canada and think what Sir Henry originally cut out for himself.

The announcement that only veterans of the Great War would be employed for this work was made, and it certainly looked as if a "born leader" would have to be found to guide them.

HOW ABOUT INTEREST?

WILL the merchants have to go to the customs office and sink a lot of capital in tax stamps that they need in their businesses, and how will firms dealing in high-class goods like carrying thousands of dollars' worth of tax stamps and drawing no interest on their money? Or will the Government make some more satisfactory arrangement than Sir Henry has yet conceived so that capital will not be tied up without receiving interest?

Taking Stock of Others' Experience

Successful Small Town Retailer Tells How He Turned a Behind-the-Times-Store Into an Up-to-Date Wide-Awake Business With Power to Entice Customers From Bigger Competitors—Thanks Trade Papers for Much of His Success.

THREE men settled themselves comfortably in the Pullman smoker and talked. Naturally enough the conversation drifted to business. It was soon apparent that one of the men was not a travelling salesman as were the other two. He was a successful small-town retailer.

"I am taking one of my yearly trips around the country," he explained. "Nothing in particular to do. Just my way of spending my vacation. I drop off here and there, walk through the business street of the town, and whenever I see a fine-looking store that seems to be doing a good business I just drop in to talk to the proprietor and ask a couple of questions.

"I have done this right along for several years. I have found it a profitable way of spending my vacation time. I generally return to my store with a lot of new ideas and lots of new courage to start new things. Two weeks or so spent in visiting other stores affords me a pretty good education in retailing."

Where Trade Papers Come in

The dealer paused a minute, left his seat, and returned shortly with a handbag. He drew out a neatly typewritten list.

"Whenever I have the time," he said, "I dig into the trade papers that I receive, and here and there pick out the name of a dealer in some other city who is reported to have made a success in some particular phase of merchandising. It might be some obscure retailer who has been using a successful system of follow up letters or one who has increased his sales five per cent. in one year, or it might be a dealer who has been using some handy accounting system. If it looks a pretty good idea I drop the dealer a line, telling him that I read a trade paper article describing one of his successful stunts, and sometimes requesting some further information. At times I ask whether he would object to a visit to his store. As a rule I receive a cordial invitation to drop in for a chat whenever I am around.

"Hardly necessary to say, I have found that to be the most effective way of using my trade paper. I got the idea several years ago when I visited an organization of department store men over in New York. The secretary of that organization told me it was the practice of the members to take periodical trips to high-grade stores in various parts of the country in order to get acquainted with some of the merchandising systems practiced in these stores.

Adopt Successful Scheme

"For instance, one store was reputed to have been making excellent use of its delivery service. The thing went around, and the secretary finally arranged a party of some of the members of the organization to visit that particular store. In a short time each of them adopted the idea, in all cases with uniform success.

"The executive secretary acted as a sort of clearing house of information for the benefit of members of the organization. He tipped me off that he had been making liberal use of trade papers for that purpose I decided to take up his idea. I marked the article that suggested new ideas, very often clipping these articles and filing them away for future reference. During the Summer I decided to take a trip to the Middle West. Before going off I looked through my file of trade paper articles and picked out the names of successful stores in that territory. During the trip I often found it convenient to drop in to some of the merchants.

"Some time ago I happened to be in Grand Rapids. I had a couple of hours on my hands, so I walked through the business street. I noticed a fine-looking store that I remembered having read about in my trade paper. The storekeeper extended a warm invitation to look through his organization. I spent a profitable hour, learning a thing or two. I left the merchant to keep an appointment, returning later in the day to have lunch with him. He promised to drop around to see me when he gets around my way. We are now the best of friends, and we often exchange ideas by mail.

Watch Activities of Others

"I don't care in what line of business you are, you can always learn from the experiences of the other fellow. It's all right to take stock of your own experiences and to talk about them. But it is equally, if not more profitable to see what the other fellow is doing and taking a tip.

"That's why I often find it profitable to learn from a fellow who runs a different kind of business from mine. If a fellow in the furniture business has discovered a workable plan for checking leaks in profits, does it mean that the clothier, or the hardware dealer, or the druggist, cannot adopt the same idea to suit his own needs?

"I lost money until I found it out. Mine is a retail business in a city of 8,000 inhabitants, located just twenty miles from a city of 300,000. As a small store it was in a class with all other stores in our kind of a city. My volume of business was approximately $40,000. The average stock at the time was in the neighborhood of $20,000, and the net profit did not exceed $3,200, or something like 8 per cent. on sales.

"This figure represented an average covering a period of several years and demonstrated the fact that I was face to face with the most deadly disease known to merchandising—'a business in a rut,' or at a standstill.

"Time and again I was reminded of the old saying which advances the theory that nothing can stand still—it must either go forward or backward. My chief thought concerned which direction my business was going to swing, and the more I thought along these lines, the more complex the situation seemed.

A Common Fault

"As I look back over that period of distress, the one error which blazes forth most prominently was the fact that I kept very close counsel. My salespeople—without the slightest reflection upon their loyalty—were not encouraged to share any of the store's problems or my worry.

"My next great mistake was a lack of perspective which could have been gained by studying the methods of more successful stores in other cities. We were floating along on the reputation of 28 years' successful business, unmindful of the fact that our trade was being educated faster than the store was meeting changing conditions.

"A determination to get at the real facts and arrive at some solution if possible, led first to an analysis of the records which showed that my total cost of 22 per cent. for doing business was very conservative. The average gross profit of 30 per cent. was the best we could hope for so long as competition forced a low level of prices through continuous bargain-type advertising.

"When I finally decided to discuss the situation with my banker, it was as if the load had been partially lifted at least. And the banker spoke mighty frankly to me, beginning with his personal impression of my business in comparison with that of other institutions in other cities. He explained his views regarding the merchandising plan of my kind of store as a unit, and wound up by frankly saying that if he were seeking an opening for a high-class store, he could not ask for a better opportunity than our town afforded.

"Fortunately the interview was interrupted just at this stage and I could not get back to the store quickly enough. A course of action was taking form rapidly in my mind. Many thoughts seemed to flash across my brain at once.

"How much of my legitimate trade was going to the city?

"Why were they going, and could they be headed off?

"If this business could be turned back to me, how much difference would it make in my sales?

"Is this a more desirable class of trade, and would it tend to raise my average net profit?

"How did my merchandise compare with that of my local competitors as well as with that of my city competitors?

"How did my store compare in appearance and service, and how much of an influence were these factors?

Sticking Comparison

"Never before had this last question appealed to me with such force. I decided to investigate, and so I went to the city and direct to the best competitive store there. As I entered the general atmosphere or tone of the store did seem a wonderful contrast to mine. A casual glance here and there convinced me that the merchandise on the whole was of no higher class than ours, but this merchant was getting better prices in many instances.

"This seemed a very significant fact. The same merchandise! Higher prices on the average! Yet drawing business from our town some twenty miles away.

Value of Display Realized

"There seemed to be but one answer to the question—store appearance enhances the value of the merchandise. It is true that much attention was given to display—not showy, bulky displays—but dignified displays behind glass compartments, which worked in as part of the store equipment.

"Many of the lines were handled in glass front drawers which presented a great contrast to my plan of stock boxes of various colors, some with broken lids through which the dust and dirt sifted. An obliging salesman took pains to explain in detail the store's system in displaying goods.

"I could also see where the service was much more efficient than mine. The stock was so arranged and the equipment was such that by pulling down an entire stock of a given size at one time a big range of articles were shown in a few seconds, and the old stock was displayed alongside the new. I could see where a smaller stock could show up to better advantage and wherein the merchandise would turn faster with less depreciation, and less selling expense. I could also appreciate the fact that merchandise displayed amid such surroundings would attract the buyer with greater force and at the same time appear worth while.

"I personally dreaded to go back and face the situation. I realized the truth in what my banker had said, and were I in the position of some of our people, this store would draw me in just the manner that I would pass a dingy, poorly equipped restaurant for a modern, comfortable cafe with a pleasant environment.

"I shall not relate incidents of the days, weeks and months which followed, but before a year had passed I was able to present to my trade a thoroughly modernized institution which was on a par with, if not more attractive than, the store which was taking my business.

"During the first year the volume of business jumped from $40,000 to $52,000, or a 30 per cent. increase. My gross profits on sales was increased 1½ per cent. and my net profit was increased as a result of several economies. This additional business was handled with the same sales-force which cut the item of clerk hire 1½ per cent. The general expenses were only slightly increased, which gave me another 1½ per cent. net."

The three men settled themselves comfortably in their seats. The dealer took up his favorite trade paper, bit off the end of a cigar, and turned the pages of the publication thoughtfully as he smoked.

Making Financial Headway

England's Rapid Recovery Causing Great Satisfaction — First Quarter of Year Reveals Splendid Progress Towards Financial and Industrial Recuperation.

THE following report on Great Britain's financial position at the end of the first quarter of the year shows a very satisfactory improvement and is contributed to "World Markets" by their general manager in Great Britain. The report which appears in the June issue says in part:

The jump in sterling exchange on New York from $3.20 on February 4 to over $3.90 in late March has been most encouraging, and is attributed by financial writers largely to the increased confidence of America in Great Britain, although it is pointed out if the rise has been due to sentiment more than to other causes, slight reactions are not unexpected. This confidence, it is said, is the result of two factors: First, the decision to repay the Anglo-French loan, toward which end Great Britain already has shipped large quantities of gold to the United States, and second, such messages as the emphatic statement recently cabled by the American Chamber of Commerce in London through the Associated Press, pointing out to American business men that Great Britain is in a fundamentally sound condition, its financial and commercial reconstruction having progressed much further and much more rapidly than is the case of Europe generally.

This statement made certain points which cannot be emphasized too often nor realized too clearly in the United States: First, that the collapse of the pound sterling in New York which had then taken place was no index to Great Britain's financial strength or weakness, because it was no longer a New York-London, but rather a New York-Europe exchange rate, the great drag upon it being the use by Continental traders of sterling credits to pay dollars indebtedness in New York. Second, although Great Britain's external debt is larger than ever before in its history, it is owed approximately twice as much by her Continental allies as she owes America, and while America may fairly expect to collect all her British debt, Great Britain is putting its house in such order that it will be prepared, if necessary, to write off 50 per cent. of the Continental credit. Third, neither British bankers nor the British Government expect further Government or long term loans from America; the fact that they already are starting to pay off is ample evidence of that. The great desire of British bankers is to have the co-operation of the United States in helping the stricken countries of Central Europe to their feet by granting such credits—possibly joint—as will enable these countries to secure the raw materials which are necessary to restart the wheels of their production and thereby to enable them to pay by production and exports for what they must continue to import.

Great Britain asks no credit for itself; all it wants is a normal world in which to do business, realizing at the same time that the world cannot become normal unless America plays its full part.

At the same time, Great Britain, like America, is experiencing troublesome labor and industrial problems. The Trades Union Congress, held in early March, decided against "direct action"—i.e., strikes—to force the Government to nationalize the coal mines. The miners immediately lodged a demand for a wage increase totalling £60,000,000 annually. The Government in reply offered concession totalling over £35,000,000 annually. The weavers and the spinners in the cotton industry have lodged a demand for a 60 per cent. wage increase, which comes on top of the 140 per cent. increase already granted since the war, and the reduction of the working hours from 55½ to 48 per week. The card-room hands are expected to do the same thing. A strike among the street car and omnibus workers has been averted by an agreement for an immediate wage increase of 5s. a week, to be followed by a further increase of 1s. a week in June. Road transport workers have been awarded a 5s. a week increase by the industrial court to which their 10s. demand was referred for arbitration. The Court of Inquiry into the dockers' wage demand has recommended the establishment of the universal minimum wage of 16s. a day, which was demanded.

The Weekly Half-Holiday

Ottawa Subscriber Wants Saturday Afternoon Chosen by the Trade —Reasons For His Choice Set Forth in Letter.

DRY GOODS REVIEW requested in one of last month's editorials that subscribers write in discussing a possible solution to the present unsatisfactory arrangement of summer half holidays. The fact that these half holidays are chosen at random by the various towns and cities from one end of the Dominion to the other, and that they fall on any day in the week from Tuesday to Saturday, has long been a source of inconvenience to commercial travellers, and a general drag on the trade. A uniform half holiday is thought by many to be the only practicable solution. In the following letter, Mr. J. Emile Richard, of Ottawa, a member of the Retail Clerks' International Protective Association, gives his reasons for believing that Ottawa in choosing Saturday afternoon has done so to the advantage of all concerned. He says in part:

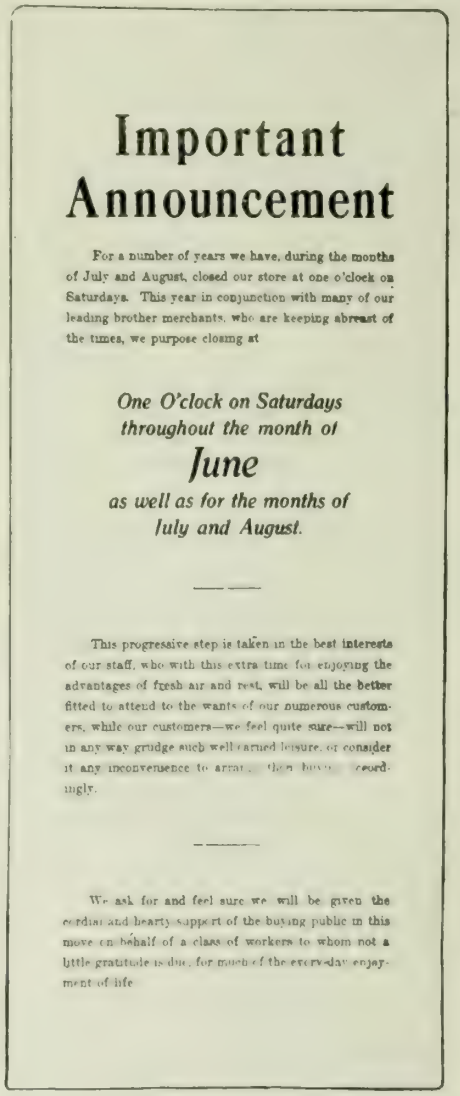
"If, according to your statement, these half-holidays are spreaded over from Tuesday to Saturday, I certainly realize that it must cause serious inconvenience to commercial travellers, and I think it is quite in order for you to call the attention of the trade in general.

Should Willingly Comply

"Of course, undoubtedly, every merchant has his own city or town's trade condition to overcome; but it seems strange, though, that nowadays, when the great majority of the wage-earners are being paid for their work before the end of each week, nearly everywhere ; some of these merchants will not make up their mind to induce the buying public to deal on Friday and Saturday morning. The contention might be alleged that it is impracticable, for some reason or other. But, agreeing that it cannot be done in a few days' time, anyone can be assured that it is easy to succeed with very little effort. People will always aid in any humane movement. The weekly half-holiday during summer months, is widely recognized as almost a necessity for store employees, as well as for all men and women working in all manual trades, especially in cities. And, as these latter elements form the greatest number of purchasers, they will always co-operate, with natural and mutual sympathy, in a movement of this kind.

Only Practical Day

"As far as Ottawa is concerned, Saturday has been, for many years, the day for weekly store recess during summer. Mostly all the leading and important retailers, who are dealing with all classes of patrons, have long since acknowledged that the only practical, as well as the only logical day for such half-holiday, was Saturday. Why, certainly! What is the use of a store employee, for instance, to plan a short visit to some relatives, in a nearby country place, if not on the day preceding Sunday? Conceive the happiness of meeting old acquaintances at the exit of one's own town's church on Sunday morning; the healthful diversion of seeing the nature at large, in the restful comfort of real leisure. This is the beneficial scope, which broad-minded employers are taking, when they grant Saturday afternoon to their staffs; they know the advantage retributing themselves.



Important Announcement

For a number of years we have, during the months of July and August, closed our store at one o'clock on Saturdays. This year in conjunction with many of our leading brother merchants, who are keeping abreast of the times, we purpose closing at

One O'clock on Saturdays throughout the month of

June

as well as for the months of July and August.

This progressive step is taken in the best interests of our staff, who with this extra time for enjoying the advantages of fresh air and rest, will be all the better fitted to attend to the wants of our numerous customers, while our customers—we feel quite sure—will not in any way grudge such well earned leisure, or consider it any inconvenience to arrange their business accordingly.

We ask for and feel sure we will be given the cordial and hearty support of the buying public in this move on behalf of a class of workers to whom not a little gratitude is due, for much of the every-day enjoyment of life

OTTAWA STORE'S IDEA.

Retailer in the Capital makes this arresting announcement in daily paper advertisement.

"But consider a middle-week half-holiday. By the time a clerk gets home and takes his dinner, after the closing hour, the afternoon is half over. Unless he can afford the luxury of owning a flying machine, he cannot even think of leaving and returning home in time to retire at his usual hour. Indeed! in short, half-holidays granted otherwise than on Saturdays, are practically useless, or bound to cause more trouble than good.

Need Joint Movement

"The retail clerks of Ottawa will absolutely never envy their fellow-workers of other cities, who are obliged to content themselves with any other day but Saturday.

"The remedy to the confusion, caused by the irregularity of these holidays any time from Tuesday to Saturday, would therefore seem to be obvious. Manufacturers, wholesalers, and travellers should endeavour a joint movement to induce the general trade to schedule these summer weekly store recesses for Saturdays, all over the Dominion. Extensive publicity is the proper medium."

British Merchants Arrive in Canada

Start Canadian Tour at Vancouver June 16—Toronto June 21st. Preparations Made for Great Reception

Visiting retail dry goods merchants of Great Britain who are touring the United States and Canada will begin the Canadian end of their trip on June 16, and after brief stops in Vancouver and Winnipeg, are due to arrive in Toronto on Monday, June 21. Considerable interest attaches to the visit of the Britishers, and arrangements have been made to give them a hearty greeting in all the cities of the Dominion in which they are stopping. Since the arrival of the party from Great Britain in the United States they have been entertained and given every facility for observing mercantile trade conditions and studying merchandising methods. The large number of British business men who have visited the American and Canadian markets during the past few months has been significant.

Committees have been appointed from the dry goods section of the Retail Merchants' Association of Canada to entertain the delegates suitably in the various cities. The Britishers are scheduled to arrive in Toronto at the North Toronto station at 4.10 p.m. on June 21. A civic reception is being given in the City Hall at 5.30, at which addresses of welcome will be made by the Mayor and Chairman of the Reception Committee of the City Council, and the Chairman of the local Entertainment Committee. In the evening a banquet will be held in a Toronto hotel, at which addresses will be delivered by the visiting delegates and discussions will take place on trade subjects. A feature of the Tuesday program will be visits to the prominent dry goods stores in the city. The twenty members of the party will be divided into groups and will be escorted by members of the local committee. The following day will be spent in Ottawa, after which Montreal will be visited. Some of the most prominent members of the dry goods trade of the United Kingdom are included in the party.

Americans Want British Goods

Pall Mall Gazette Reports Arrival of Advance Guard of Million Dollar Group From United States—Want Famous Brands

The Pall Mall Gazette of May 19 reports, under the head, "America Wants Our Goods," the arrival in London, England, of four American buyers, representing great department stores in the U. S. The "Gazette" says:

"They are the advance guard of a group which is prepared to offer millions of dollars to the British manufacturer for the best he has in textiles, hosiery, boots, leather, and fancy goods— in short, all those things for which Great Britain has a great and undiminished reputation in the United States.

"Six months ago American buyers were wandering through England with money in their pockets, but were unable to get these goods. To meet the situation the Retail Research Association of America has established offices at 72 Oxford Street, W., under the management of Mr. A. E. Robins, formerly manager of the Oxford Street branch of the London Joint City and Midland Bank.

Seventeen Stores

In this office the buyers for 17 American stores, forming the Retail Research Association, will make their headquarters. Technical men will be retained to advise them, sample goods offered by British manufacturers will be shown, and everything will be done to facilitate trade.

"Mr. Robins has just returned from a tour of the United States where he examined the business possibilities offered by this scheme, which brings non-competing representative stores in 17 cities into close touch with British manufacturers. He has been enormously impressed by the wealth of America and it desire for high-class British goods.

"We have a grand asset in the high reputation of our goods in the United States," said Mr. Robins yesterday. "Anything marked from Great Britain is readily sold. But we must dismiss any idea of supplying the American market by mass production. Speaking generally, mass production means that you are not getting the highest quality, and I consider that our future is in quality, not quantity.

"If once we entertain mass production seriously we shall compete with the United States and they will beat us every time. Our manufacturers must stick to quality. We must not drop it. Tariffs and price don't enter into the question when you are making the best."

KNIT-TO-FIT MOVING

The Knit-to-Fit Company of Montreal, expect to move into new and larger quarters early this fall, when they will be in a position to manufacture four times their present output.

Collects His Accounts Bi-Monthly; Bonuses Clerks; Makes Heads Partners

Smith, Chapple, Ltd., of Chapleau, Place Emphasis on Quality in All Lines—The Only Friends They Lose Are Lost Through Leniency in the Matter of Payment of Accounts—Each Department Run Separately And Pays Its Own Way.

A SYSTEM of bonusing or commissioning his clerks, having everything that a customer wants and having it in quality, making each departmental head responsible for his department and making him a partner in the firm as well—these are some of the main features of the splendid business conducted by Smith, Chapple, Ltd., of Chapleau, Ont. Not less important is the plan adopted by this firm of collecting their accounts on the 1st and the 15th of each month. They have explained to their customers that to get goods at the best prices requires money, ready money, and if they do not pay their bills it is impossible for the firm to get the best that is on the market at the lowest prices. In Smith, Chapple Ltd., there are nineteen salespeople, though the town is a very small one.

Each Department a Separate Store

"Each department in this store," said Mr. Chapple to a representative of Dry Goods Review, "is run separately; each head is held responsible for the success of his department. Each department is checked up every month and allowed so much money for stock. Every head of a department is a partner in the company and is additionally bonused. The commission or bonus system among the clerks is only worked previous to Christmas sale." Mr. Chapple, who is the general manager of the firm, says he believes this is one of the plans in operation in the store to which he might attribute a good deal of its success.

Have Everything and in Quality

"Having everything and having it in quality is one of the factors that has contributed largely to the success of this firm," said Mr. Chapple. "Quality is a winner. I spent a good deal of my time in front of the counter, not behind it, acting especially on busy days as a floor walker." In this way Mr. Chapple feels that he becomes personally acquainted with his customers and shows them that he takes a personal interest in seeing that their wants are satisfied by the clerks behind the counter.

Prompt Payment of Accounts

"We do a credit business," said Mr. Chapple in explaining their method of financing the business, "but prompt payments of accounts is never lost sight of. That is essential. Every account must be settled the first or the fifteenth of every month. I have found that nearly every customer I have lost is by being lenient with them in the matter of the payment of their account. We would later be forced to deal harshly with them and would lose them, and probably, part of their account which would be outstanding. I have never had much trouble in showing the public that the semi-monthly rendering of accounts was our system and that, if they wanted the best value they must co-operate in helping to carry out this system of bi-monthly payments. But when we weaken we lose prestige, and, with the loss of prestige we often lose a friend."

Department Head Does Buying

Mr. Chapple went on to explain that each departmental head was responsible for the buying of that department with more or less a supervision by himself. The buying from jobbers' lists he does himself. Mr. Smith is not actively engaged in the business.

Sales Tags Will Show New Tax

Commissioner of Taxation Explains How Merchants Should Proceed Under Regulations

Ottawa.—R. W. Breadner, Commissioner of Taxation for Canada was asked to explain how merchants would proceed in connection with the collection of the new taxes which become effective immediately.

Mr. Breadner said that each merchant selling goods that come under the new taxes would show the price of the goods on his invoice and also the amount of the tax, whether it was ten or twenty or fifty per cent. Two copies of the invoice would be made out, the merchants keeping one. He would keep his copy in hand, and ultimately hand it over to the Inland Revenue Department. The money as represented by the invoices.

Retail merchants are required under the luxury tax covered by resolution No. 1, to furnish the purchaser with counter sales slips showing the tax separately. This entails the use of triplicate sales slips as the merchant must retain one, give one to the purchaser, and hand one to the collector when payment of tax is made.

This new law makes it absolutely essential for all clerks to use counter check books. Merchants should not overlook this requirement when ordering supplies, and it should be remembered that the scarcity of newsprint is liable to delay deliveries. An order at once policy will be the safest.

Fall Business Has Been Large

In Spite of Much Talk, Wholesalers Maintain Optimistic View and Report Satisfactory Amount of Orders Already Placed—Temporary Lull in Some Lines, But Readjustment Looked for by Prominent Men in the Trade

THE spell of mid-summer weather and the proposed amendments to the first ill-conceived budget have, to use a military expression, resulted in a "recrudescence of activity" in most lines of dry goods. In spite of a great deal of talk about uncertainty in prices and a dull outlook for future business, wholesale houses report that their Fall business has been very large, that few cancellations of any importance have come in, and that sorting business is good. There is a temporary lull in some lines that have been hit hard by the budget, but the opinion is expressed that there will be a readjustment of these matters and that all will again be well.

COTTONS

Trade in the Canadian staples is very good and indications are that it will be improved. Buyers state that prices are going to be even higher for Fall than they have been; a statement that is not unexpected by the trade because merchants are thoroughly alive to the scarcity of all cotton materials. Many lines of staple goods are off the market altogether and prices cannot be quoted either for present or future. In all lines of cotton goods there have been practically no cancellations; on the other hand, merchants throughout the country have been pressing the wholesalers for deliveries of goods ordered. Wholesalers, in some cases, have been unable to get full deliveries of their orders from the manufacturers who rather held back when there was so much talk in the air of falling prices.

COTTON DRESS GOODS

In cotton dress goods there has been great activity during the last few weeks of hot, dry weather. Houses have been besieged with orders and fortunate, indeed, have been the houses which had the goods on their shelves for delivery. The statement is made that business is almost a repetition of last Summer, when a similar period of dry, hot weather was upon us. There have been three steady weeks of good sorting business; placing orders for Fall have been heavy. The indications are that the retailers all over the country—with the probable exception of the West—are having good trade. A few cancellations came in, but wholesalers state that when merchants were advised of the situation,they speedily withdrew these cancellations. Dark voiles in cotton are giving way, in a measure, to lighter creations and white.

LINENS

Buyers state that the situation in linens is more acute than ever. Not only have all linen dress materials gone by the board, but the proportion of cotton substitutes in all linen goods is on the rapid increase. This applies equally to all tablings. One buyer stated to Dry Goods Review that the average wholesale house would have between 60 and 75 per cent. of cotton substitutes in its linen department. There is yet little hope for an improvement in the linen outlook.

CARPETS AND RUGS

Business in carpets and rugs has been brought to a temporary lull because of the budget which imposes a tax of 20 per cent. on carpets over $3.00 a yard. The belief is expressed in wholesale houses that this will be changed to 10 per cent. over $6.00 a yard and that when that change is made business will open out again.

As yet, however, the deliveries from the English mills are very irregular, the lines are incomplete; and the same may be said of the Canadian mills. Table oils are next to impossible to get; the average stock carried by wholesalers would hardly do a decent-sized retail store. Floor oils are some better, but there is still a pronounced scarcity of them.

SILKS

The tendency of silk prices is to become firmer. A misapprehension is being given by the daily press, so say silk men, that all silks are to come down in price, and this, probably, has resulted in many cancellations. The fact of the matter seems to be that Japanese silks have come down in price and may come down still more, but quotations on European silks are certainly not lower. On the other hand, they are on the upward grade. Cables from Zurich just reaching Toronto, give higher prices for silks than have been quoted before. A new duty going into effect on the 19th will add seven and a half per cent. on Japanese and other lines of silks, while French silks will be 10 per cent. higher as a result of it. The point is too often lost sight of, perhaps, that as the American exchange goes up, so does the price of silks, because all settlements have to be at New York. Spot business is quiet and there have been many cancellations of Fall orders.

WOOLEN DRESS GOODS

Reports from wholesalers indicate that the trade is buying actually only what it needs. At the same time business seems to have been very good; wholesalers state that June, which is the shipping month of Fall goods, will be as good a month as the same month of last year. If the action of some of the large departmental stores can be taken as a criterion, there seems to have been a falling off in imported woolens, because they state that a number of the large department stores have bought their Fall goods through wholesalers. This is due, no doubt, to the rising markets in Europe. A number of wholesalers believe that there will be a scrambling for goods later in the season when the temporary unrest has subsided. Cancellations, on the whole, have not been unduly heavy.

Sees No General Decline Before 1921

President of Butler Bros. Warns of Difference Between Seasonal and Staple Merchandise—Prices Have Become Inflated in Some Lines, But Slaughter Not Expected—Cut Price Sales Are of Seasonable Merchandise.

By F. S. Cunningham in "Printers' Ink," June 10.

THROUGH some misunderstanding the report has been published in newspapers over the country that Butler Brothers look for a general decline in prices in the near future and a speedy return to the pre-war level.

The report is incorrect, and totally misrepresents our view. I am glad, therefore, to be able to state my own opinion in respect to prices.

Speaking broadly, community prices will not be lower before the spring of 1921, even if then. Not a few goods will be higher this fall than they are now. For more than six months every wholesaler has been contracting for his fall supplies at advanced costs. In many cases these goods could be replaced today, if at all, only at still higher prices.

In certain lines, notably silks, prices had become inflated beyond reason. Reduced quotations in such lines are not symptomatic of the market as a whole.

In order to think clearly one must discriminate between seasonal and staple merchandise. The cut-price sales now running over the country are confined mainly to spring ready-to-wear and kindred goods. As in every year when the coming of warm weather is late, retailers began cutting prices in May to avoid carrying the goods over.

On staple merchandise there is only one legitimate reason why any retail merchant should sharply reduce his prices, and that is the need of liquidation—even at a loss—in order to meet bank obligations. The store which, without such compelling reason, can now afford to make deep cuts in its prices on staple goods, by that very fact makes public confession that it has been charging an illegitimate profit for its wares.

Commodity prices in general are artifically high. They must come down. The sooner they come down the better, for everyone. But nothing is gained by ignoring the plain fact that wholesale prices (and retail prices) depend on the cost of production. Until that comes down, talk about a lower level of prices is vain.

The factors which will make for lower prices are undoubtedly gaining in momentum. The factors which make for higher prices are losing in momentum. But the latter are still in the ascendant, and no one can say when the price-lowering factors will become dominant.

With higher prices for foodstuffs in sight for this fall, wages cannot come down. There is an absolute shortage of the more important raw materials. The tie-up in rail and water shipping is depriving many mills of the materials they need to keep at work. It is a certainty that in most lines production still lags behind demand.

We are in intimate and first-hand touch with all markets, and it is our best judgment that the general level of commodity prices will rise somewhat before it starts on the inevitable decline.

One sign of returning health is that in the last sixty days we note a greatly increased demand for the less expensive grades of merchandise—dependable quality goods at moderate prices—and a relative falling off in the demand for the higher-priced "fancy" grades which have been in such feverish demand for several seasons. We gather from this, and from what many customers have told us, that the mind of the buying public is changing. The average person seems to be returning to the habit of seeking a good article at a fair price rather than accepting the more expensive thing without question.

There is no doubt that one fruitful cause of high prices has been this very preference of the public for merchandise whose cast lay largely in trim and finish rather than in those qualities which make for service and good taste. As always, supply has followed demand. Makers and retailers have concentrated on the "fancy" ends of their respective lines at the expense of the more moderate-priced goods which are normally in greatest demand. Advances in "fancy" grades of merchandise have been very much more marked than on the medium-priced grades, on which competition is always keen.

In many retail stores the public has not been given a fair chance to buy moderate-priced merchandise. Either such goods have not been stocked or they have been kept in the background. This has been served to give the public the idea that all goods have advanced equally, which is not the case.

We think the policy of denying people the chance to buy medium-priced goods has been short-sighted. It certainly is wrong now when the public is again asking the price before it makes the purchase.

We are advising our customers to bring to the show places in their stores the moderate-priced goods which they now have in stock, and to make such goods prominent in their advertising and show windows as they have not been made prominent in several years. We know that even in this day of high-priced merchandise it is possible for the trade to buy goods of dependable quality at moderate prices, for the very good reason that now, as always, we specialize in just such merchandise.

Our business has never been so good as in recent months. The gain in sales of our five houses for the first four months of the year was 52 per cent. over the same months of 1919. Our sales for the first three weeks of May show no slackening in demand.

So long as everyone who wants to work has a job at good wages, retail trade cannot be but good. We advise our customers to keep their heads. If overstocked on seasonal goods or those of "fancy" grades they will do well, as always, to liquidate—at a loss if necessary.

In staple merchandise, we distinctly recommend that prices be figured on the basis of actual value without respect to what individual overstocked or hysterical competitors may do.

Resolutions Passed by Sask. R. M. A.

Moose Jaw, June 10.—A number of amendments to the provincial legislation affecting hawkers, peddlers and other agents were asked in resolutions passed by the Saskatchewan R.M.A. convention here. One resolution asked that the Hawkers and Peddlers Act be made applicable to agents who are residents of towns in which they operate. At present residents do not require to take out licenses.

Another resolution asked that the license fees should be made to cover one line of goods only, with additional lines carried by a single peddler to be charged for on a sliding scale.

Other resolutions passed were:

To make it compulsory for village councils to enact an early closing by-law when a properly signed petition is presented.

To have the Bulk Sales Act amended to include farmers.

Asking the Western Board to organize farm implement retailers so as to enable them to present a solid front in demanding wider margins and better contracts from the wholesalers and manufacturers.

Asking for the amendment of the Saskatchewan Auto Repairs Act, which was contended to be unworkable.

To increase the provincial membership fee of the R.M.A. to $20 from $15 as at present.

Merchants Carrying Too Much Stock

"Not Less Than Two Billions of Surplus Stocks Are Carried by Merchants of Canada and United States," Says Canadian Banker in Addressing Saskatchewan R.M.A. Convention

(Staff Correspondence)

MOOSE JAW, June 10.—The most helpful address delivered at the convention of the Saskatchewan R. M. A., was the clear exposition by Arthur W. Maybee, local manager of the Canadian Bank of Commerce, of the relations of the banks to the country merchant. And incidentally, Mr. Maybee took the opportunity to warn off the coming downward readjustment of prices that merchants must prepare for.

"The merchants of the West are carrying too much stock," said Mr. Maybee. "A well-informed authority tells me that not less than two billions of surplus stocks are carried by the merchant of the United States and Canada, and that one-half of this has been purchased since prices reached their present high levels. On their own statements, from 25 per cent. to 50 per cent. of the total assets of the merchants in the three provinces of Alberta, Saskatchewan and Manitoba consists of stagnant merchandise and uncollectible accounts.

Have Wisely Cut Stocks

"Manufacturers and wholesalers in most cases have wisely cut their stocks to the limit at the present time. That means that the country merchant is going to be the goat when the readjustment of values comes around.

"I don't think the drop in prices will be gradual. The rise has been gradual, but in all markets the downward trend is invariably precipitate. There is no precedent for a gradual readjustment downward of prices.

"The result in the case of merchants who have stocked up with goods bought at speculative prices is hard to foretell. It is the business of merchants to buy and sell and not to speculate.

Mr. Maybee, in discussing the relations of the banks to the merchants, cleared up many misunderstandings that have existed in the past. In part he said:

"Some people believe that because the banks loan the people's money, the people should have some say in the way the money is loaned. But the banks are responsible to the people for the money that is entrusted to their care and they must exercise discretion in loaning it.

"The first fundamental of a loan from a bank is that there should be security for its repayment.

Ready to Assist Production

"The banks are always ready to consider a loan to a party who will devote the funds to increasing production. We cannot loan money against fixed assets, lands, buildings, etc., as this would be invading the field of the mortgage companies. Because of the need of increasing production the principal classes of loans in the West are to farmers. Next to the farmers comes the business of the manufacturers and the wholesalers, because the standards of doing business in these cases is usually such as to make a low rate of interest possible. The bank suffers few losses.

"Then comes the business of the retailers and it is guided largely by past experience. This experience has, I am sorry to say, been extremely unfortunate in the past. The banks have had to face serious losses, largely through inefficiency in merchandising. The average country merchant has probably not had sufficient training to conduct his business on an accurate basis and it has been very difficult to get accurate information from retailers who have asked for loans.

Too Many Uncollectible Accounts

"Country merchants have given us no end of trouble by carrying down from year to year accounts long outstanding and uncollectible, and by including in their statements of assets merchandise that is quite unsaleable. This stuff accumulates like a rolling snowball.

"The merchant too seldom depreciates his fixtures enough. That cannot go on; the merchant who does not provide enough each year for depreciation will find some day that he will have to replace his fixtures from the profits of the current year.

"The merchant must keep his accounts collected. It is not the function of the bank to loan money to the merchant for him to loan to the farmers who deal with him, and yet that is just what it does when it loans money to the retailer who buys his goods on a 30 or 60 day basis and carries his farmer customers along for six or eight months. We have bank branches to carry the farmers when they need funds . If the farmer is entitled to a reasonable amount of credit there is no reason why the merchant should carry him. He should borrow from the bank and pay his bills."

Mr. Maybee also emphasized the necessity for retail merchants carrying sufficient fire insurance on their buildings and stock.

GOING TO EUROPE

Murphy-Gamble, Limited, Sparkes Street, Ottawa, will shortly send Mr. Stanley Virtue, their European buyer, to London, England, on business for the firm.

LEVY TAXES ON THE MANUFACTURERS INSTEAD OF ON THE RETAILERS

MOOSE JAW, June 10.—The Saskatchewan retail merchants at their convention here stood solid behind the demand of the Dominion Executive of the Retail Merchants' Association, in demanding that the new taxes should be levied at the source, that is on the manufacturers instead of on the retailers.

President J. A. Banfield led the onslaught on the budget, and in a lengthy address at the Wednesday afternoon session poured hot shot into the taxation proposals. "The plutocratic manufacturer," he charged, "whom I consider the profiteer of the age, gets off scot free, while the merchants turn tax collectors for the Government."

Mr. Banfield stated that the merchants were partially responsible for the taxes with which they had been burdened. He stated that when the Government asked for his opinion on the feasibility of a sales tax, he expressed himself as in favor of it. His opinion was concurred in by the Dominion Executive of the R.M.A., but when the suggestion was made public that there should be a tax on sales, retail merchants from all over the country who were not fully cognizant of the proposals of the executive wired to Ottawa protesting against the idea and the result was that the straight sales tax to apply to manufacturers, wholesalers and everybody was defeated and the present taxes submitted. "You got the luxury tax and now you are squealing," said Mr. Banfield.

"Now what we have to do is to frame a form of taxation that will be satisfactory all around and that is why we are asking that the taxes should be levied at the source, where collection will be much more economical."

"The present tax will have a tendency to make criminals out of merchants. When they have to make an invoice in quadruplicate for every ten cent sale of ribbon there is bound to be a great temptation to let things slide. It will take an army of inspectors to collect the taxes."

To Collect Taxes By Revenue Stamps

Costly and cumbersome system to be replaced with practical system already understood—Stamps to be ready July 1st.

OTTAWA, June 17.—As the collection of "luxury taxes" under the present method is proving difficult, cumbersome and costly, it has been decided to abandon the whole procedure in favor of collection by means of revenue stamps. These revenue stamps will be ready by July 1, and as they are available for purchase by merchants the sending of duplicates of every sales receipt covering goods which are taxable will cease. That will be a great relief to merchants throughout the country, and it will be a great relief as well to Mr. George W. Taylor, Assistant Deputy Minister of Customs and Inland Revenue, as he will not have to provide the tremendous staff which would otherwise have been necessary to deal with collections and accompanying vouchers.

The revenue stamps will be provided in denominations of from 1 to 10 cents inclusive, 13 cents, 15 cents and all multiples of 10 cents up to $1. In addition there will be one, two, three, four, five and ten-dollar stamps. If a woman buys a sealskin coat on which the tax is $20, the procedure will be for the salesman to affix two $10 stamps to the sales slip or invoice and collect $20 from the purchaser, the stamps acting as evidence that the tax has been paid, the stamps will all have to be defaced, so that they could not possibly be used again.

Seek Cancellation Plan

As the stamps would have a value equal to that of bank notes or Dominion bills for a similar amount, a great deal of attention is being given to the question of having the stamps so defaced that they cannot be "raised" or used again. The use of ink may not be considered sufficient, as traces of ink can often be removed. Some kind of punch has been considered for the purpose of perforation, and experiments have been made as well with indelible pencils, to obtain marks which cannot be removed without so injuring the stamp that detection of the fraud would be inevitable. Whatever is used, your correspondent is assured that ample precautions will be taken to prevent a fraudulent use of the stamps. The excise tax stamps must in every case be affixed to the sales slips or invoices at the time of sale and cancelled.

Notes of the Convention

W. G. Marshall, who welcomed the delegates on behalf of the Moose Jaw Board of Trade, was guilty of a pun when he stated that the troubles facing the retail merchants of Canada to-day provided a "budget of thought" for the convention.

SHOULD BE A REST ROOM IN EVERY STORE

Moose Jaw, June 10.—In his address to the retail merchants, J. A. Banfield, Dominion president of the R. M. A., again suggested that every merchant should have a rest room in his store.

He described the store of a retailer in a small town in Manitoba, where there is a small rest room, fitted up with a rug, a writing desk and a few comfortable chairs. There is never a day passes in the store when some committee of women in connection with local churches or other organizations do not meet in the rest room.

"Can you beat that for advertising?" asked Mr. Banfield. "Try it."

More Sask. R. M. A. Members Should Support Fire Ins. Co.

Moose Jaw, June 10.—Members of the Mutual Fire Insurance Association, which is operated in connection with the Saskatchewan R. M. A., have their risks carried at a rebate of 25 per cent. from the "board" rates. That many of them have been quick to take advantage of this rebate was indicated at the annual meeting of the fire insurance association which was held on the Wednesday afternoon of the convention. The gross amount of insurance carried has increased from $882,200 a year ago, to $1,241,869 at December 31, 1919.

J. L. S. Hutchinson, of Saskatoon, president of the company, presented the annual statement, which showed total assets of $73,342, gross receipts for the year of $43,609, and insurance written during 1919, $1,446,675.

However, not enough of the members of the association are supporting the fire insurance company, said the president, and he stated that amount of insurance in force could be nearer $3,000,000 than one and a half millions as at present. Only by getting a wider class of risks, could a sufficient surplus be built up to enable the company to increase the amount of insurance allowed under each policy.

The meeting spent two hours arguing about the abolition of the $5 admission fee which is charged to new comers into the company, and a notice of motion was finally introduced to amend the by-law so as to abolish it.

W. Morgan of Delisle and W. P. Ball of Assiniboia, the retiring directors, were re-elected, this time for three-year terms.

The meetings of the association were held in a church. "The better the place, the better the deed," someone remarked.

Banquet Closes Successful Sask. R.M.A. Convention

MOOSE JAW, June 10.—The banquet that closed the convention was the bright spot in a three days' meeting that consisted of hard work on the part of everybody present. A notable address by Premier W. M. Martin, of Saskatchewan, on the resources of his province, was the important event of the evening.

Premier Martin incidentally spoke of the optimism that is felt among Western merchants towards the crop situation. He had travelled during the past month through all the portions of the Province where there were near crop failures last year and he found everybody hopeful as to the future. Much depended on a good crop, he said, as only that would put business back to where it should be and place the farmers on their feet.

The Premier paid a tribute to the retail merchants, who had never asked for class legislation. Every time the R. M. A. had approached him in regard to legislation their proposals had been such as to merit the best consideration.

President Banfield, of the R. M. A., advised merchants to support the press at all time. 'The community with an enterprising press is a community that can make a quagmire into a bed of roses. The press accelerates business. Support your local papers," he said.

The banquet was tendered by the Moose Jaw local branch of the R. M. A., of which R. B. Holden is the secretary. R. H. Clarke, local president, acted as chairman, and at the head table sat George Maybee, Mayor S. A. Hamilton, City Commissioner Mackie, and others.

Few Changes in the Executive of Sask. R. M. A.

MOOSE JAW, June 10.—Only two changes were made in the personnel of the executive of the Saskatchewan R. M. A. in their elections. The officers for the ensuing year are as follows:

President—S. D. McMicken, Moose Jaw; first vice-president—W. P. Ball Assiniboia; second vice-president—George Matheson, Craik; honorary secretary—Garfield Wray, Regina; treasurer—S. E. Fawcett, Saskatoon.

In his annual statement, Provincial Secretary Raymond reported that as a result of representations made by the association to the Saskatchewan Government, it is now necessary for individuals whose chief business is handling produce on a commission basis to take out a bond for $2,000 with the Provincial Government.

Board of Commerce Hampers Retailers

Mayor Hamilton, of Moose Jaw, Sask., Himself a Retail Merchant, in Welcoming Delegates to the Seventh Annual Convention of the Saskatchewan R.M.A., Declared That the Board of Commerce Made It Difficult for Retailers to Carry on Successfully

(By Staff Correspondent)

MOOSE JAW, June 10.—Attacks on the Board of Commerce and criticisms of Sir Henry Drayton's new taxes on sales and on luxuries. were heard at the first day's session of the convention of the Retail Merchants' Association of Saskatchewan, although they were rather mild in character and only forerunners of what was to follow.

The attendance was not very satisfactory. Many merchants who had intended to come were detained at home by the lateness of the seeding in their neighborhood.

This was the seventh annual convention of the Association, but the first at which retail merchants in various lines met in sectional groups—grocers, hardware men, farm implement dealers, etc. The opening session was attended by all. however.

Mayor Raps Board of Commerce

Mayor Hamilton is himself a retail merchant in Moose Jaw, and in welcoming the delegates, he took the opportunity of stating that he too had grievances against the Board of Commerce. It was hampering retail trade, he said. 'If the retail merchant is to succeed if he is to make any money at all out of his business, it will be necessary for him to make some concerted efforts to rid himself of some of the things that are being put in his way. It may not be the intention of the Board of Commerce to stand in the way of business, but they have left us many grievances."

President S. D. McMicken, of Moose Jaw, also took a whack at the board. He outlined the efforts of the Retail Merchants of Canada to have a representative of their association appointed to the board. "Instead," said Mr. McMicken, "the Government appointed two lawyers and a labor man. Not one of them was ever had any experience in retail merchandising. How can such men get a proper conception of the needs of business?"

Association Progressive

Substantial progress has been made by the Saskatchewan association during the past year, said Mr. McMicken. New departments had been opened, broadening the service to merchants to a very comprehensive extent. New districts had also been organized within the Province.

Mr. McMicken stated that a meeting had been held between the retail merchants and the executive of the United Grain Growers. Little had been accomplished in a commercial way, but from a social and communistic standpoint a great deal had been done to level the animosity that had hitherto existed between the merchants and the grain growers.



S. D. McMICKEN

The re-elected president of the Saskatchewan branch of the R. M. A., snapped while attending the convention in Moose Jaw.

Mr. McMicken also outlined the interviews betwen the executive of the Saskatchewan R. M. A. and the Provincial Cabinet in regard to such legislation as the Egg Marketing Act, the Farm Implement Act and the Automobile Repairs Act, all of which would be discussed during the convention.

Value of Organization

D. S. Saunders, district secretary at Assiniboia, which was organized during the past year, spoke on the value of organization.

"The retail merchants of the West are pioneers in more ways than one. You came out here on the Prairies with your last cent invested in your stock, and you took a long chance of ever making good. You are entitled to a great deal of consideration, but unfortunately you seldom get that consideration. You are the most important men in your communities. You pay the highest share of your local taxes, and you have a right to have your interests protected," said Mr. Saunders, stating that loyal support of the Retail Merchants' Association, support that went further than the mere payment of membership fees, would give the necessary unity and co-operation to achieve their ends.

A. E. Tutte, who is district secretary at Kerrobert, said that co-operative work in his district was working out satisfactorily. Merchants who had previously refused to discuss business with each other were beginning to realize the advantage of co-operation.

Advertising Assistance

The report of F. E. Raymond, the provincial secretary, proved very interesting as it was an outline of the association's activities during a very trying period. Some of the chief points in his report were:

"Another new feature of our work is the installation of an advertising department in the Provincial Office, under the charge of W. R. Kell, one of our old stand-bys, who is an expert in his line of work. We are prepared to furnish any merchant with any form of advertising he may require, or to lay out a plan of campaign for any merchant who may not know just what line of procedure it is best to follow."

"What has been perhaps the most momentous period in the history of the retail trade in not only this Province of Saskatchewan but of the Dominion as a whole, has passed since we last met in convention, due to the extraordinary measures adopted by the various departments of the Government, both Provincial and Dominion, having a direct and important bearing in their effect upon the retail trade in that they throw a burden of responsibility upon retail merchants which is considered by many to be unfair because of the labor and expense involved in carrying out the provisions laid down.

"As an illustration of this I might mention the order issued by the Board of Commerce regulating the profit allowed on various lines of merchandise, and the returns required to be furnished monthly by different businesses—also the Luxury Tax recently imposed by the Federal Government in connection with which retail merchants are to a large extent required to act as collectors.

Membership Shows Big Increase

"As an indication of the fact that the work of the Association is appreciated we need only mention that our membership for the year shows an increase of 205. Our actual paid-up membership as at December 31, 1918, was 1,739, and at December 31, 1919, it was 1,944.

"I am sufficiently optimistic over the

success of our district branch work to believe that eventually we shall have as near to 100 per cent. of the merchants as members of the Association as it is possible by any means to secure, which therefore means that this form of organization is extended over the Province our membership will be very materially increased, due to the benefits that cannot help but accrue to the members individually and collectively.

"In my opinion it was never more necessary for retail merchants to become thoroughly organized in all respects than it is to-day, and on behalf of the Association I can truly state that we are endeavoring by every means within our power to develop our organization along such lines as will enable us, not only to give more efficient service but to accomplish greater results in anything that we undertake to do. We only need, and I feel that we are justly entitled to the support of every retail merchant in the Province of Saskatchewan, and I would claim this for what is being done in Saskatchewan alone irrespective of the protection that is being afforded to merchants in this Province by the continued watchfulness of the Dominion Board at Ottawa."

NEXT CONVENTION WILL BE IN SASKATOON

Next year's convention of the Saskatchewan Retail Merchants' Association will meet in Saskatoon. That was decided upon at the Thursday afternoon session. The dates of next year's convention will be decided by the executive, but they will be approximately the same as the dates of the 1920 meeting.

Five Main Essentials that Constitute a Legal Contract

N. R. Craig, Barrister, of Moose Jaw, Reveals Some Interesting Points in a Talk to Saskatchewan R.M.A. on the Elementary Features of the Law of Contracts

By Staff Correspondent

MOOSE JAW, June 10.—To the retailers present at the Saskatchewan convention one of the most valuable features of the program was an exposition of the elementary features of the law of contracts by N. R. Craig, a local barrister. Mr. Craig told of many little-known statutes that trip up the unwary merchant.

"There are five main essentials of a legal and binding contract," said Mr. Craig. "First and most important is that there should be two parties to the deal. Secondly, there must be what is known in law as 'offer' and 'acceptance' before the contract becomes a contract. Thus a merchant may offer goods in a letter for sale at a certain price. The offer becomes a contract binding on both parties when it is accepted in a letter by the second party, in fact, from the moment the letter of acceptance is placed in the post box. It is then irrevocable by any one of the parties, even should the party who makes the offer withdraw before receiving the acceptance which the other man may have already posted.

"A third essential of a perfect contract is the capacity of the parties to enter into it. An ordinary contract between a minor and an adult is illegal, although there are cases where it is binding on the adult and not on the minor. On the other hand, a contract by a minor to purchase necessary articles is binding upon him. A contract to purchase clothes, food, or such articles is binding, and in the case of an infant of affluence, a contract to purchase such an article as an expensive diamond ring would be binding, as the courts would deem it a fairly necessary article of adornment for a minor with the wherewithal to foot the bill.

Legality of Object

"A fourth consideration is the legality of object. Thus a contract to perform an illegal act would not or could not be binding under the law.

"There must also be some consideration mentioned in a contract. No contract is binding unless some consideration is mentioned, be it only a dollar, or an unimportant act. Moreover, in the case of a promissory note, the holder may not allow any extension of the time for payment or any other concession unless a consideration passes, or is alleged to pass on the note."

An Interesting Case

In this connection Mr. Craig mentioned an interesting case. A promissory note fell due. The payee endorsed on the back of the note, "This note is extended until November 15," and signed his name. Later he crossed out the word November, substituted the word September, and negotiated the instrument. When the alteration was discovered he was haled before the local magistrate and convicted of a forgery. The appeal courts, however, reversed the decision as they held that no material change had been made in the note, inasmuch as the extension of the time was not effective, owing to the lack of a consideration being mentioned.

Mr. Craig gave some hints about contracts that are of interest to retailers. All contracts should be in writing, whether the law requires it or not. Every contract involving the sale of land or goods to the value of $40 or over is required by law to be in writing. All contracts, too, should have a seal. The effect of the seal is not easily understood, but it has one important effect of extending the time under the statute of limitations from six to twelve years.

For Breach of Contract

A warning was also given concerning the proper method to collect a remedy for breach of contract. Should a party suffer loss by the failure of another party to deliver goods contracted for the party of the first part cannot collect damages for his loss unless he has gone into the open market and purchased the goods which the second party refused to deliver. And then he can only collect the difference between the contract price and the price he was forced to pay.

Mr. Craig also discussed the law of interest, and the most important observation he made was that merchants should state upon their billheads the rate of interest they will charge on over-due accounts, and should state it in per cent. per annum, as interest rates could not legally be stated in any other way. They should also give notice in writing concerning over-due accounts, and state the date from which interest is payable and the rate per cent. per annum of interest that will be charged.



Main Street, looking north in Moose Jaw, Sask.

"At the City of Ottawa you have a bunch of merchants that are the backbone of this association." This was President Banfield's tribute to the Ottawa R. M. A. "You don't know what the R. M. A. is doing for you at Ottawa," added the Dominion President.

Complete List of Tax Resolutions

Text of Finally Revised Clauses of Taxation Budget First Announced by Sir Henry Drayton on May 18th Are Now Announced—Only Slight Amendments Will be Made.

THE BUDGET

A complete list of the finally revised list of articles which are liable to taxation under the clauses of the Sir Henry Drayton Budget are given herewith. The original Budget is not printed owing to the fact that the revised list has now become law.—EDITOR.

OTTAWA, June 17.—Great changes have been wrought in the original list of new taxes brought down in the Drayton Budget on May 18. No further amendments, or only minor ones, are expected before the passage of the bill including these new taxes. Wherever a tax has been altered from what appeared in the original list, the new tax applies from to-day. A special clause gives effect to date to all taxes already collected, and no refunds will be made or accepted. The text of the resolutions incorporating the amended act reads as follows:

(1) That the following excise taxes be imposed, levied and collected on the total purchase price of the article hereinafter specified:

(a) A tax of ten per cent. on: hats, men's and boys', in excess of $7 each; caps, except fur caps or caps wholly or partly lined with fur, men's and boys' in excess of $2 each; hose or stockings, silk or artificial silk, men's and boys' in excess of $1 per pair; neckties and neckwear and scarfs, men's and boys', in excess of $1.50 each; shirts, including nightshirts, men's and boys', in excess of $3 each; hats, bonnets and hoods, women's and misses', in excess of $12 each; hose or stockings, silk or artificial silk, women's and misses', in excess of $2 per pair; kimonos, petticoats and waists in excess of $12 each; nightgowns in excess of $3 each; house or smoking jackets or bath or lounging robes, pyjamas, in excess of $5 per pair; underwear, consisting of shirts and drawers, in excess of $4 per separate garment; underwear, combinations, in excess of $8 each; fans, purses and pocket-books in excess of $2 each; shopping and hand bags in excess of $6 each; umbrellas, parasols and sunshades in excess of $4 each; trunks in excess of $40 each; valises, travelling bags, suitcases, hat boxes and fitted travelling cases in excess of $25 each; gloves, except fur, in excess of $3 per pair; opera cloaks, coats, the component material of chief value being fur, including repairs thereto, in excess of $200 each; gloves, the component material of chief value being fur, in excess of $15 per pair; caps, the component material of chief value being fur, in excess of $15 each; muffs and neckpieces, the component material of chief value being fur, in excess of $35 each; robes and rugs, the component material of chief value being fur, in excess of $50 each; wearing apparel, not elsewhere specified, the component material of chief value being fur; ivory-handled cutlery, ebony and imitation ivory toilet-ware, cut glassware and etched glassware; sporting goods, such as tennis rackets, nets, racket covers and presses, canoe paddles and cushions, polo mallets, baseballs, protectors, footballs, helmets, harness and goals, basket ball goals and uniforms, golf bags and clubs, baseball, lacrosse, hockey and football uniforms, balls of all kinds not herein specified (not including balls for children), fishing rods, reels, lines, spoons and artificial bait, billiard and pool tables, chess and checker boards and pieces, dice games and parts of games (except playing cards and children's toys, games and express waggons), and all similar articles not elsewhere specified, commonly or commercially known as sporting goods, in excess of 50 cents; baseball bats and baseballs in excess of $2; baseballs, masks and gloves in excess of $1.50; skates in excess of $2 per pair; to-boggans and hand sleds in excess of $3 each; skis in excess of $2 per pair; footballs in excess of $3 each; lacrosse sticks in excess of $2 each; hockey sticks in excess of 75 cents each; articles plated with gold or silver, not otherwise provided for in this resolution, adapted for household or office use; velvets, velveteens, plush, silk and artificial silk fabrics in excess of 50 cents per yard; including tapestry, curtains, in excess of $7.50 each; embroideries of silk or artificial silk; lace and braid in excess of $50 cents per yard; collars and collarettes of lace and all manufactures of lace in excess of $2 each; ribbons of all kinds and materials (except typewriter ribbons) in excess of 50 cents per yard; corsets in excess of $5; walking sticks; silk clothing, including artificial silk clothing, not elsewhere specified; clocks and watches in excess of $10 each; articles commonly or commercially known as jewelry, whether real or imatation, for personal use or for adornment of the person, except wedding rings, when said articles do not exceed $5 in value.

(b) A tax of fifteen per cent. on: Oriental rugs; all antique furniture of walnut, mahogany, rosewood, ebony, primavera, or oak; carved ebony or teakwood and lacquered furniture; all furniture finish in gold leaf, verni martin, or with ornamental or expensive inlays, such as mother of pearl, or with handpainted decorations; all tables made especially for cards, checkers, chess or other games; all liquor cabinets, smokers' cabinets, tea waggons, sewing cabinets, work tables, piano lamps or stands, table lamps or stands, ferneries, jardinieres, pedestals and bric-a-brac, made of rosewood, primavera, solid mahogany or ebony or lacquered or decorated; chinaware and crockery known as "Royal Crown Derby, Wedgewood, Minton, Ainsley, Limoges, Coalport, Pekard, Copeland, and similar quality chinaware and crockery by whatever name known."

(c) A tax of 20 per cent. on cigar and cigarette holders and pipes in excess of $2.50 each; cigar and cigarette cases, ash trays and match boxes of gold or silver; humidors and smoking-stands; hunting and shooting garments

Have Now Become Law in Canada

Text of Original Budget No Longer in Effect—New Clauses Passed on June 17th and Established as Law—Taxes to be Collected by Stamps—No Refunds Will be Made or Accepted.

and riding habits; hunting and bowie knives; gold, silver and ivory toiletware; articles of silver not otherwise provided for in this resolution adapted for household or office use; silver or gold deposit ware; liveries, livery boots and hats; articles commonly or commercially known as jewelry, whether real or imitation, for personal use or for adornment of the person, except wedding rings, when said articles exceed $5 in value.

Any person, firm or corporation, including the jewelry branch of a departmental store whose chief business is the selling of jewelry by retail, shall obtain a special license to sell jewelry and other articles specified in this resolution, in which case the tax payable shall be 10 per cent. on the value of the total sales, except plain stationery, books, magazines, spectacles, eye-glasses and goods specified in resolution 4, of such establishment or branch, under regulations to be made by the Minister of Customs and Inland Revenue.

(d) A tax of 50 per cent.: Articles of gold not otherwise provided for in this resolution adapted for household or office use.

(2) That the following excise taxes be imposed, levied and collected on so much of the amount paid for any of the following articles as is in excess of the price hereinafter specified as to each such article:

(a) A tax of 10 per cent. on: Carpets and rugs in excess of $6 per lineal yard of 27 inches in width.

(b) A tax of 15 per cent. on: Boots, shoes, pumps and slippers, of any material (not including shoes or appliances made to order for persons having a crippled or deformed foot or ankle, or to top boots not less than ten inches in height, such as are used in lumbering, mining and fishing industries, or to river-driving boots), in excess of $9 per pair; clothing, consisting of coat, vest and pants or coat and pants, men's and boys', in excess of $45; trousers sold separately from suits, in excess of $12 per pair; coats, men's and boys', sold separately from suits (not including leather coats lined with sheepskin), in excess of $25 each; cloth overcoats, men's, boys', women's and misses, in excess of $50 each; waistcoats, men's, sold separately from suits, in excess of $5 each; dresses, women's and misses', except silk, in excess of $45 each; skirts, separate from dresses, except silk, in excess of $15 each; suits, women's and misses', except silk, in excess of $60 each; coats, women's and misses', sold separately from suits, except silk, in excess of $35 each; knitted sweaters and knitted sweater coats, in excess of $15 each. On articles of clothing the selling price of materials and cost of manufacturing when sold separately are to be combined when determining the selling price.

(3) That the excise taxes as imposed by the preceding resolutions shall be paid by the purchased to the vendor at the time of sale and delivery for consumption or use, or on importation for consumption or use other than for resale, on the duty paid value, in addition to the duties of customs already imposed, and by the vendor to his Majesty, in accordance with such regulations as may be prescribed.

(4) That the following excise taxes be imposed, levied and collected on the articles hereinafter specified, namely:

(a) A tax of three per cent. on: Chewing gum, or substitutes therefor.

(b) A tax of five per cent. on: Pianos not exceeding $450 each, and organs not exceeding $150 each (other than pianos and organs for religious and educational purposes.)

(c) A tax of ten per cent. on: Boats, yachts, canoes and motor boats (provided that on satisfactory proof being furnished that these articles will be used for trading or commercial purposes, the said tax shall not be collected); cameras weighing not more than 100 pounds; confectionery, which may be classed as candy, or a substitute for candy. (This item not to include goods packed ready for sale in cartons or other packages bearing thereon the name of the manufacturer selling by retail at 10 cents or less per carton, or candy known as "gross goods" selling by retail at one cent each.)

Firearms, shells or cartridges for use other than for militia purposes; pianos exceeding $450 each, and organs exceeding $150 each (other than pianos and organs for religious or educational purposes); mechanical player pianos, graphaphones, phonographs, talking machines, music boxes and records used in connection therewith, or with any musical instrument; musical instruments (other than band instruments) not elsewhere specified; chandeliers, except for church, in excess of $12 each; gas and electric light wall brackets, in excess of $3 each; gas and electric light fixtures, not elsewhere specified, in excess of $3 each.

(d) A tax of 15 per cent. on: Automobiles adapted or adaptable for passenger use retailing for not more than $3,000 each, and a tax of 20 per cent. on such automobiles when retailing for more than $3,000 each.

(e) A tax on playing cards for every 54 cards or fraction of 54 in each package; when selling at $24 or less per gross package, 15 cents per package; when selling in excess of $24 per gross packages but not in excess of $36 per gross packages, 25 cents per pack; when selling in excess of $36 per gross packages, 50 cents per pack.

(f) A tax of $2 per gallon: On rum, whiskey, brandy, gin, wines containing more than 40 per cent. proof spirits, cordials, liqueurs and spirituous and alcoholic, liquors not otherwise provided for in this resolution suitable for beverage purposes (not including alcohol used in the process of manufacturing articles of commerce in which the alcohol is destroyed and from the resultant products of which it cannot be recovered).

(g) A tax of 30 cents per gallon: On ale, beer, porter

Continued on next page

Tax Resolutions Have Now Become Law in Canada

Continued from page 55

and stout; on wines of all kinds except sparkling wines, containing not more than 40 per cent. of proof spirits.

(b) A tax of $3 per gallon: On champagne and all other sparkling wines.

(5) That the excise taxes as imposed by the preceding resolution shall be payable on the duty-paid value in addition to the present duties of excise and Customs at the time of sale by the Canadian manufacturer, or when imported, or when taken out of Customs or excise bond, but shall not apply to such articles when exported, and shall be accounted for to his Majesty in accordance with such resolutions as may be prescribed.

(6) That the following excise taxes be imposed, levied and collected, at the time of importation, or when taken out of Customs warehouses for consumption on the duty-paid value of the articles hereinafter specified, namely:

(a) A tax of 20 per cent.: On medicinal or medicated wines, Vermouth and ginger wines and patent and proprietary medicines containing alcohol, but not more than 40 per cent. of proof spirits.

(b) A tax of $2 per gallon: On lime juice or fruit juices, fortified with or containing more than 25 per cent. of proof spirits; on spirits and strong waters of any kind, mixed with any ingredient or ingredients, as being or known or designated as anodynes, elixirs, essences, extracts, lotions, tinctures or medicines, or ethereal and spirituous fruit essences, not otherwise provided for in this resolution; on alcoholic perfumes and perfumed spirits, bay rum, cologne and lavender waters, hair, tooth and skin washes, and other toilet preparations containing spirits of any kind.

(c) A tax of 50 cents per gallon: On lime juice and fruit juices fortified with or containing not more than twenty-five per cent. of proof spirits not otherwise provided for in this resolution.

(7) That every person selling or dealing in the articles upon which taxes are imposed as prescribed by the foregoing resolutions may be required by the Minister to take out an annual license therefor, for which license a fee not exceeding $2 shall be paid.

(8)—(a) That in addition to the present duty of excise and customs a tax of one per cent. shall be imposed, levied and collected on sales and deliveries by manufacturers, wholesalers or jobbers, and on the duty paid value of importations; that in respect of sales by manufacturers to retailers or consumers, or on importations by retailers or consumers the tax payable shall be two per cent.; that the purchaser shall be furnished with a written invoice of any sale, which invoice shall state separately the amount of such tax to at least the extent of one per cent.; that such tax must not be included in the manufacturers' or wholesalers' costs on which profit is calculated; and the tax shall be paid by the purchaser to the wholesaler or manufacturer at the time of such sale, and by the wholesaler or manufacturer to his Majesty in accordance with such regulations as may be prescribed, and such wholesaler or manufacturer shall be liable to a penalty not exceeding $500 if such payments are not made, and in addition shall be liable to a penalty equal to double the amount of the excise duties unpaid.

(b) That the Minister may require every manufacturer and wholesaler to take out an annual license for the purposes aforesaid, and may prescribe a fee therefor not exceeding $5, and the penalty for neglect or refusal shall be a sum not exceeding $1,000.

(c) That any such tax, costs or penalties may, at the option of the Minister, be recovered and imposed in the Exchequer Court of Canada, or in any other court of competent jurisdiction, in the name of his Majesty.

(d) That this tax on sales shall not apply to sales or importations of: Animals, living; poultry; fresh, salted, pickled, smoked or canned meats; canned poultry; soups of all kinds, milk, cream, butter, cheese, buttermilk, condensed milk, condensed coffee with milk, milk foods, milk powder and similar products of milk; oleomargarine, margarine, butterine or any other substitutes for butter, lard, lard compound and similar substances; cottelene; eggs; chicory, raw or green, kiln dried, roasted or ground; coffee, green roasted or ground; tea; hops, rice, cleaned or uncleaned; rice flour; sago flour; tapioca flour; rice meal; corn starch; potato starch; potato flour; vegetables, fruits, grains and seeds in their natural state; buckwheat, meal or flour; pot, pearl, rolled, roasted or ground barley; corn meal, corn flour; oatmeal or rolled oats; rye flour; wheat flour; sago and tapioca, macaroni and vermicelli; cattle foods; hay and straw; nursery stock, vegetables, canned, dried or desiccated; fruits, canned, dried, desiccate or evaporated; honey; fish and products thereof; sugar, molasses, maple, corn and sugar cane syrups and all imitations thereof; ice; newspapers and quarterly, monthly and semi-monthly magazines and weekly literary papers unbound; gold and silver ingots, clocks, bars, drops, sheets or plates unmanufactured; gold and silver sweepings; British and Canadian coin and foreign gold coin; materials for use only in the construction of ships; anthracite and bituminous coal and coal dust, lignite briquettes made from anthracite or bituminous coal or lignite, coke, charcoal, peat, wood for fuel purposes; electricity; calcium carbide; gas manufactured from coal; calcium carbide or oil for illuminating or heating purposes; fibre for use only in manufacture of binder twine; ships licensed to engage in the Canadian coasting trade; artificial limbs and parts thereof; donations of clothing and books for charitable purposes; settlers' effects; articles enumerated in schedule "C" of the West India agreement or to articles purchased for the use of the Dominion Government or any of the departments thereof or by or for the Senate or House of Commons.

A drawback may be granted of the tax paid on goods exported, or on materials used, wrought into or attached to articles exported.

(9) That a stamp tax of two cents be imposed, levied and collected on the promissory notes and bills of exchange, and advances made by a bank by way of overdraft of the value of $100 or less, and that a tax of two cents additional be imposed on every $100, or fractional part thereof, in excess of $100.

(10) That a stamp tax of two cents be imposed, levied and collected on each $100 of face value, or fraction thereof, of stock transferred.

(11) That the provisions of the said act relating to moving picture films, and all other provisions of the said act inconsistent with these resolutions, be repealed.

The Budget Finds a Friend

Retired Member of the Dry Goods Trade Points Out Some of the Reasons Why He Thinks the Minister of Finance is Justified in Drastic Means.

IT is hard to find a friend of the budget's in the trade, but even though a very large majority in almost every line of manufacture feel disposed to criticise severely Sir Henry Drayton's scheme of taxation, Dry Goods Review found one of the oldest men in the trade to-day, willing to give the Minister of Finance credit. This man has been retired for some years, but he is, nevertheless, in close touch with affairs of the dry goods world, and with his consent, in the best interests of the trade, the following remarks based on a recent interview are published. These, it will be noted, draw attention in a very fair way to the "other side of the question," and although the trade in general in its own interests cannot concede to the arguments on the whole, it must be admitted that this retired member of the trade has a sane and very logical grasp of the conditions that exist in the Dominion today, and that must be faced. This man, along with a great many others, both in and out of the trade, believes that the period of hard times, which history has revealed as the aftermath of every big international struggle, must surely come to all the countries actively involved in the Great War. Canada cannot hope to be exempt; for although she is rich in many ways she is poor just now in some of the most essential factors that go towards successful nationhood. Canada's citizens are prone to considerable laziness just at this time, and until they are willing to give the quality of work that corresponds to the high wages which they are asking, the "high cost of living" will not be solved.

Business Hit Hard

The Budget is actually one of the first steps towards solving this abnormal condition according to Dry Goods Review's informant, who draws attention to the fact first of all that Sir Henry Drayton is frequently denounced among the tradesmen these days as the ruthless slaughterer of business.

"Doubtless he has given a rather lengthy insertion of the cold steel to many businesses," he says, "as almost every line has called in its travellers and buyers as well are being hailed to the home port. During the last week the communique has reported that business is at an absolute standstill in various lines.

"Drayton's tax is a decidedly ill wind for many people but before the man who is hardest hit gives his opinion that it is ruinous he should take a look at the other side of it. Sir Henry has a reputation already as a shrewd solutionist of the country's economic problems and he did not levy this unexampled tax without considering first what its effect would be in each quarter.

Orgy of Spending

"Every student of affairs in Canada has realized during the last three years that this country was in the throes of a mania for extravagance that was affecting the whole world. It started during the war and instead of abating afterward it continued to gather momentum. Every person also agreed that there has to be a stop to it somewhere and no means of putting the brakes on could be found until the Minister of Finance closed the throttle and slammed the brakes on hard with this tax.

Living Beyond Their Means

"The spirit of the spendthrift is rife in the land as can be seen on every hand. Men who never paid more than two dollars for a shirt before the war are paying twelve dollars and more for silk ones now. No girl will wear anything but silk hose. Women who have absolutely no right, according to their means, to purchase expensive silk dresses are buying them.

"People generally are spending more than they have any reason to spend and by one system or another have to be stopped.

"The Drayton tax is perhaps about the best stopper to be found. Sir Henry has simply made unnecessary things so expensive that it pinches the spendthrifts so hard they are bound to stop, think and decide to do with cheaper materials until they are better able. One year, or perhaps less, of this pressure should rid the country of the mania and things should resolve themselves back as close to the normal as its possible to get them, in view of the high cost of labor."

Straight From the Shoulder

In the meantime Sir Henry is merciless with business. Six representatives of trades dealing in luxuries, jewelry, the foremost, interviewed Sir Henry and told him that his tax would simply cut their business in half.

"If it will it will have accomplished its purpose," was his reply. "The amount of money spent on your wares has been entirely out of reason."

"It is hard, of course, on the men who must be sacrificed," admitted the one-time member of the trade, "but if they are patriots and make their view broad enough to compass the effect of the tax from Halifax to Vancouver they will see that signs of health will soon be appearing in a country that has been decidedly sallow with a life sapping illness for three years."

Stimulate Wool Growing

Another veteran who is still in the trade, was asked to express himself on the effect of the budget on the dry goods field and his reply was somewhat unexpected.

"I think it has been handled in a rather clumsy fashion, and that some clauses will have to be done away with, but on the whole it is just what the country needs to help increase domestic production," he said. "Canadians have long been educated up to the idea that certain fabrics and articles are good because they come from a foreign country or from the Motherland across the seas, and that the home-grown products are inferior. This is true in the case of woollen goods and it is just one very obvious example.

"Just as good woollen materials can be produced in Canada as anywhere else in the world, but it has been easier to let some one else experiment with and improve the weaves," he added. "Canada was content to manufacture the raw materials, but the budget will help her to realize further possibilities."

Industry Growing

In view of these remarks it is interesting to note that in 1914, but 15,000,000 sheep were raised in all Canada. Last year this number had been increased to 50,000,000, and Canada is now producing 350,000,000 pounds of wool a year. The Government has encouraged sheep ranchers to raise better breeds, and much has been accomplished towards the better grading of wools. Coarse lines are available in greater bulk but finer wools, home-grown and available on the Canadian market, are increasing.

A retail clothier told Dry Goods Review just a few days ago that for years he had carried good reliable Canadian manufactured tweeds, but that they were harder to sell always than the Scotch and Irish tweeds at higher prices.

It was his belief that the enforcement of taxes on certain high priced imported goods would force Canadians to wear lower priced goods made at home and coarser in quality no doubt, but wearable and durable and quite suitable for people of moderate means.

"The people who can afford to pay any price will continue to buy imported goods in spite of the luxury tax," this man stated, "but people with limited means will seek for the goods manufactured at home costing less and it will undoubtedly help production."

Advises Conservative Buying With Due Regard to Necessities of Legitimate Trade

Lyon Cohen, of Montreal, Does Not See Any Blue Ruin Ahead — Thinks Merchants Are Thoroughly Alive to the Situation — Much Depends on the Action of the Banks.

IT IS not the opinion of Lyon Cohen, of the Freedman Clothing Co., Ltd., of Montreal, that the retailer needs a great deal of advice as to how he should buy and conduct his business generally during the remaining months of the year. The retailer, he thinks, is quite alive to the situation. He bases his opinion to a considerable extent on the buying that is being done for Fall of the present year by retailers throughout the country, buying that shows a conservativeness with due regard, however, to the legitimate requirements of the season. In Mr. Cohen's opinion the banks of Canada are to be the final court of appeal in the clothing situation, in fact, in the whole finaancial situation, as it will develop during the months that lie ahead. He does not believe that the manufacturer and the retailer are in a very different position so far as goods on hand are concerned. Manufacturers, like many retailers, bought very heavily during the period of extreme optimism of the last few years. Some of these goods are still coming in, and while it is perfectly true that they cannot be duplicated at the same prices, they do not feel that they want them on their shelves because of the danger of over-stocking with the consequent financial obligations at a time when banks are strongly advising caution and curtailing credits.

The Retailer's Position

The position of many retailers, according to Mr. Cohen, is somewhat like this: He has bought quantities of goods for Spring business which, because of the weather and the somewhat curtailed buying of the public, have not sold any too well. During the last few years he has made money and has paid his bills; some of these profits have been used up in store improvements, the rest in ways best known to himself. A dull season has overtaken him, however, and he is not just in the position to pay his bills as he had hoped to be with the Spring business off his hands. Immediately he asks for time from the manufacturer or the wholesaler. The manufacturer or wholesaler is convinced of his honesty and is willing to extend the time. But here comes the question. What of the boss? In other words, what will the banks do? If the consuming public stops buying to a great extent, and if the banks squeeze too hard—well, there will be a panic. The sales of the past month have indicated that the retailer is making an effort to get the money to pay his bills. But if he can't get it, he can't, and that is all there is about it. It would mean that some men would be forced to the wall.

Panic Not at All Likely

But Mr. Cohen does not look for a panic because he thinks the retailer is conducting himself and his business wisely. The retailer, he thinks, has taken to heart the advice of the bankers and is doing all he possibly can to keep his assets as liquid as possible. Moreover, he is buying as sparingly as possible. "We are advising our customers," said Mr. Cohen to Dry Goods Review, "not to overbuy, but, at the same time to purchase according to their legitimate wants. Last year, on account of the great scarcity of goods we were compelled to make allotments to many customers; this year, for Fall business we have not been compelled to do this because the customer, in the great majority of cases, is buying more carefully. Merchants are alive to the situation and are not buying more than they want. Unlike last year, they are not now worrying about deliveries, knowing that they stand a much better chance of getting the full deliveries and they are not forced to search the markets to such an extent for goods as they were last year."

Sees No Drop in Prices in Sight

Despite all the talk for lower costs of clothing, Mr. Cohen did not see that lower prices were in sight as yet. The new tariff, he thought, might have the tendency to drive people to more economical buying, and they might buy cheaper clothing. "With all our desire," he said, "to curtail the cost of living, the cost of labor is continually mounting, and the cost of the raw materials is still going up. In the face of these two facts —increased labor costs and higher costs of raw materials—it does not look as if there will be a possibility of reducing the costs of clothing or general merchandise. The Canadian mills are just out with new prices and are asking increases of from 10 to 20 per cent. over prices for the same materials sold last year."

Should Not Get Panicky

Mr. Cohen strongly advised that merchants in these uncertain times should not get panicky. "Therefore, merchants," was Mr. Cohen's conclusion, "while they would be well advised to be conservative in their buying, they should not be panicky but should buy for their legitimate needs." Regarding their business —and it was on this that Mr. Cohen based much of his summary of the situation—he said it had never been better in their history, on the whole. The West, he said, was buying very sparingly. So far as sales for Fall to date were concerned, he stated that, up to the present time they had had the best season of their history. "Our sales for Fall have been spendid," he said. "With the exception of the West they have been equal to those of any other season."

Prices Still Up; Deliveries Slow

Little Hope for Change in Cotton and Woolen Industries

In view of John Patterson, of Montreal, a man who keeps in the closest touch with the woolen and trimming industry, there is little in the conditions of these industries to warrant lower prices or better deliveries. Regarding prices and deliveries, Mr. Patterson said every one hoped that there would be a little easement in the situation before long that two considerations had to be taken into account—raw material and production.

"The question of raw material is very acute," said Mr. Patterson to a representative of Dry Goods Review, "and there does not seem to be any immediate hope of this being overcome. Neither is the difficulty of production, one to be easily solved as labor seems very unsettled, resulting in a glowing up of the mechanical end of production; and until these matters adjust themselves we can hardly look for steady progress in production.

"Regarding prices, there is a real reason for the high prices prevailing and a reasonable expectation that they will containue so for some time to come. One reason is the successful demand of the cotton mill employees for more pay and shorter hours which mill owners were compelled to grant. The other is the increased public demand for all cotton materials which has brought about a condition whereby the buyers are competing before the product is off the looms. For this reason very few goods come on the open market. Unfortunately, this condition cannot be rectified by an arbitrary price-fixing regulation or Government commission.

"The real trouble is that there are not enough goods to go round and the only remedy is more production with more goods. This condition may rectify itself within the next few years as the demands will become so great that production will thereby increase on account of the high prices that will attract more capital in the industry.

What Does "Satisfaction Guaranteed" Mean? Does Responsibility End with the Sale?

What Do You Say to the Irate Customer Who Complains That His Silk Shirt Has Faded in One Washing or That There is a Hole in His Suit After Two Pressings?— Know Your Neighbors.

SATISFACTION guaranteed" is a very common phrase seen in many advertisements and displayed conspiciously in many clothing and haberdashery stores. Perhaps it has become so common in its use that its meaning is lost or there is no serious attempt to carry out this promise to the customer. In the rush of the twentieth century, one is too apt, perhaps, to make a sale and, having done so, forget all about it. If satisfaction results from the sale, well and good; if not, you are sorry, but to the irate customer you explain that it is really not your fault if good dyes are not put in shirts or if a poor quality of cloth goes to make up the suit he bought which gave so little satisfaction. This customer comes into your store to show you how his shirt faded out in one washing, or to show you a hole that came in his suit after he had had it to the presser's twice. Your halting explanation sems only to make matters worse, the irate customer walks out of the store more irate still; and you have lost a customer who may have friends to whom he tells the story. And the little ripple started soon develops into quite a sized wave of indignation against your establishment. The result is obvious.

Responsibility Goes On

The fact of the matter is that, to a merchant who is trying to do a good, honest, business, responsibility does not end with the sale of the article which passes over his counter. It goes on until that article has given the service which you have advertised as a principle of your business. "Service" is one of the strongest words in the commercial calendar; and a serious inclination to live up to it will soon establish a good business. It is to your interest to see and to know that that shirt you sold to John Smith is what you represented it to be. He asked you if it would wash. You said it would. And when he asked you that question he meant (and you should have understood him so) would it hold the color in laundrying.

Laundryman Passes the Buck

It is a very easy thing for the laundryman to pass the buck to someone else. All he has to do is to explain that there are so many inferior goods on the markets these days, due to haste in production and to the fact that good dyes cannot be secured, and the reason for the torn shirt or the faded colors is given to the satisfaction of an ignorant customer. But if you are a wise merchant you can easily take time by the forelock and, perhaps, evade the unpleasant incident that will follow when the irate customer comes back to your store to complain of the cheap shirt which his friend, the laundryman, tells him you sold him. If that incident is to be avoided, certain knowledge must be in your possession before the sale of the shirt is made.

The Spoiled Suit of Clothes

Even more important is it that this knowledge should be in your possession before you make the sale of a new suit of clothes. With clothing at its present prices, it is a considerable shock to the average customer to have to buy a suit to-day, and when he has bought it he wants a reasonable assurance from the vendor of the suit that it is what it is represented to be and that it will give good service. Well, he bought the suit and paid your price for it with a little kicking, but not much. You told him that it was first-class quality, made by one of the best houses in the country, that the workmanship on it was all that was to be desired, and, with the sale, there was satisfaction guaranteed. Only a few months have passed and he is back in your store with the self-same suit with a hole in it. You have made all the explanation that you can think of, but the customer is still unsatisfied and he has a feeling deep down in his heart that "satisfaction guaranteed" meant but very little in the case of the sale of the suit of clothes. You have told him that all manufacturers are dishonest when they say that that line contained eighty per cent. of wool.

Know Your Neighbors

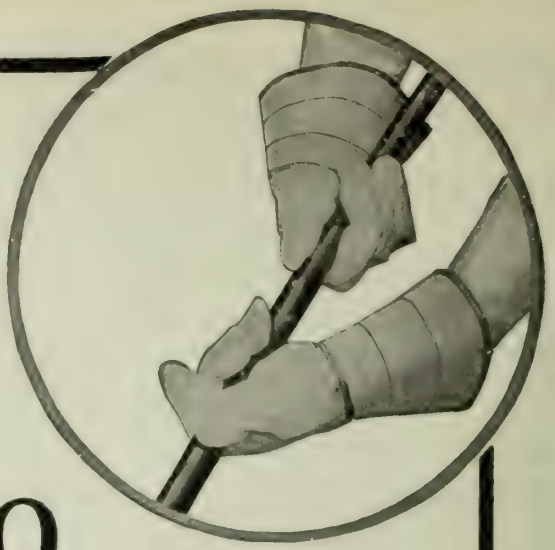
The fact of the matter is that the men's wear trade, with prices as high as they are now, requires more attention than ever. Service, more than ever before, should mean something to the retailer. "Satisfaction guaranteed," should be a real principle of business, not merely a showcard hanging up in your store. The torn shirt, the faded colors, and the spoiled suit may be absolutely no fault of yours, only insofar as you were negligent in the acquaintanceship of the men who were to handle that shirt or that suit of clothes after they left your hands. There are good laundrymen and there are bad laundrymen; there are good cleaners and pressers, and there are bad cleaners and pressers. The retailer is the man on whom the blame usually falls, because he is the medium of exchange between the buyer and the maker. The buyer holds you responsible for the quality of the article he buys. He believes you to be an expert in selecting good quality clothes and fast colors in shirts; he knows nothing about such things, but he took your word for it when you said they were what you represented them to be. If that has not been the case, you are the one who is to be shouldered with the blame.

Every retailer would do well, when selling a high-priced shirt or an expensive suit of clothes, to know a good deal about local laundries and cleaners and pressers. Many laundrymen are none too careful in the handling of shirts, and the machinery which they use may easily tear the silk fibre. The mere fact that a man can wash the dirt out of linen is no guarantee that he is a laundryman; he could do the same thing to a dirty pavement and then he would be known as a street-sweeper. And there are cleaners and pressers (or men who are engaged in cleaners' and pressers' establishments) who know absolutely nothing about the powerful acids that are used in cleaning and pressing, or the effect these acids will have on a costly garment. The hole that has made its appearance in the new garment, in all probability, is due to the fact that too much of this acid has been applied by a careless or ignorant worker. And he has very cheerfully explained to the irate customer that you sold him a poor suit of clothes, and that it was not what you represented it to be.

You ought to study your neighbors. Know a good laundryman and a good cleaner and presser, and don't hesitate to recommend him to your customer when he is buying a suit of clothes or a fancy shirt. There are some stores that go the length of attaching a card to the suit of clothes when sold directing the customer to a tried cleaner and presser. A suit that is kept in shape and always looks well is a good advertisement to your store.

It is to your advantage to have your clothes well kept, your haberdashery giving the service you advertised. And that interest can only be manifested by an intimate knowledge of the men who are to handle those goods after they have pased out of your immediate hands.

Selling Strength



The selling strength of your glove department depends on the merchandise you feature.
TAPATCO WORK GLOVES offer you a combination of materials and workmanship that has increased the "selling strength" of many glove departments.
Orders now being received indicate that hundreds of Canadian merchants realize more than ever, the importance of tying-up to a line of work gloves that can be depended on to wear—and wear—and wear.

TAPATCO
REGISTERED TRADE MARK
BRAND

"TAPATCO" COLLAR PADS.

A line with ever-increasing sale

A pad so well made that it gives long service with hooks so secure that they never work loose. Used from one end of Canada to the other to protect the necks of horses. They prevent friction and so remove all possibility of sores, galls and chafing. Get your share of the big business that is being done with this line among Canadian farmers.

GLOVES & MITTS

MADE OF BEST GRADE CANTONS

Gauntlet, Knit Wrist and Band Top
In Heavy, Medium and Light Weights
Also in Leather Tip and Leather-faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxfords

The American Pad & Textile Co.
CHATHAM, ONTARIO

Deacon Shirts

are made to serve almost every purpose

We manufacture

STARCHED SHIRTS
WORKING and OUTING SHIRTS
FLANNEL SHIRTS
BOYS' WAISTS
SATEENS
OXFORDS
TWEEDS
DRILLS
Etc.

The Deacon Shirt Co.
Belleville Ontario

Special Values

"Direct from Mill *to the Trade"*

"Through Commission Merchants"

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds

Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK ASSOCIATION **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

ON account of
THE HEATHER MILLS COMPANY, Selkirk (Scotland)
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Stocks of all the above on hand.
Ready for immediate shipment.

C. E. ROBINSON & CO.

Importers
Mappin & Webb Building
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MONTREAL
Commission Merchants


Hotel Marie Antoinette
BROADWAY 66TH & 67TH STS
New York,
March 6th, 1920.
M. R. Mallinson & Co., Inc.,
Madison Avenue and 31st Street,
New York City.
Gentlemen:
The new silk is ravissante!
So supple, so adaptible, so chic! And you tell me that it comes in all the beautiful colors.
I thought nothing could be as exquisitive, so radiant, as inspiring as your marvellous Mumsi-Kumsa and Dew-Kist, your shimmering Dream Crepe and your-what do you call it? -Russy Willow with its curious, fascinating designs, that you showed me the other day.
But here is this new silk with all the spontaneity, all the eclat, all the enchante that I give to my dances.
I am delighted to have you name it
FOKINA SATIN
Merci, Gentlemen
Vera Fokina
FOKINA SATIN
(Trade Mark Name)
A decidedly new MALLINSON creation—different in texture—different in weave—"as spontaneous and ravissante as a Fokina dance."
The ready-to-wear designer, always alert and eager for a fresh inspiration, will discover in it opportunities for adding genuine beauty and distinction to the creations for the season.
The name MALLINSON on the selvage marks the genuine.
H. R. MALLINSON & COMPANY, Inc.
"The New Silks First"
Madison Avenue—31st Street—New York

Paris Orders All-White for Holidaying

Charming One-piece Costumes and Smart Tailleurs in White Woollen Fabrics Accompany Well-gowned Parisiennes to the Sea Side or Country Clubs — Voiles Are Dainty For Mid-Summer.

Paris, France,
June, 1920.

EDITOR, Dry Goods Review: — I will, this month, deal with the Woollen White Fabrics that constitute the most important part of clothing for the Summer, either at the sea side, or in the country, on the tennis lawns, etc.

We shall wear, either some one piece dresses or fancy tailor costumes, and I, therefore, refer you to my letter of last February, where I gave you some hints on the fashions just shown by couturiers. I have nothing to alter to it, as all the information I gave you then is now in full display.

Some of the White Novelties

To be made into dresses, we shall have:

No. 1.—Duvetyne for dresses, a glossy material that looks like velvet, which would make some pretty chemise gowns, narrow, quite flat, with very short kimono sleeves, a large embroidered organdie collar, leaving the neck quite free (Mary Stuart style, or sailor shape) and a black patent leather belt.

No. 2.—Casha, a cloth I have already told you about; you can easily see the camel's hairs woven into it. It will stand pleating very well, and we might, therefore, have a skirt entirely pleated, whether one piece, or made of two or three tunics, with a flat little bodies, and one of those so-called jackets, very loose, going down just below the waist, with short pagode sleeves, no collar, fastened by a ribbon. A little "broderie au passe" in bright shades would enliven it, and the sleeves would be all the better for it.

No. 3.—Serge Foulard, so-called because it is very supple, will do for the same purposes. It would also make some pretty costumes for little girls, and waists for tiny boys with a pair of navy serge pants, and braces made of the same cloth.

No. 4.—Crepella, ought to be made into a fluffy gown, for its lightness needs fullness, and flounces would show the material to best advantage. Blouses would be very becoming too, especially if brightened up by a band of colored material, or a tie, a sash, etc.

No. 5.—Voile Barbeline, a sample of voile which ought to be used extensively during the Summer. It is a washable material that could be made into all sorts of garments, whether for ladies or young girls.

No. 6.—Nessa, a thicker cloth, of a very particular weave that will do mostly for tailored costumes to be worn at the seaside, where fairly warm garments are needed.

The same applies to No. 7, also peculiarly woven, and coarse in appearance.

No. 8, is a pattern of white striped cloth to be used in connection with serge



A Delightful Trio

"Tres Chic" are these three demure costumes, revealing the draped panel, the bouffant hip, the scalloped hem and the varied sleeve models. Three waistlines are shown, also three very swagger small chapeaux. The toque's plume and the high backed poke are very good.



Ready for the Bois

Three pretty models described by Miss Gsell, which illustrate the tendency even in soft Summer dresses towards the distended hip line. Note the normal waist and the brevity in two instances of the sleeve. Described in detail in accompanying letter.



New Blouse Vagaries

These three little waists from Paris reveal the vogue for over-bodices of many types—the monkey jacket, the Russian and the two-tiered tunic are here shown with ruffles, gathers and smart embroideries to enhance their appearance.

or casha. It might even make whole costumes, and in that case, the trimmings might be white or red.

No. 9.—I would rather use as a trimming on a coat, although, of course, it would be very effective if used alone.

No. 10 is called Velursine, and looks like velvet. It is a very glossy velours de laine, always so cosy and nice to wear.

No. 11.—Matelotine, will make some dainty sailor dresses and nice wrappings.

No. 12, a Duvetyne, coarser than No. 1, is specially intended for travelling coats to be worn when motoring to Deauville or Biarritz.

Pretty Voiles Made Up

Continuing now my letter of last month on voiles and cotton fabrics, I will show you how to make up the patterns sent you, into pretty dresses or blouses:

No. 1.—Is a dress entirely made of the white fillet and embroidered cloth which would be very plain, but for the sash that hangs down into a very big loop of a very effective look. Notice the sunshade made of mauve silk, with a band of material matching the dress.

No. 2.—Is intended for a young girl. It is entirely made of this blue material but for the sash that is plain, and has a flower to match at the waist and for the tiny white frill that edges the neck, the sleeves, and the bottom in a rather unusual manner. The hat is in the same blue color.

No. 3.—Is composed of an underskirt in plain pink voile covered with a very long tunic with panniers in printed fabric. Notice the plain collar that ends in a tie in quite a new way.

No. 4.—Is made of dotted voile as sample sent, and the trimming consist of a frill of plain voile accordeon pleated that hangs down the skirt into a shell edge way. The bodice is almost covered by a similar frill and we have a white waistcoat.

The hat is white with a garland or roses in the blue shade of the skirt. Mind the sunshade with a fringe: it may be in silk, in beads or even, in some cases, in black monkey fur. (Original but not very pretty!)

A New Material

No. 5.—Is made of a new material that looks pretty and youthful. We have two panniers on each side. Although panniers are mostly seen on evening dresses, in such light gowns as these, they are very effective. In above dress, we have only the neckline in plain white organdie.

No. 6.—Is intended for a very young lady, who may venture to show her arms almost up to the shoulders. Besides, the cerclette which you guess is sewn under the skirt is acceptable only in young ladies' day-garments. So are the green flowers that underline it. The belt, sleves and neck borders are in white organdie.

For the Races

No. 7.—This will make a nice dress to be worn at the races. The plain narrow skirt covered with that long tunic deeply open in front, the belt, the lace underbodice give it an elegant line quite fit for that purpose. The black lace hat accompanies it in a charming way.

No. 8.—Is quite as pretty, although quite different. You see how accordeon pleating is devised here, and how the plain blue band around the sleeves and neckline (in U shape, as explained previously) make it very neat. The hat, a mixture of vellow and blue silk matches it, and is certainly smart too.

We have now three blouses, including:

(a) A tunic made of voile as sample, trimmed with a chicoree of white organdie around the neck, is slightly gathered in at the waist on each side, and continued into a double basque, also edged by a chicoree.

(Continued on page 64)

Tulle and Tunics

These two smart costumes are for the discriminating matron, hence the very smart pleated hip draperies applied at a low line and the irregular hemmed tunic gathered beneath a draped bodice. The picture hats are of lace and tulle, with a rose and a bird.



Large Stocks of Wool in Australia

The handling and disposal of the Australian wool clip for the season 1920-21 is at present receiving much consideration. The Imperial Government purchased the last five clips, but the arrangement, which worked out most satisfactorily for Australian interests, will terminate on June 30. It is estimated that the British Government is at present holding, either in England or Australia, but principally in Australia, between 1,500,000 and 2,000,000 bales of Australian wool. The placing of the 1920-21 clip on the market before the present supplies are consumed by the manufacturers would, it is feared, result in a collapse in prices that would prove detrimental to the growers.

The Australian Government has, during the past few seasons, bought the clips at a price in the neighborhood of 1s. 3½d. per pound, the vendors being accorded the right to 50 per cent. of the profit, should the Government re-sell the wool. It is estimated that there will actually be between £60,000,000 and £70,000,000 for distribution from these profits. Under the Government purchase scheme it has been a comparatively easy matter to finance operations, but without Government aid this problem will be a difficult one to solve. It is thought that it will be necessary to carry the future clip in store for a considerable period. The buildings erected during the past three years afford accommodations for more than 1,000,000 bales, but the problem of financing the carrying of such a stock is a serious one. It must be remembered that the majority of the Continental mills are not yet operating to full capacity. It is also reported that large stocks of wool are held in the United States.

PARIS ORDERS ALL-WHITE FOR HOLIDAYING

(Continued from page 63)

(b) Is the present kimono-low neck, square with a band of embroidery or printed material, very short sleeves and some gatherings under the arm to make it quite flat in front, so that it matches, if necessary, the deeply gathered skirt often devised.

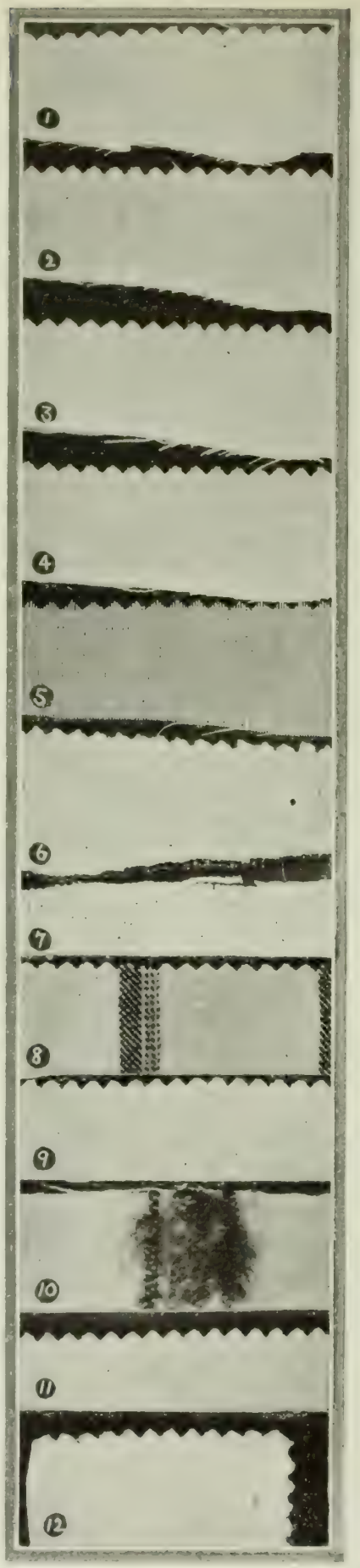
(c) Is also a kimono, but much longer than the former, having a basque gathered in below the waist line. We still have the U opening in front, and, as the blouse is very wide at the neck, it needs no fastening, and is slipped over the head.

Please note the ways the hair is done in above sketches. Also the shapes of the hats, and the various types of shoes shown. All are of the latest styles.

Next month, I will tell you more about these sundry items.

Yours truly,

Jeanne Gsell



French Fabrics

Samples of white Summer materials described in Paris letter.

Present Conditions Will Continue For Indefinite Period

Scottish Woolen Goods Authority Tells Reasons for High Prices

Buyers of woolen goods cannot afford to rely upon imports from Great Britain, for if they have been counting on increased shipments from the Motherland they are likely to be disappointed. Britain, like Canada, is burdened with the problems of lowered production and increased costs and to further the difficulty the demand for every yard of available goods keeps pace with insistent requests from foreign buyers. In a recent report a well-known Scottish manufacturing firm states:

"Nearly every woolen manufacturer, both in England and Scotland, is practically filled up with Winter orders to the end of 1920.

"That clearly points to a considerable curtailment in the quantity of goods available, and also to delay in the delivery of Spring goods for 1921, as in normal times the large proportion ought to be delivered in October, November and December of each year.

"There are large visible supplies of wool, but not more than enough for the world's necessities, and therefore prices must rule high until the supply overtakes the demand.

"Apart altogether from the price of wool, there is the enormous advance in the value of all raw materials used in manufacturing, and the very high price of coal, and the very large increase in wages of all grades of operatives. These conditions have apparently come to stay for an indefinite period.

"The productive power of the woolen machinery of this country is quite inadequate to meet the world's demand for woolens, and this is accentuated by the decision of the Yorkshire topmakers against working a night shift. So even if wool and raw materials were lower in values, this factor of production in conjunction with what we have previously stated would alone account for the present unprecedented high prices of finished goods.

"Until the Continental nations have fully recovered from the terrible ravages of the late war, and are able to compete with this country for the markets of the world, we see no hope of reduced values in the finished woolen goods. At present, prices are from five to ten shillings per yard higher than a year ago, and may go still higher."

Mr. A. J. Freiman, Rideau Street, Ottawa, has purchased the whole of the general dry goods stock of R. Waldron, Kingston, Ont., and has removed it to his Ottawa store to be disposed of at special prices. As the goods were valued at close to $140,000, this is one of the largest deals of the kind in this district.

Silk Sales Getting Brisker Again

Wholesalers Have Had Hard Spring, But Better Demand From Retail Trade Brightens Up Situation—Look for Good Season After July—Japan Reports Higher Prices in August—European Silks Firm

THE silk wholesalers have had a hard time of it for many weeks now, but business is steadily improving, and according to our latest advices silk prices will advance considerable towards the end of July or the first of August," stated a big silk importer in Toronto this month. "We have been selling practically all our lines at a loss for some little time, and it is no secret that the silk market has experienced some heavy blows since early Spring. We will probably never again have to fight three such strong factors as those which have combined the past few weeks to make business very unsatisfactory."

The silk men all agree that the backward season, the drop in the Japanese silk market and finally the imposing of the luxury tax almost brought business to a standstill for a while.

"The thing that has hit us so hard," said one Toronto wholesaler, "was the wholesale cancellation of orders. Conditions have improved greatly, however, and the revisions in the budget will undoubtedly give a little encouragement to the retail trade.

Sales Improving

The retailers are reporting an improvement in their sales but they do not attribute it altogether to the changes made by the Minister of Finance in his original Budget.

"It is quite true that when the tax was first imposed we had hardly made a sale for some days," admitted several of the largest retailers. "People simply would not buy, but we found very shortly it was not that they wouldn't pay the money, but they simply didn't understand the tax. It would have been much better had the Government given widespread publicity to the whole scheme right away so people would understand what was being done instead of springing it on them, so that no one would know where he was at.

"For instance, many customers were under the impression that they were being held up by the stores. Women, especially from out-of-town couldn't be expected to understand the details of the Budget and no one could expect them just to hand out their money in good faith. The business girls in the cities were the quickest to start buying again, for they were the first to understand the meaning of the taxes, and just as soon as other women began to appreciate what it meant they started buying again, so that to-day our sales compare very favorably with the business done this time last summer."

Better Weather—More Sales

The weather conditions, too, have greatly encouraged buying by the retail trade and the stores everywhere are reporting brisker business and a willingness to pay prices asked for the better class goods. Things are expected to be even better when the revised tax regulations are put in force.

"No woman will admit that silk is a luxury," declared one retailer. "They get better satisfaction in wearing silk than anything else. Wool is unsuited for hot weather and cottons are almost as scarce as silks, and in many cases not as serviceable. In fact, some believe that cotton prices are going higher than silks. For this season women are buying in silks in greater quantities all the time, and will continue to do so."

Reports from Japan

Although the slump in the Japanese silk market caused considerable stir and in some cases alarm on this continent, the Japanese point of view regarding this great commodity which they export is decidedly interesting. Dry Goods Review was shown a letter this month in which one of the best versed silk men in Yokohama stated that prices would undoubtedly advance considerably again by August. This referred to raw silks and habutai. Early in June the raw silk department of one of Japan's best known firms did $250,000 worth of business in two days.

"Undoubtedly, the Japanese silk had been over-bought," said the Canadian representative of this firm. "But conditions are gradually righting themselves. Silk prices should at least be 100 per cent. higher than pre-war prices and the Jap silks are not that at present. Raw silk is selling in New York at $6 a pound at present."

Interested in Silk Prices

It is reported from Japan that the buyers for broad silks are interested in this present quotation, which is considered a fair indication of an improvement in the market conditions. It is expected that the supply of silk cocoons will be smaller in Japan this Summer and therefore the advance in mid-Summer prices.

With regard to European silks, the importers state that prices are unusually steady, although everybody is anxiously awaiting the decision with regard to the tariffs. Many believe that it will be a straight 27½ per cent. or 30 per cent. all around. Some handsome French and Swiss silks for the Fall and Winter trade are already here, and these newest importations will be illustrated in the July issue of Dry Goods Review.

European Silks Firm

Things are quiet just now and we are not denying it. We are expecting it even quieter before the first of July, and will look for a brisker period immediately after our stock-taking is completed in mid-Summer," stated the representative of a big wholesale silk house, carrying French and Swiss goods exclusively. "Our customers have grown tired of being constantly required to pay higher prices so they have just refused to buy." This wholesaler admitted the lighter demand for silks during the past few weeks, but he was not in the least worried over the outlook for Fall. "Just as soon as the need comes for woolen goods again buying will become brisker. People can economise on Summer fabrics but they must have woolens in cold weather," he said. "This has been illustrated in the case of taffeta this season. Three months ago the demand for navy taffeta almost swamped every wholesaler in the business. They simply couldn't get it cut. Just as soon as a piece came in it was whisked out again and sold to the clamoring customers of the retail trade. Our own firm simply couldn't keep up with the orders. Now, what is the situation! We have taffeta of a fine quality and plenty of it on our shelves and no demand at present."

"Do you think the vogue is waning?" This wholesaler was asked.

"I do not," was his emphatic reply, "The situation is this: Three months ago a fine piece of navy taffeta could be purchased from our warehouse at $2.95 a yard. To-day we cannot sell the same silk under $4.25 and our customers are leaving it with us, declaring that they cannot sell it if they purchase at this price.

"This has not made any effect on Swiss silks, however, for prices are firm on all our lines of French and Swiss silks, and will remain so."

This is not the case of the Japanese silks according to figures seen this month in the books of one big wholesaler.

Shantung silks selling at Chefoo for 12 in March, 1919, had increased to 36.6 in March, 1920. Another statement from Yokohama showed a Jap silk priced at $1.25 in March this year which has dropped to 82 cents this month. So it appears that the silk merchants cannot lock for a steady market from Japan just yet, although it must be repeated that the situation for the time being is considerably improved.

Swiss and French Silks Not Affected by Break

Only Finest Sizes of Silk Which Are Not Ruled in Japan Are Used in These Countries.

DRY GOODS REVIEW learns on very good authority that the break in the raw silk market in Japan does not affect the Swiss and French markets, owing to the use in these countries of very fine sizes of silk which are not reeled in Japan, and consequently, it looks as though the prices of Swiss and French silks will probably be maintained for some time.

In Japan a large portion of the silk that has been thrown on the market has been of such poor quality, that it was not of use in weaving the finer grades of silk, and consequently, the reduction in price of the heavier weights of Habutais, etc., will not be as large as in the lower weights and cheaper qualities.

High grades of silk are still very scarce and it is reported that next season's crop will probably be short, on account of unfavorable weather conditions interfering with the new crop, which is now being grown.

Futures are now quoted much higher on the Silk Exchange than for present delivery, and probably raw silk will see higher prices, as the reelers are not anxious to sell on the basis of to-day's quotations.



Practical and Pretty

Queen of the Summer modes is the gingham gown and when this splendid fabric is allied with crisp white organdie, the effect is irresistible to the fastidious devotee.

Japan Manufactures "Linen Substitute"

Laundry Reveals Real Nature of Chemically Treated Fabric

Efforts are being repeatedly made to place on the market substitutes for pure linens, so great is the demand for this household commodity and so difficult to obtain in anything like sufficient quantities. As was stated last month, an adequate supply of linen is still far in the distance, although everything possible is being done to foster the increased production of flax in Ireland in view of the continued silence of the Russian market. On the other hand, experiments are frequently being made, and it is to the advantage of the trade to know of the activities of certain enterprising interests behind the manufacture of these so-called "substitutes." For instance, samples of artificial linen made in Japan have been recently shown in Belfast. The ingenuity has been more admired than the material. The foundation is cotton cloth covered by coatings of certain substances in some cases while in others the yarn is similarly treated before the artificial linen is woven. The coating materials are various, but appear to be dextrine, gelatine, paraffin, protein and casein. Undoubtedly even in its feel this material so closely resembles the flaxen cloth that it might easily be taken for linen by others than experts. However, when once the material is subjected to the wash tub its true nature is too plainly obvious since the coating at once dissolves.

The casein covered cloth is described as the best of these "artificial linens" on the market.

Linen Continues In Strong Demand

Famine in Flux Cannot be Corrected for a Year at Least—France and Belgium Making Progress

"The underlying condition in linen markets being a famine in flax that cannot be corrected for another year, there has been a well maintained condition abroad and in the United States," says the "World's Markets" this month.

"Late reports indicate a continued small consumption in linen mills, some of the larger plants in Ireland and Scotland not operating more than 25 hours weekly. The limited quantities of flax obtainable, about two-fifths of requirements, spinners say, bring most erratic and high prices so that it is not uncommon for linens to be sold at five times pre-war prices.

"Distribution of Government linens has been world-wide and imports into the United States have been large. This has served to ease the strain of scarcity in some degree. Most of the mills that would sell beyond September are fully engaged ahead as far as they would go, a number of them having orders in hand to carry them well into 1921. Mixtures of many sorts are being used as substitutes, Italian hemp being used freely when obtainable. A great many union goods of cotton and linen are in the markets."

It is understood that Belgium and France are now making good strides in flax planting and in spinning, the latter country being disposed to use native linens in place of any imported cottons or other goods. There have been some small exports of flax yarns from Belgium but in nothing like the quantities required at Belfast and Glasgow. Scattered lots of flax come out of Russia and every possible financial inducement is given to take advantage of the breaking of the ice in Russian ports to stimulate sales.

Demand For Hemp Somewhat Stronger

Only a slight upward tendency in the hemp market, which was noticeable last month, has featured the reports for May and after a brief buying interest in Manila had run its course the market returned to its previous quiet tone. This continued upward movement is taken as an almost certain indication that production will be increased with a consequent addition to the estimated 1,000,000 bales in the Manila crop. The development of a fair demand in this market reveals a trend to meet the demands of Manila holders, who in the past showed no disposition to dispose of their stocks at less than the highest prices.

Before this was evident it was thought that as the demand in this market was not urgent and it was even expected that interest might be awakened in Mexican sisal. Such a development did not take place in spite of the report that the Yucatan crop had been taken from the growers with the intention of forcing the price up. Offers of lower grades at considerably reduced figures were taken as an indication that this was not contemplated, but recently there has been an advance in prices, and some buyers evidently in anticipation of further advances are placing moderate-sized orders. Manufacturers of binder twine are not obliged to enter the market at this time, and are therefore awaiting developments. Other fibres are rather quiet and though there has been some trading, there are on changes in prices to record.

French Card Most Colorful in Years

Shades Decreed by Paris For Fall and Winter Wear Resemble Recent Summer Cards — Beautiful Greens Top List of Vivid Hues—Delightful Shades for Millinery Purposes—Yellows and Rose Tints Favored.

DRY Goods Review subscribers will be interested in comparing the group of colors described herewith. With the array of tints sponsored by the American Textile Color Card Association, detailed in last month's issue.

The Claude Freres shade card is decribed as the most colorful thing in many a season. It looks more like an assortment of Summer tones than one featuring Fall and Winter shades exclusively; in fact, it is ever so much more brilliant than the Summer cards have been for the last two years.

The long list is headed by six beautiful light greens, termed Nil, Leman (the French name for Geneva Lake), Malachite, Prophete, Empire and Canard. All six are evidently a consequence of the recent great vogue for jade greens, traces of which are shown in each of the tones.

Next follow six rich and very beautiful American Beauty tones, bearing the following names: Rose du Japon, Dahlia, Eglantine, Rubis, Bois de rose and Amaranthe. The names of each are perfectly chosen, with the exception of Eglantine which is far too deep for wild rose (which the name implies) and Bois de rose, a warm garnet shade, in no wise similar to the rich brownish red of rosewood.

Absinthe, Sainfoin and Cactus indicate the latest ideas in yellowish greens; the lightest tone is a brilliant canary yellow, the two darker ones beautiful olive greens.

The range of grays includes Petit gris (squirrel fur), aluminium, tourterelle (dove), Perdreau (young partridge), Rat and Fouine (The French equivalent of Marten).

Three lovely flower mauves termed Glycine (wistaria), Hydrangea and Hortensia are succeeded by a group of nasturtium tones as rich and vivid as Paris has ever produced. These are named Mandarine, Boreale, Rio-Tinto, Volcan, Furia and Mephisto, and are characterized by particular beauty and brilliancy.

A group of three exquisite flower pinks, termed Geranium, Begonia and Cerise (cherry) precedes a series of blues beginning with a bright cornflower tone (bleuet) and darkening, via Versailles, Yser and Dunkerque to corbeau and a still more sombre tone termed Colonial. The entire range is beautiful and should prove a favorite for millinery use.

Heliotrope, Scabieuse and Malaga indicate three dull violets, very soft and refined, while Avoine (oats), Chevrette (kid), Biche (fawn) and the three tobacco shades Maryland, Tabac and Cuba give the clue to the browns having the brightest prospect for popularity in the coming Fall and Winter.

Paille (straw), Bergamotte and Ixia comprise a group of pale apricot tints, while Orphelia, Fleur de Bruyere (heather) and Azalee imply three orchid tints of great delicacy and beauty.

A green of great depth and warmth is composed of three tones: Islam, Lierre (ivy) and Cypres, offering great possibilities for being employed as a basic millinery shade. The following series of blue (Porcelaine, Palissy and Cobalt) on the other hand, will be prominently used both in hat foundations and trimmings, being exceptionally beautiful and smart.

In golden yellows there are three lovely shades bearing the names of Canari, Nectar and Bouton d'Or (buttercup), and in ecclesiastical purples three rich tones: Eveque, Prelat and Aubergine.

The French Card Includes:

Six beautiful light greens: Nile, Lemon, Malachite, Prophete, Empire and Canard.

Six rose tints: Rose du Japan, Dahlia, Eglantine, Rubis, Bois de Rose and Amaranthe.

Three new yellow greens: Absinthe, Sainfoin, and Cactus.

The range of greys include: Petit gris, Aluminum, Tourterelle, Perdreau, Rat and Touine.

Three lovely flower mauves include: Glycine, Hydrangea and Hortensia.

Vivid Nasturtium tones follow, including: Mandarine, Boréale, Rio-Tinto, Volcan, Furia and Mephisto.

The flower pinks are: Geranium, Begonia and Cerise (cherry).

Among the blues are: Bleuet, Versailles, Yser, Dunkerque, Corbeau, Colonial.

Prominent in the dull violets and new Autumn browns are: Heliotrope, Scabieuse and Malaga, Avoine, Chevrette, Biche, Maryland, Tabac and Cuba.

Among the pale apricot tints are: Paille, Bergamotte, Ixia. Three orchid tints go with them. They are: Ophelia, Fleur de Bruyére and Azalée.

There are also three ecclesiastical purples, three golden yellows and a group of vivid blues and greens, especially for millinery purposes. They are named in the accompanying description of the French card.

U.S. Cotton Crop Off to Bad Start

In a recent interview with one of the leading textile manufacturers, the following statement was given to Dry Goods Review:

"With regard to the possibility of lower prices for Fall, we cannot predict with certainty on account of the uncertain state of the United States cotton crop. This crop is late, it was off to a bad start through wet weather, and a large part of it had to be replanted. Unless ideal weather conditions prevail, the crop cannot be good. Just what influence this will have on prices remains to be seen, at any rate, it will not be definitely known until late August. There is a strong probability that lists will be delayed from July until September."

No Scarcity Noted in Wool Market

Livestock Expert in N.B. Believes Underlying Conditions are Sound

FREDERICTON, New Brunswick.—Superintendent Walsh, of the livestock branch of the Department of Agriculture, announced this morning that upwards of 20,000 lbs. of wool had been received to date by the wool grading station in this city from the farmers throughout the province and that it was expected that 50,000 pounds would be in the hands of the graders by Saturday. Owing to the excellent seeding weather many farmers had neglected their shearing until they had their crops all in, and for this reason the wool was late in arriving at the station.

Mr. Walsh stated that there was no scarcity of raw material, and that he did not think that reports that the bottom had dropped out of the wool market in Boston would affect provincial wool much because by the time it was shipped in the latter part of July there was likely to be a big change in the condition of the market.

A report received by Mr. Walsh from the Canadian co-operative wool growers' association states that in Boston last week conditions were thoroughly gone into by them with a result that it was found there was practically no market in that city for wool.

This they stated was owing to the scarcity of money and the high interest on loans, the fact that cancellations were being received by mills on orders placed, and the difficulty experienced in transportation. The tight money question was the most important factor in the condition of the market. Mr. Walsh stated that these conditions, he thought, were only temporary and while for the time-being the market was depressed, the underlying conditions were sound.

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DUCHESS SATINS
SATIN GRENADINE
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FANCY PRINT CREPES AND VOILES
FOULARDS
COLORED AND NATURAL PONGEE
CREPE DE CHINE AND GEORGETTES
All Colors, Japanese and European
CHARMEUSE
PAILLETTES
BLACK TAFFETA
PEAU DE SOIE
LINING SATINS
PRINT FLORENTINES AND SATINS
ENGLISH SHIRTING SILKS.
STRIPED HABUTAI, etc.

The amended luxury taxes, that have now been passed by Parliament, place a tax of 10% on the excess value of $2 per yard on silks instead of on the total value. This means that on silk selling at $3 per yard the tax will be 10 cents instead of 30 cents. Such a low tax should have no effect on the demand for silks.

Keep your stocks for Fall well assorted. There will be no reduction in price this year, anyway.

SAMPLES GLADLY SUBMITTED.

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This quality excellent for Blouses, Lingerie, etc

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Be sure you get the genuine "Viyella" or "Clydella" with their names on the selvedge.

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Ritz-Carlton Hotel

August 23, 24, 25 and 26, 1920

A FORECAST of the "best sellers" of the Fall and Winter season, showing the new modes that the well-dressed woman will wear.

Nearly one hundred of New York's most prominent manufacturers will exhibit in competition. Each manufacturer is limited to a display of not more than three garments. The exhibition, therefore, comprises the best effort and most original ideas of each producer—an assemblage of garments of unquestioned superiority in style, workmanship and materials.

Substantial prizes and honor badges will be awarded the prize-winners to be decided by a committee of judges selected from the buyers of large departmental stores and the fashion authorities of leading women's publications.

The prize-winners will be featured in the Fall advertising of the Shelton Looms, and will appear in magazines of vast circulation. Link up with this advertising. Plan to have an exhibit of the prize-winners in your own store. On the first day of the Fashion Show the manufacturers will be prepared to take orders for immediate delivery.

Garment and millinery buyers should not fail to arrange their New York trip to coincide with this Fashion Show. It offers an unequalled opportunity to view at one time, and in one place, a display of the new season's style in wraps, coats, suits, gowns, hats and accessories.

Admission by card only. Because of limited seating capacity and the great demand for tickets in past years, it is advisable to write at once for your card. Address

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lies principally in the choice of the FABRIC. In this—the primary step, and the foundation of the whole effect—is spelled the success or failure of the costume. To ensure that no subsequent dissatisfaction may arise from purchases made in your silk department—buy from a house whose slogan is—

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As a new organization, we believe this slogan, maintained in the careful selection of our various lines, will be our greatest asset. You can reap the benefit from our policy.

See our extensive showing for Summer, Fall and Winter wear — in MESSALINES, PONGEES, GEORGETTES, TAFFETAS, HABUTAI, SATINS, CHARMEUSE, DUCHESSE, TRICOTINE, CREPE DE CHINES, SILK JERSEYS, Etc.



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"Marquise" may be had in fast aniline black and beautiful colors in variety.

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Silky in touch and finish, **Marquise-de-Luxe** is a triumph in cotton venetians.

It sets a new standard in fine linings, and, almost creaseless, enhances the beauty of the garment with which it is used.

Sunbrite MARQUISE DE LUXE BDA

Sunbrite-Marquise-de-Luxe is a most brilliant lustrous production on the venetian order. Its surpassing beauty makes it a substitute for all-silk fabrics for garments and trimmings, in addition to its unequalled properties as a lining for high grade men's and women's wear.

These three fabrics are ideal for profitable retailing.

BDA (Copyright.)

THE BRADFORD DYERS ASSOCIATION
LTD., of BRADFORD, ENGLAND

Fur Men in Montreal in Good Spirits

Reports From West to Fur Houses Show Large Sales For Fall—Recent Slump Did Not Affect Big Manufacturers—Losses Expected to be Absorbed by Autumn—Prices Remain About the Same

Although many manufacturers reported that cancellations of orders for Fall delivery have taken place, yet this phase of affairs is not regarded seriously and the concensus of opinion appears to be that though sales are not so heavy at present, nevertheless they are bound to become stabilized before long. The recent slump in the fur market did not affect the larger Montreal manufacturers to any extent as they had laid in stocks much earlier. At any rate losses to manufacturers by cancellations in orders will be absorbed by the Autumn, according to statements made to Dry Goods Review, by one of the largest fur manufacturers in Montreal, who further stated that such cancellations will in all probability spell disappointment to the retailer later or when a fur shortage will be inevitable. Orders should be placed now, for the demand is greater than ever in general lines, and for this reason alone the slump cannot last. Sales until now have not been heavy, and for this reason, perhaps, manufacturers have been wary of introducing many spectacular novelties. All dealers, however, are anticipating a brisk season, and it seems reasonably certain that prices have passed their highest peak; at present, prices approximate those quoted last December.

Prices About Same

The retail prices on coats are likely to remain on a par with those of last year for this reason, that while manufacturers have shortened the length of long coats with a consequent saving of skins, nevertheless the increase in the cost of labor has equalized matters, not to speak of the high cost of the luxurious brocaded linings which are used in all coats and wraps this season. The modification in the luxury tax will revolutionize the future prospects of dealers in the popular lines, and the general opinion here is that the Government has been as fair as can be expected. The opinion was expressed, however, that $35 is too low a limit to have set for muffs and neckpieces, since practically nothing in better grade furs can be sold now at that price. A $50 maximum would have been fairer, and even this price would only purchase a fur piece of average quality or style.

Hudson Seal Still in Favor

In coats and wraps, Hudson seal is still the popular choice for high-priced garments, and electric seal or sealine for the popular-priced lines. The latter fur is a variety of dyed Australian rabbit and is becoming yearly more and more popular on account of its dressiness and close imitation of real seal. Wraps and scarfs of seal and sealine will be as popular as ever, but the newest lines shown is a cape in 3-tiered effect, closely resembling the old-fashioned fitted capes of some twenty-five years ago. These wraps are a development of the scarf and vary from short to three-quarter lengths. These are the "dernier cri" in smartness and will appeal to women of fastidious tastes on account of their adaptibility for use as evening or day wraps, for motor or street wear. Enormous cape collars of mole or beaver will be featured on these wraps, which will probably sell in the vicinity of $600.

Belted Long Models

Long coats of conventional style will average 40 to 46 inches in length and will be belted. Deep rolling collars will be universally good and pockets are still shown, although manufacturers are inclined to omit this feature as it has been mainly responsible for the decrease in the sales of muffs.

In neckpieces all kinds of fox are shown, also skunk and mole. Coon seems to be definitely on the wane of popularity.

Linings are more varied and gorgeous than ever this season, the loveliest variety shown being pussy willow, morning glory, and floriswah.

Montreal travellers for wholesale fur houses report large sales in the West in spite of market conditions, and taking all things into consideration there is no apprehension on the part of the fur manufacturers as to the future.

Second Largest Fur Sale in History of St. Louis

Nearly All Sales Made Considerably Lower Than February Figures $23,000,000 Worth of Skins Auctioned in May.

FUNSTEN BROS. and Co. have announced their public auction fur sales results at the International Fur Exchange in St. Louis ending May 28th, a complete list of the sales having been forwarded to Dry Goods Review. The figures of the May auction are compared in each instance with those realized in February. The sales showed a decline from 10 per cent. to 40 per cent. as compared with February prices.

The International Fur Exchange in announcing the results of the 17 days' sales stated that the auction had been held under the most trying monetary conditions ever known in the United States.

It is suggested in the report that the genuine decline from the extreme prices established at the winter sales is due to the strained credit situation of the whole world while the report further states in part:

"The general opinion in the trade that the decline in prices is a splendid thing for the industry and will create more active demand and movement in the raw staple in the next three or four months, as during that period the manufacturer must lay in his supplies for the coming season.

"Our information is that the visible supply of furs is quite limited, and with the stocks of retailers and manufacturers greatly depleted, we have every reason to believe that the trade can look forward to an increased and profitable business on the basis of values established in this sale. This will give the trade as a whole a good opportunity to liquidate present holdings entirely between now and fall, which we think it is advisable to take advantage of.

"Besides the improved demand expected in this country in the next few months, we believe — on account of exchange moving in favor of European countries — that they will become quite active buyers in this market, as we are advised that the stocks of furs in Europe are very low with an active demand from the consuming public."

Blue Fox sold 35 per cent. lower than February, white fox 27½ per cent. lower, and cross fox 25 per cent. lower. Silver fox sold for 25 per cent. lower, lynx 20 per cent., ermine 25 per cent., mink 30 per cent., Russian sable 12½ per cent. lower, muskrat 25 per cent., also nutria and rabbits.

In spite of the above comparisons, the sales closed with a total value of business done in seventeen days approximating $23,000,000. This places the fiscal year's total to date to more than $80,000,000. Sales on the final day amounted to $1,500,000.

PLATE GLASS INSURANCE WILL BE HIGHER

On July 1 insurance companies in the city of Toronto will increase the rates on plate glass 75 per cent. This is a tremendous increase in the premium that will have to be paid for plate glass insurance.

Merchants would be wise to look up their insurance policies and note when they should be renewed.

Smaller Furriers Hit By Tax

State That Customers Refuse to Purchase—Only $60 Worth of Business in Two Weeks Done by One Toronto Firm—Temporary Slump Reported in Montreal—Prices Should Firm Up by August

SINCE the luxury tax was imposed we have done sixty dollars worth of business,—three years ago in the same two weeks we did about $1200 or $1400," said a retail furrier in Toronto at the beginning of June. "That's what the luxury tax has done to us. It has hit the fur business in no uncertain way, and everyone is reporting that things are dead absolutely. Of course this is our slackest season anyway, but the worst seasons we experienced all during the war were not to be compared with this. We always managed to do a few hundred dollars worth of business in a week, and in the past two weeks we haven't done one hundred dollars' worth."

When it Does Look Big

"People come into my store and walk out refusing to purchase even moderately priced neckpieces said another fur man to Dry Goods Review. "People don't notice the tax so much on articles that only require a few cents or a dollar or two in addition to the purchasing price, but when you tack on $10 or $20 to a fur scarf it looks a bigger item than they want to pay."

This furrier pointed out just how little business they could do in goods amounting to prices under $100. No woman would be able to purchase even an ordinary coat without paying a good additional percentage above and beyond the sum set aside for a garment that has come to be regarded as an essential by the majority of people owing to the extreme climate of Canada.

All Coats Taxed

The budget provides for a 20 per cent. luxury tax on small furs and 10 per cent. on coats costing over $100. This practically means on all coats, for leaving the fur business out of the question altogether, for a moment, there were very few coats of good quality in cloth on the market last winter priced much below $100.

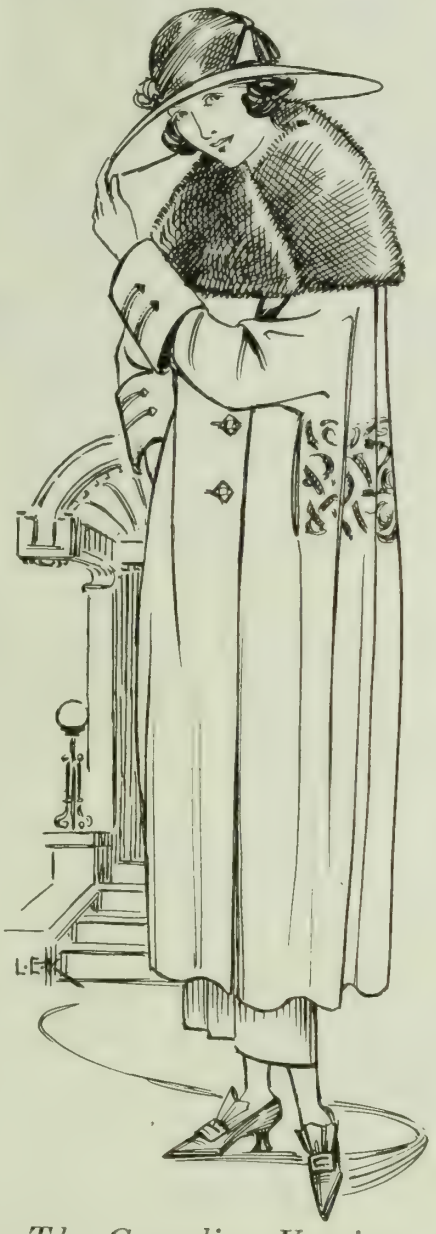
A prominent Montreal fur dealer told Dry Goods Review that this enforcement of the luxury tax on furs had caused a depression in prices, but that this state of affairs could only be temporary. Always at this season of the year, he stated, there is more or less of a depression of prices, but with the approach of the busy season and Fall buying, he believes that prices will firm up again about August. In view of the reduced stocks in the hands of most retailers at present a very large percentage of the trade is inclined to entertain optimistic ideas with regard to Fall prices.

Making Careful Inspection

The revenue officials are watching developments closely. Several Toronto furriers have told Dry Goods Review that they have already been called upon and tried out. A Yonge street furrier was asked by a male "customer" the price of a certain fur coat displayed. The purchase price and the amount of the luxury tax were stated. "Oh, but I won't pay any such additional tax," declared the customer.

"Well, you are the same as all the rest of my customers this week, but I can do nothing," said the furrier. "That is the price and I cannot make any reduction."

The customer then stated that he was an inspector.



The Canadian Version

A smart "Wrappy" coat to be featured this Fall, shown by Greenberg, Smith & Co., of Montreal. The cosy beaver collar and embroidery across the back are good features. The model is developed in a creamy shade of peltyne and lined with a fancy pussy willow.

Small Retailers Gloomy

"Business has never been so dull," was the general report from all the fur men. The retail trade is quite downhearted and there is quite a lot of talk about the possibility of the smaller furriers being forced to go out of business. They do not hesitate to express great concern, but all were hoping for a brighter aspect in August when the fur trade always becomes brisk.

"The shops catering to the exclusive trade will not be as hard hit as the smaller furriers," one of the latter pointed out. "People who can afford to pay $800 or $1000 or more for a high-class fur coat will not need to worry about the additional luxury tax. It is the people who have a couple of hundred to spend on a coat, or fur set, to keep them warm, who will balk at the tax, and they are part of the trade." This furrier stated that he had been dropping good business ever since the day the tax went into force.

"These people will wait till fall now and they will have to take their choice of paying more when prices firm up again, or doing without the garment desired, and the fur business will suffer accordingly," was this furrier's opinion.

OCTOBER FUR SALES

The following dates of fur sales are advertised for October, 1920:

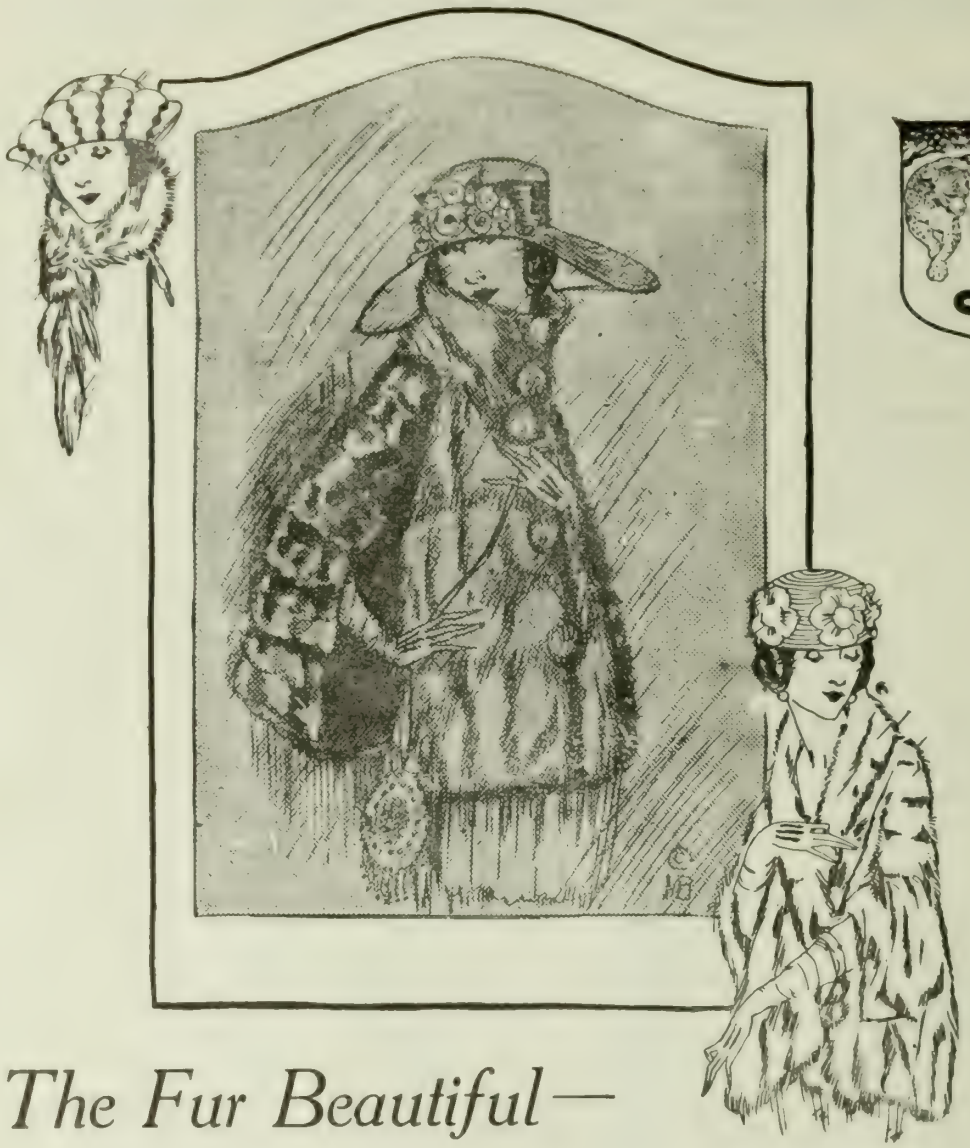
China furs, October 11th-13th.

Australian, October 14th-15th.

Hudson's Bay and American furs, October 18th and following days.

Auction in October

The Fall sales of the International Fur Exchange are scheduled for October 4th, but owing to shipping and general traffic conditions on the railroads, the Exchange announces that they would prefer receiving no goods until further notice. Shippers will be advised in plenty of time for the auction.



The Fur Beautiful—

The designers of Laberge-Chevalier furs are second to none in making a beautiful fur more beautiful by a skillful touch here and there, enhancing the natural beauty of the most perfect skins in the world.

Our representatives will be pleased to show you the new models for Fall.

LABERGE, CHEVALIER & CO.
LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

WINNIPEG
Martin Williams, Rep.



DYNAMO BRAND

Wholesalers!

This Trade Mark is your guide to—

"Dynamo Brand" Maline

The Original Guaranteed
Rainproof Maline
Ideal for Millinery and Scarves.
Resists rain, dampness, snow, sun, and perspiration.

Exceptional quality
Guaranteed
Economical

We are the only selling agents for Gros Million & Co., of Lyons (France) for the Dominion of Canada.

CHAS. MOUTERDE

(United Makers)

80 Wellington St. West Tel. Adel. 4184
TORONTO

Room 705 Read Bldg. Tel. Main 6524
MONTREAL



MITCHELL BRAND

Knit Goods for Customer Satisfaction

Select from our complete range and you will have the right goods to bring ready sales—and ensure confidence in your House. Write us for prices. Our range comprises

Elastic Rib Underwear
Sweaters
Etoffes

Fine Cashmere Jerseys
Tweeds
Heavy Wool Sox, etc.

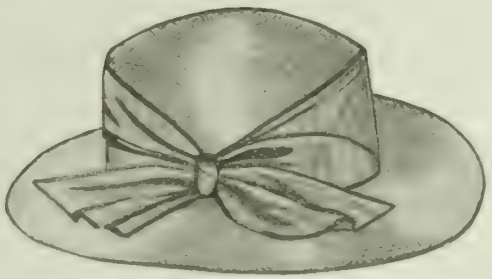
MITCHELL WOOLEN CO.

LIMITED

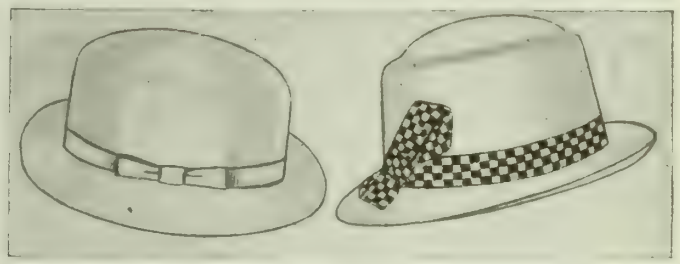
MITCHELL, ONTARIO



Straw Sailors, $24.00 to $60.00 doz.



Panamas for women, young girls and children $24.00 to $30.00 doz.



Panamas for children, $15.00 to $25.00 doz. Straw Panamas, $4.75 to $5.50.

Desparois, Garneau & Cie

Limited

HATS, CAPS, FURS, ETC.

465 ST. PAUL WEST
MONTREAL

WHOLESALE ONLY

Feathers for Fall Proclaimed in Paris

Expensive Millinery Viewed by Overseas Buyers of Canadian Firms Included Many Unique Creations in Straw and Feathers—Eastern Influences to be Seen in Next Season's Models—Mounts Very Costly.

THE millinery buyers are returning from abroad with thousands of dollars worth of beautiful feathers and fabrics; beads, laces, embroideries and sequins with which to fashion milady's autumn chapeau. It is whispered already that next season's hats are to be things of wonderful and rare creation. Bright shades and eastern influences are to assist Western skill in producing some remarkably artistic models for the early fall showings.

In view of the movement in the United States to keep the millinery trade conformed to the four-season ideas, it is interesting to note that Toronto and Montreal are notorious season-rushers. "This is not the fault of the milliners themselves," said one prominent wholesaler, in discussing the possibility of "seasoning the hats."

The trouble, it was explained, lies in the eagerness of a certain part of the trade to keep pace with another part to which the milliners are aiming to render timely service. For instance: A very large number of well-to-do Canadians go to warmer climates in the winter seasons, and the trip to the South requires a summery wardrobe. Light straw and fabric sport hats are included in the list of dress essentials for the winter trip to a warmer clime. The milliners are busy with these orders when the snow is still on the ground, and to catch this trade they must display their goods. The hats are seen by people who are not going away and in, to make purchases, go those for whom the models are intended accompanied by a great representation of women and young girls who should not wear them in this climate for many weeks to come. This is why Toronto and other Canadian cities see straw hats directly after New Year's day and no longer gasp," explained this milliner.

Want Seasonable Millinery

Asked if this desire for straw hats in mid-winter was not a boost to business, the wholesaler said.

"No, it is not. The millinery trade is always in favor of seasonable millinery and this fad for spring millinery in mid-winter is ridiculous. It is true that the displays encourage the wrong people to buy as well as the right ones. But if the stores did not make the best of this feature, Canadians going South would wait until they got across the border to buy warm weather headgear and costumes, and the milliners and ready-to-wear makers at home would lose this very excellent trade."

It is apparent in interviewing the wholesalers that they are not at all disposed to favor this season rushing mania.



"If women would appreciate along with a great many makers, the psychology of proper costuming, much that is inartistic would be eliminated in modern dress," declared one Toronto wholesaler in talking to a representative of Dry Goods Review. "This applies very especially to hats."

"The Flowers That Bloom—"

This fact is illustrated in the custom of introducing flowers in great profusion year after year on late spring millinery. This is the season of the year when the whole world is awakening. Children go into the fields to gather flowers, men rob the early pansy beds for a gay boutonniere, and every young girl tucks a flower in her belt. The milliners wreath their smartest hats in garlands of brilliant hue and offer them in tempting array to women who, by this time of year, have grown weary of pile-fabric models and "heavy" lines of trimming, furs and all such winter paraphernalia. In the logical course of events spring is the one suitable season in which flowers should be universally adopted as a medium of trimming according to the men who have years of experience in the art of "hatting" the feminine world.

This is borne out by the trend in artistic millinery displays as the current mid-summer approaches.

Restful Effects Sought

Already the bright, shiney, large and small straw hats, highly tinted and colorfully trimmed with flowers, are disappearing from the most exclusive showcases, and cool, crisp fabrics, soft pastel gauzy laces, and straws, such as leghorn, mohair, and finest tagel, are being shown in a host of large shade-brimmed designs.

France is Knowing

"France is the country which leads in the knowledge of successful summer millinery," states one recently returned buyer. "They appreciate there, that when the hottest weather arrives, then the flowers must wilt and something fresh and light, but not quickly harmed by the hot sun, substituted for trimming."

This summer the French milliners are already turning to their favorite mid-summer combination, said to be one of the most successful cures for the malade of faded headgear; and decidedly original effects in black on white are being featured, with feathers playing the leading role in decorations.

Large brimmed, white straw hats are being garnished with shiny black wing and feather motifs and paradise and aigrette are strongly favored. This black and white contrast is decidedly chic just in the midst of the warmest summer weather, and many of the smartest French milliners are introducing cire (shiney black) flower wreaths with crisp green foliage on white straw models. The effect is charming according to all who have seen this smart idea carried out this season.

So successful has this combination been that its adoption has now become an annual ceremony. White fabric hats with black motifs are also being shown in Paris just now according to the milliners just back, but among their purchases for the fall trade on this side which are of paramount interest, included some very odd designs carried out completely in feathers. Some of these will be shown in Dry Goods Review next month, along with other forecasts in fall styles.

"Some of these feather turbans were purchased wholesale for $50, so they will have to retail very high," confided a buyer for one of Toronto's best known millinery wholesale houses. "The good ideas in hats and trimmings were all very high priced in France, but as my trip was made to secure the very latest and best for our Canadian trade, I paid these high prices and secured some unusually handsome models."

This buyer who has represented his firm abroad for a matter of 30 years predicted darker shades for early fall with an increasing vogue for bright as the winter season advances. Jade, victory blue, orange and cherry have the most prominent positions on the French color cards for next winter as applying to velvets and cloths to be used in the fashioning of smart winter hats. Florentine effects are to be very strong in trimmings and will be artistically used on the darker-shaded models, including those developed in taupe, navy, nigger, beaver and all the leather shades. Paradise and aigrette, real and immitation, will be very good for trimming early fall models, and some of the immitation mounts were purchased wholesale for $15. This would result in a fairly high-priced hat when the rest of the materials and the cost of making are added to the original price of the trimming motif.

The early Fall models will also exploit colored embroideries, beaded plushes, the renewed vogue for metallic effects in gold, silver and antique. Beads are to be mixed with chenille, and sequin trimmings are to appear which cost $15 or $20 a yard. Gold threads and metal beads, silk tassels and all manner of Eastern novelties are to help make one of the most colorful millinery seasons anticipated for some years. The fact is some very unusual materials and styles have captured the fancy of Canadian milliners in France recently and their impressions are being realized in some very clever variations of the French originals. A somewhat quiet season has encouraged the milliners to attempt these new departures and with a little more time on their hands than usual they promise to liven up the Fall seasons with some startling new features.

Asked as to the demand for Summer millinery at present several members of the retail trade representing both large and small interest, declared that business was greatly improved and that considerable buying had followed the first appearance of warmer weather again. They regretted the backward spring buying but attributed this to weather conditions solely.

London Fur Sales Show Big Decline

Bad Period Encountered—Trade Figures Away Below February Sales—Not Uneasy

The London fur sales this spring occurred just at a time when credit was being greatly curtailed, both in Great Britain and the United States. Business had been reported remarkably good for the first three months of the year; but, the higher bank rate coming just before the sales, and the further depreciation at that time of the French, Belgian and Italian Exchanges, combined to make an unpromising outlook for the sales, which were held April 19th to May 11.

The sales opened with a feeling of pessimism and bids were hard to obtain; large quantities were withdrawn particularly in some articles, and reports from London stated that only a very small proportion of the catalogues found buyers.

A good deal of buying-in was done by owners, making it difficult to estimate the amount which actually changed hands. The general result has been a falling off in price of from 40 per cent. to 50 per cent. on the high figures realized at the February sales.

This has placed the goods sold on an average somewhat above last October's rates, the rise on October values being more marked in the higher grades of each article. Few goods at the extreme prices obtained in February passed into the hands of the home trade, consequently they have had no experience of the values on which the present fall has taken place. On the other hand goods purchased at the October sales are reported to have passed into consumption at a profit, and the British fur men see no reason why business should not continue satisfactorily on this level.

The China fur sales in April were very unsatisfactory and the Japanese sales were not any better.

It is stated that a very large offering of squirrel skins at the London fur sales were nearly all withdrawn or bought in. The few sold out of the collection of 555,441 skins went at prices between 20 per cent. and 40 per cent. lower than the February figures. Beavers were nearly all unsold and those disposed of realized only half-price. Chinchilla was unsold, ermine was poor, and the bulk of fitch remained unsold. Three hundred blue fox out of a collection of 540 remained unsold, while nearly all white fox remained unsold. Russian sable sold 40 per cent. cheaper.



An Attractive Veil

This good-looking mesh is of beige French net and is worn over a very smart little toque of brown Milan and cire ribbon. The illustration just gives a glimpse of the smart little suit of brown Jersey with beige satin trimming.

Underwood & Underwood, Ltd.

FASHION and COMMERCIAL PHOTOGRAPHERS OF NEW YORK

Highest grade photographs of garments on living models for use in fur and clothing catalogues, travellers' samples, street car cards, show cards, advertising, etc.

We will gladly submit samples or quote prices. Any information desired will be furnished without obligation.

FASHION AND COMMERCIAL STUDIOS

60 ST. MATTHEW STREET
MONTREAL, QUE.

Illustrations that really illustrate will sell your goods.

—

Photographs are the best illustrations. They convince.

—

See page 79 this issue. The photographs used in the advertisement were made in our Montreal studios for Orkin, Ltd.

MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cords and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL, ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

Latest Fashions in "NIKROHAT" MOURNINGS

Mourning Hats made of finest Peau de Soie, Grenadines, Poplins, and lined with the best taffeta linings.



M 401. $6.00. (Peau de Soie)



M 406. $5.00. (Poplin)



M 404. $7.50. (Peau de Soie)



M 415. $9.00. (Peau de Soie and Grenadine)



M 420. $6.00. (Peau de Soie)



M 419. $6.50. (Poplin and Grenadine)

All these styles are on display for immediate delivery.

J. M. Orkin & Co. Limited

MONTREAL

Ottawa Quebec St. John, N.B. Sherbrooke Three Rivers

403 Welton Block, Vancouver

!!PANAMAS!!



NEW MODEL
"Prince of Wales"
$36 & $45 per doz.

We have just received a shipment of the new "Prince of Wales" shape which has had an enormous success in felt. We stock it in "Panama Toyo" at $36.00 and $45.00 per dozen.

We are in a position to fill all orders with the utmost promptitude.

JAMES CORISTINE & CO,, LTD.
351-387 ST. PAUL STREET WEST
MONTREAL

Stimulate Your Bathing Suit Sales

Ballantyne Free Electro Service

Use these electros in your advertising and link up your store with the full page color advertising in the Canadian magazines for Ballantyne Bathing Suits for Men, Women and Children.



To be correct, smart and comfortable are all possible when you wear a Ballantyne Bathing Suit. It is not merely a "Beach" suit;—it is a "Bathing" suit and whether on the beach or in the water its wearer is conscious that the style is correct. Ballantyne Bathing Suits, which you can see at our store, are all-wool and they are made for men, women and children.

(Dealer's Name)

During June we use full pages in color in the leading Canadian magazines to advertise Ballantyne Bathing Suits for Men, Women and Children.

This is the time when vacation plans are being made, and advertising for Summer garments attracts unusual atention.

Send for the electros we have prepared for use in your newspaper and circular advertising. They are made in one and two column sizes, and depict the same picture shown in our color advertisements.

Your use of these electros will add to your advertising the selling force of our advertising and point out your store as the place where Ballantyne Bathing Suits can be obtained.

When you write, specify whether one or two column electros are desired, or both.

R. M. Ballantyne Limited
Stratford, Canada

Novelties in Autumn Hosiery

Heather Mixtures to Enjoy Greater Vogue Than Ever, With Big Demand for Fine and Broad Ribs—Lace Silks to be Favored—Silk and Chamoisette Glove Styles for Coming Season.

THE general trend in gloves and hosiery for women's wear during the Fall and Winter seasons is now fairly apparant as seen in the lines being sent to the wholesalers from the mills at present.

The gauntlet glove in four different neutral shades will be the leader in chamoisette or fabric gloves, while in silk, which will be worn late in the Fall, the gauntlet with knife-plaited frill at the edge, or a plain narrow band of contrasting color is still new. Woolen gloves are manufactured in the usual yarns and styles. There is not likely to be any great change in prices.

Novelties in Hosiery

The leading colors in hosiery for Fall are navy blue and mastic, while self-vertical raised stripes are a popular feature in pure silk hose. Other color combinations recently seen were mixtures of black with navy, green, tan and cordova, developed in silk and lisle. In black hose were several lines featuring the new lace effect, which is a different thing to the popular "drop-stitch." This lace effect is used for clocks as well as for vertical stripes. In the mixtures of two tone effects, this stitch was very effective, especially in old gold.

Heather Mixtures Again

In the heavier lines of sports hose some charming combinations of bronze and green were shown. Heather mixtures will be more popular than ever, and several new shades in purple, green and brown effects are developed in both fine and broad ribs. The new soft cashmere finish is especially good in these lines.

The market for these goods is remarkably steady and no appreciable change is anticipated.

France Is Making Own Fabric Gloves

Made Phenominal Strides in Building Up Own Industry

The French are now manufacturing their own fabric gloves, and are relying on their own efforts for the materials necessary to every stage of production. Until the outbreak of the war, the French were content to admire and buy the German fabrics without dreaming of manufacturing for themselves.

In 1914 there were hardly half a dozen looms for the manufacture of glove fabrics in the whole of France. Thousands of bales of this basic glove material were brought into the country, and the



French manufacturers were perfectly content that it should be so. They admired the perfection of the German manufacture and business methods, and they never dreamed of competing with their efficient neighbors by producing glove fabrics, dyes, and many other articles of prime necessity to them.

At the beginning of the war the French were thrown back on the stocks of glove fabrics that lay piled up on thei rshelves. These were sufficient to keep their industry going for some little time. Unexpected inroads were made into their supplies, however, as the demand for fabric gloves increased in proportion to the rise in the price of kid. The day soon came when the glove manufacturers faced a serious crisis There was nothing to do but to manufacture their own fabric and build up a new industry from the beginning under difficult war conditions.

Confessing their own weakness, they sent abroad for expert mechanics, who brought the required machinery with them to France. "For once, says "La Revue Textile, "a new enterprise was fostered and encouraged and given such financial aid as was necessary." Various methods were tried out, and the most practical selected and installed.

The new industry developed with surprising success and rapidity. The French soon were able to supply their glove industry not only with the necessary fabric but with fabric made of French yarn. Now that the war is over, there is no thought of turning to Germany for any assistance in this line.

HALIFAX MERCHANT DROWNED

The death occurred through accidental drowning at Windsor, N. S., last month, of Roland G. Morton, a Halifax business man, who was at one time traveller for a Toronto firm. During the past two years Mr. Morton had engaged in the dry goods busines on Gottinger Street, Halifax. He was 39 years of age.

A DICTIONARY OF DRY GOODS TERMS

LINEN AND SILK

Alizarine Dyes—A series of very fast colors. Alizarine is the coloring principle in the madder root.

Aniline Dyes—Colorings prepared from benzole, one of the constituents of coal tar. The name is from anil, the indigo plant, as aniline is a substitute for indigo.

Artificial Silk.—Cellulose (woodpulp, cotton, etc.), chemically transformed into a gummy solution, threads of which, after being hardened, present a glistening, white, silky appearance.

Bale—European-silk bales weigh, net, 220½ lbs. Japanese and Shanghai bales are 133 1-3 lbs., and Canton bales are 106 2-3 lbs.

Bave—The double silk filament emitted by the silkworm.

Bleaching — The process of bleaching, generally done with sulphur or peroxide of hydrogen or sodium for silk. Chlorine is the principal agent in bleaching cotton; sulphur in bleaching wool.

Block Printing—The printing of fabrics or wraps by means of blocks, with patterns worked on their faces. This is all hand work.

Beer — Beer in Ireland and "porter" in Scotland are terms used in linen manufacture and signify 40 threads of warp. In some cases fineness of the cloth is expressed by "beers" or "porters," thus a 40 beer or 40 porter drill means a drill containing 40 beers or porters in a set width of cloth —usually 30 inches.

Brocade—Silk, a term now applied to most figured silken fabrics. Originally it was used to denote only those silks where the figures consisted of various-colored wefts and metal threads woven into the cloth by means of small shuttles, which were passed under the warp threads in such places as the figure occurred, instead of being thrown across the entire width of the work.

Brocatille—A thick, figured silk used for upholstery purposes, made with an extra weft of linen yarn, which causes the satin figure to have a raised or plump appearance.

Broche — Fabric enriched with figures or design in relief.

Buckram—A strong, coarse form of linen material of plain texture, highly finished; used for linings and for binding books likely to be handled.

Bundle — (Linen) A standard length of 60,000 yards containing 200 cuts of yarn, is called a bundle, and it is by the bundle that yarn is usually sold.

Bobbin—A spool upon which yarn is wound.

(To be continued)

Fall Showing of Sweaters and Scarfs

Montreal Makers Feature Pullover Styles for Early Fall and Coat Models as the Season Advances—New Notes in Smart Tams and Scarfs—Color Combinations Are Good—Price Advances Slight

DRY GOODS REVIEW saw two interesting collections of sweaters and knitted accessories in Montreal this month, which showed the trend of style in these lines for the Autumn season, as favored by the larger Canadian makers. There appear to be two distinct lines in sweaters for the Fall season, the first, for early Fall is developed in fancy stitches in pull-over style, with flaring peplum and cuffs. These are trimmed in a variety of ways, generally with a narrow edging of mohair wool, which exactly resembles Angora. The second line shown was in the regulation tailored coat-sweater, which however, has several charming new features this season. One smart heather coat was developed in a plain stitch, with Tuxedo collar and vestee of the same, and belted with the narrowest of patent leather belts. Another smart slipover in plain stitch was shown in Turquoise with Alpaca edging, belted in patent leather. This style had a square neck, and had a small "modesty" vest, snapped or buttoned in, to be removed when the sweater is worn over a blouse.

Knitted Tams

A new feature in ladies' and children's knitted headwear was the ripple tam. This is an improvement in the same style shown in former seasons, in that it possesses a narrow flaring edge, about one and a half inches wide, which is really the hem of the tam, allowed to stand free and makes a much softer line against the face of the wearer. This edge is usually striped in a contrasting color, and edged with alpaca to harmonise with the sweater. Scarfs were also shown in the plain stitch to complete the collection.

The mills state that they are at present booked ahead, and have not experienced any depression or cancellation of orders.

Tricolette Very Fashionable

At another equally interesting showing of knitted goods, Jersey cloth was a marked feature of the garments. It seems probable that the death-knell has sounded for the silk sweater in favor of the Jersey or tricolette. The Jersey coats and slipovers lend themselves to the use of narrow fancy braiding, and are thus ornamental in the extreme. Others were trimmed with narrow tucking on the Tuxedo collar and removable vestee. Turquoise and jade are the leaders in color.

Cosy For The Children

In headwear a very new wrinkle was shown in a combination scarf and cap of turquoise yarn, striped in emerald and black. This line should prove a boon to children during the coming winter, as it will simplify the question of headwear and neckwear at one and the same time. The long scarf ends in a jaunty tassel, and as it is double during its entire length, it is an easy matter to adjust a head-size, after the fashion of the old time toque.

There is no marked increase in the prices on these lines of goods from last year's. Sweaters, such as those described above, will retail from $8 to $15 apiece.



A Real Mermaid

This practical one-piece Jersey suit is of beige with trimming bands of black. The Jersey cape is also black, while the neat little cap shows a contrast in jade.



ARTISTRY of dress was never more truly displayed than in Penmans 1920 array of Sweater Coats. You will find a pleasure in showing these novel designs to your trade. Those striking harmonies of color, that individuality of design and trimming will prove your best salesmen for these exquisite lines. Their durability of color and fabric will lay the foundation for many more sales in the years to come

Penmans Sweater Coats

"THE STANDARD OF EXCELLENCE" 165T

Penmans Limited, Paris. *Also makers of Underwear and Hosiery.*

A GOOD SELLER

WORN ON TOE, UNDER SOCK

ToSox
SAVE SOCKS

CUT HOSIERY BILL 80%

ToSox are worn on the big toe only---are easy to wear---feel good---can't slip off---will not wrinkle or roll up.

Where they have been introduced they are selling very rapidly---a fast moving stock. **ToSox** sell to the wearer for 15c allowing retailer a good margin of profit.

Write for Sample



Three Sizes Large Medium and Small

Sold on Cards, a Pair to the Card

HALL KNIT CRAFT LIMITED

MANUFACTURERS

126 Garden Ave. **TORONTO**

Dainty, Captivating Underwear

BY showing the customer Peerless Underwear no time is lost in selection.

Its well-made, quality appearance wins instant appreciation. And the wearing satisfaction it gives will stamp its name indelibly on the customer's mind.

For Women—Children—Infants

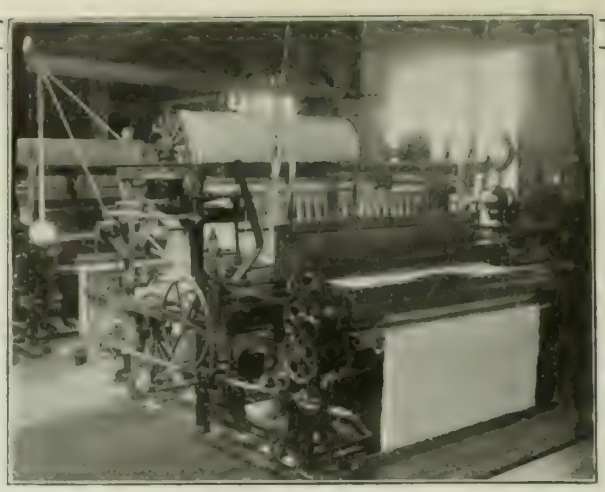
MOODIE'S

Peerless
UNDERWEAR

Peerless Underwear Company, Limited

Controlled By
J. R. Moodie & Sons, Limited
Hamilton, Ont.

We
Weave,
Dye and
Finish



Velours,
Mohairs
and
Plushes

THE ORIENTAL TEXTILES CO. LIMITED

Oshawa - Ontario

Salesrooms :

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These Garments will Boost Your Underwear Trade



IT means something nowadays to be able to offer your customers a brand of underwear which you can assure them is BETTER than ever. We invite your critical comparison of St. George Brand Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations with any other brands offered you, confident that you will recognize the superior quality and careful workmanship which will satisfy your most particular customers.

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Gain Your Customers' Goodwill— Sell Them Buster Brown Stockings

THE problem of buying stockings for her boy is a vital problem to every mother. She must buy stockings that will stand the boisterous play of a healthy boy. She must buy stockings that will fit well and be comfortable. She must consider economy and durability.

You can gain your customers' goodwill by selling them Buster Brown Stockings because Buster Brown Stockings are durable and economical. They wear longer—cost less in the end. You can materially increase your sales by displaying Buster Brown Stockings prominently in your store.

Buster Brown's Sister's Stockings are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade Tan, Pink, Blue and White. Well-shaped and moderately priced.

If you do not already carry Buster Brown Stockings and Buster Brown's Sister's Stockings, your wholesaler can supply you.

The Chipman-Holton Knitting Co., Limited
Hamilton, Ontario

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED

MONARCH-KNIT
THE MONARCH KNITTING COMPANY, LIMITED

MONARCH-KNIT
Spring and Summer Styles

Have you placed your order for the popular styles shown in our Spring and Summer catalog? These models include the season's winners in

Filet Slipovers, Tuxedos, Scarf Shawls, Tam and Scarf Sets

The well-known Monarch-Knit standard of quality is well emphasized in every number. You will have a Summer-long demand for them. How about sorting orders?

If you have mislaid the catalog sent you earlier, write us for another and it will be forwarded by return mail.

The Monarch Knitting Co., Limited

HEAD OFFICE: DUNNVILLE, ONT.

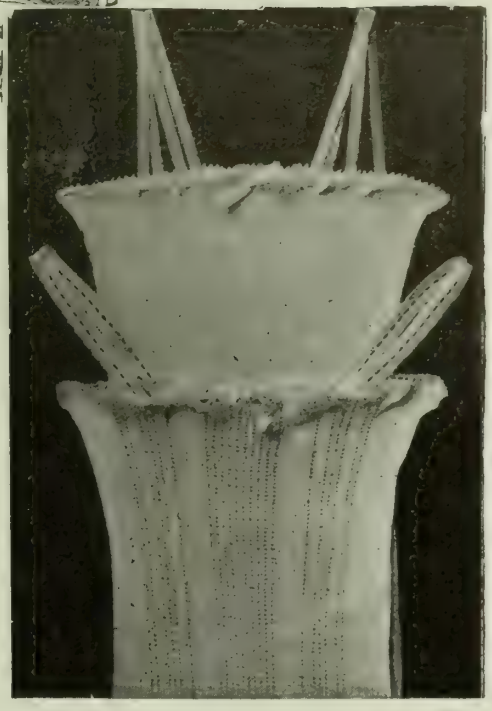
Factories at: Dunnville, St. Catharines and St. Thomas, Ontario, and Buffalo, N.Y.



Ideal for Summer Wear

The popularity of OXFORD Underwear is easily explained in its delightful finish, so comfortable to the wearer, its neatly tailored fit, and the dainty finishing touches throughout. Added to these features, the satisfying wearing qualities of OXFORD garments prove them a genuine economy. We illustrate two of our most popular lines.

See samples in the hands of your jobbers, or write us direct.



OXFORD Underwear for Ladies

Summer or Light Weight

Drawers - Vests - Combinations

Complete Range

The Oxford Knitting Company, Limited

Woodstock, Ontario

Western Representative: T. H. Wardell, 102 Hammond Block, Winnipeg



Something to Look for

Something to Find



IT means satisfaction to any man who has ever worn St. George Brand or St. George "Woolnap" Underwear. Relatively greater satisfaction, because these garments are now even BETTER than before the war. That's a fact that will appeal to underwear buyers these days.

Give the Fall lines your critical inspection. Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations —worthy of your strongest recommendation.

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THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

Plan NOW for Fall and Winter

We ask dealers to let us know well in advance their needs for Fall and Winter Trade in

Priscilla Brand
Infants' and Children's Woollies

We were compelled to disappoint some dealers during the past season owing to shortage of material. We hope to avoid this during the coming months if you place orders early.

HENRY DAVIS & CO., LIMITED, 259 Spadina Ave., Toronto

Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience — it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

THIS TRADE MARK IS ON EVERY GARMENT

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FORESIGHT

IN STOCKING up with this exceptionally hard wearing and eminently superior underwear, the progressive dealer displays a foresight which augurs well for his store's success.

There are few to equal and none to excel.

Ask Your Jobber

Atlantic Underwear Company, Limited
Moncton, N. B.

E. H. Walsh & Company
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces



Build Custom on Circle-Bar Quality



For Women

For Men



People who have a keen buying sense will not waste money on hosiery of inferior quality. That is why you can build up a high class stocking custom on Circle-Bar Hosiery.

Our trade mark stands for quality, and every pair of Circle-Bar Stockings gives satisfaction in **style, quality and durability.**

Circle-Bar Hosiery wins the confidence and continued patronage of customers, and makes your profits sure.

Latest modes in silk, wool, mercerized, lisle and cotton.

For men, women and children.



For Children

CIRCLE BAR HOSIERY

The Circle-Bar Knitting Co., Limited
Kincardine - Ontario

Smart Accessories for Summer Days

Shops Abound in Dainty Parasols, Bags, Ribbons and Neckwear With Which to Enhance the Midsummer and Vacation Wardrobe—Rain Sunshade Leads in Umbrella Fashions.

THE Chenille-spot on a fine mesh is leading in the veil modes for mid-summer travelling, while bordered effects are also in demand for wear with the smart close-fitting toques that accompany all well-dressed women on motor trips these days.

For town wear there is nothing smarter than the closely fastened type of veil which sells by the yard, and so far this season the call for the yardage veiling has been stronger than that for made veils. The patterns are firm and decided conventional motifs on hexagon meshes leading for tailor made effects.

The lace veil has many sponsors for mid-summer formal occasions while very smart draped effects are introduced with the aid of the made lace veil heavily bordered and fine in mesh. Small upturned models have had an unusual vogue this season and the draped as well as the close fitting arrangement were equally effective. The front flare is one that is unusually becoming to many types and the arrangement of the veil can therefore be made to enhance the lines, and give the "finished" effect that is only possible when a carefully chosen veil is worn.

Bright colors in Chenille patterns on black, toupe or brown veilings, have had quite a vogue and these have been favored principally because the severity of some of the seasons smartest hats warranted a decorative note that could be supplied in this way.

For Fall it is expected that yardage veilings will be most in demand and prices are expected to be about the same.

Veil Pins

The use of veil pins has been increasing, as women realized the improvement in their appearance through attention to this very small detail. Now they have come to stay as an ornament, even if they are not at all times a necessity. The smartly veiled sailor or tailor-made toque is invariably brightened by the presence of a small cut veil pin in the form of an arrow, a slender bar, or a crescent. Rhinestones are very effective in this bit of jewellry while plain silver and gold effects are also good.

Popular Sunshade Styles

The smartest sunshades and those that are selling the best are those that are equally serviceable for rainy weather, according to the head of the umbrella department of a big departmental store, who was interviewed immediately on his return from New York.

"The fads in cretonne and batik designs are all very well for the exclusive trade-trips to fashionable summer resorts permit of more startling accessory ap-



pointments, but for the average woman who wants to look well dressed the all-weather parasol is the most practical," said this buyer. "We have had very little demand for freakish or even noticeable styles. The rain or shine shade in navy, black, dark brown, green or purple are the choice in the majority of cases. These have been selling at prices ranging from $7 to $14 and higher, of course, for some lines.

"The fact, too, that not so very long ago people used to be able to buy a very good looking umbrella for $4 or $5, is another reason why these more conservative styles are preferred. Usually $8 or $9 is paid and for this outlay the purchaser wants something that will be practical, but that will also look well with her street attire in nice weather."

The day when the umbrella was a bulgy, old cotton affair with a hooked handle, has passed with other ancient customs, and, the 1920 umbrella has become an essential accesory that accompanies my lady, rain or shine, if she so desires.

The ring or bracelet handle is still very popular, while the very newest modes for Fall seem to incline towards the English vogue for strap handles and medium length sticks. The ring handles being worn just now feature very pretty combinations in color — brown shades, showing rings of ambre and bronze, or white and jade, black models, ivory and some of the deeper shades. Navy, the popular vogue for jade and purple shades, the combinations self-tones with black or silver. The long handles are chosen frequently when a real sunshade is purchased but the rain-and-sun parasols are shorter in design, and often designed with the strap handle so that they may be carried over the arm when not in use.

Ribbon Novelties

The shops are full of the most attractive accessory novelties in ribbons, nets and laces, designed to capture the interest of mid-summer shoppers. The hand-tinted ribbon vanity cases, and powder puff-holders are among the prettiest seen this season and they are selling retail from 50 cents to $2.00, and the demand is increasing. Mirrors are used as the bottom of many of the little bags, and tiny floral trimmings in the shades that harmonize with the dainty pink, blue, primrose, and orchid tints of the ribbon are used. The Robert Simpson Company, of Toronto, devoted an island window in one of their most prominent entrances to an exclusive display of these dainty accessories this month, using orange blossoms and high-priced bottled perfumes to assist in the effectiveness of the window. Great round powder puffs and others mounted on ivory sticks were included in the display and some quaint little powder puff standards holdings a puff, all frilled and ruffled and topped by a dainty doll figure by which the puff was to be held.

Neckwear

In the neckwear department the organdie vestee and the turn-down collar are distinctly the favorites. The former is charming in colors with touches of embroidery, and the latter is nothing short of delectable when part of a set and fastened with a chic little bow of narrow black moire ribbon. One such set was seen recently in Morgan's, Montreal, developed in fine plaited white organdie, ornamented by varigated flower designs in cross stitch. The cuffs were deeper than those usually shown and were finished off, as was also the snug turn-down collar, with a demure black blow. The greater part of the neckwear featured at present is of the colored organdie plaiting sold by the yard.

Handbags

All the stores are featuring handbags just now in a bewildering variety of designs and materials. Comparisons are well night impossible among the high-priced novelties in these lines. The very latest bag is made of chenille embroidery and tinsel thread mounted on a tortoise-shell frame, lined with contrasting taffetas and containing the usual accessories. The shapes favor the conventional oblong or rounded designs in moderately large sizes and are finished with unusual daintiness and care. One such bag was of black and chenille with silver metalic embroidery, while another was developed in tones of green, brown and blue with gold thread. Plainer, but equally handsome bags are made of navy moire silk, with a large flat top thickly encrusted with beads in vivid colors. The under side of these tops is a mirror of generous size. Another clever little handbag was of real leather in suit case design, with a mirror occupying one entire side and fittings of the first-aid

variety, in the form of lip stick, rouge, powder, comb and notebook. Other novelty bags, entirely composed of beads are being shown, at prices considerably above the $50 mark. These prices, together with tax, will tend to keep these designs exclusive.

Art in Corsetry Advocated by Expert

Speaking to a representative of Dry Goods Review, an experienced saleswoman in a large departmental store emphasized the necessity of keen, thoroughly trained saleswomen in every corset department. This corsetiere believes that not half enough attention is given even by the biggest stores to this department.

"The saleswoman should know what corset to give each customer, just as a physician must know what remedy to prescribe for his patient," she said. "The way a doctor combines the necessary ingredients, determines his skill. In like manner, the same appplies to the way in which a corsetiere selects the different corsets to correct different conditions."

"To be a successful and thoroughly capable saleswoman in the corset department entails a careful study of hygiene," she declared.

"You must know the anatomy of the body and its functions. You must know the structure and functions of a corset. In other words the science of furnishing a corset for preventive or curative purposes only can be properly executed if every corset department has in it a health station, attended by women, who by training and experience, have succeeded in gaining the knowledge that enables them to understand the use and abuse of corsets.

"It is your duty as a trained corset woman to correctly and intelligently explain and impress upon your customers the health aspects of corsetry; that a woman cannot go without a corset without developing some physical impairment, however slight, directly traceable to the attendant relaxation from lack of proper support."

This corset expert believes that the modern corset is an aid to every woman in poise and grace, and declares that even the lightest and softest corset worn helps to set off to greater advantage the costume worn.

"PASTELS" AT ASCOT

London.—The new colors seen at Ascot, with the pastel tints to the fore, were pale fuschia, blue with a mauve tint, blue "of the distant hills," and a chocolate shade. There was also much black and white worn. The different shades of pinks and yellow are enjoying unchallenged popularity.



For Vacation Time

Holiday-bent, every modish woman requires one or two very attractive boudoir caps. These two delightful ribbon chiffon and lace confections show how attractive may be the practical cover-all designs. Ribbon is more profusely used than ever this season. The model to the left is of cream lace trimmed with pink satin ribbon and rosebuds. The second model is of peach-colored chiffon with shirred ruffles, satin ribbon and clusters of flowers.

Novel Price Mark

Darwin's Limited of Montreal, have adopted the rather original method of price marking, recently employed by Wanamaker's of New York. Every model displayed in their windows bears a tag inscribed as follows:—

$90.00
TAKE BACK $15.00

This, it is claimed, is an improvement on the old way of announcing a certain percentage off a given sum, as is the custom in mark-down sales. It was found that the average customer was weak on percentage calculations, and frequently assumed that 20 per cent. off meant $20 off.

In this case, it may also happen, that the prospective customer will be deceived into believing that the article is reduced from $90 to $15, unless she scrutinizes the tag carefully; otherwise a sad disappointment is in store.

LINGERIE NOVELTIES

One New York firm is showing a number of kimono models made of a new silk and cotton crepe, in striped design, copied from the hand-woven materials used originally by the Turkish women for the shawl-like garments which they affect. Trimming consists in self frills, or in flutings of satin ribbon.

Balloon crepe is another fabric employed for slip-over, breakfast coat or kimono styles, with effective embroidery in floss. On one number this embroidery is arranged to give a panel effect, a particularly becoming line. Ribbon piping in contrasting color gives a good finish. Many of these are shirred on elastic across the back with narrow girdles passing around to the front, and pockets with frills or whatever finish is given to the neck and fronts.

Little Things Loom Large in Paris

French Summer Made Brilliant With Flowered Hats, Frocks and Sunshades—Accessories Regarded as a Most Important Feature of Dress—Smart Gloves and Footgear—Bags and Belts Are Very Effective.

Paris, France, June, 1920.

EDITOR Dry Goods Review:—This letter is going to be devoted to sundries including all the little things that are of great importance.

Hats

Summer hats are of three kinds, according to the garments they are worn with:

1. Tailored made costumes, which are dressy in Summer, will be accompanied by toques of fine black satin, little trimmed with anything but gold point de chainette motifs on the crown, and covered with a fine veil, whose latter part is beautifully embroidered and hangs down in front of the eyes which it covers, as well as the nose, like a masque. When such veiles are worn for travelling purposes, they hang down the back in a most elegant manner. At the end of mourning, too, black lace is thus worn and looks very effective.

2. To go out of a morning, one will wear a light serge gown, same as described in my previous letters, and with it a straw hat of a dark shade, with little brims often turned up in front. In that case, only this turned up brim will be adorned, either with a feather fringe, or a garland of rather showy flowers, gernanium pink and red, for instance,or, also, in bright shades, with raffia embroidery. At the beginning of the season, this trimming was discussed and apparently, it has won favor, for it is now very popular. (As a matter of fact, it is seen on everything: dresses, furniture, adornments, etc....).

3. During the full Summer, white, pink, straw-colored hats will be seen, in nice capelines with drooping brims rather important. In rice straw with black velvet bridles, and one or two beautiful roses, it will look very youthful. Most of them, however, will be made of organdie, trimmed with the same material, either twisted into bows, or ruffled all round the crown, or may have a garland of organdi flowers in the same shade as the hat: white on white, light blue on light blue.

At the races, where lace dresses will be extensively worn, we shall have the same shape of hats, but entirely made of lace matching the dress, and the effect will be charging, especially if, at the waist and on the hat you have a bunch of flowers of the same kind.

Neckwear

This item has been the object of much care this year: the style of fashion being towards high necks, flat bodices, and rather broad skirts as a rule, Mary Stuart collars, deeply frilled, and very high behind the head, are very much sought for. They are always made of organdie, generally white, which looks nice and cool in the Summer. Most of them are continued into a waistcoat that goes down below the waist: it accompanies tailored costumes very well. In that case, a frill at the bottom of the sleeve finishes it up neatly. In other instances, we have only a dress with that waistcoat, and, instead of having it stitched on the bodice, it is preferable to have it made in connection with an underblouse, or simply held in place by means of an elastic belt. Few of these collars are elaborate; they, as a rule, are but plain organdie, nicely frilled, tucked, or gathered, and duly starched.

Waistcoats, on the other hand, are showy, and made of silk of several gorgeous colors, that decidedly enliven the jacket. However, at least here, an elegant lady will prefer the plain organdie waistcoat.

Belts

The belt department, far from being neglected this Summer, seems to have fought its way very well into fashion. Belts are reduced to their tiniest for, apart from the sashes, which are all made of broad taffetas ribbon, tied by the expert hands of dressmakers, one only sees half inch wide leather belts. These are very nice, though: a great many are in black patent leather, with a band of suede leather threaded through, in the shade of the garment it accompanies, or white. Others are lined with silk, and through the designs cut into the leather, one can see the lining.

The Morocco art of working leather, which, as you know, is marvellous, has enticed our belt manufacturers to copy the innumerable models shown in the museums here, and we have some very nice specimens indeed of embossed and openwork leather (tan in that case), trimmed with gold filigree work.

Galalithe has also found its way into the belt department, by being made into chains, or cords with a nice buckle in front. Such belts are grey, or showy green, and are most effective on dresses made of sponge cloth.

Necklaces

Up to this year we had a great many Necklaces made of galalithe beads. While these are still seen fairly often, they are not really new, and their vogue has certainly greatly diminished. The only novelty in that line consists if a motif of open-worked galalithe, rather big, which is worn on the chest, hanging from a black silk ribbon, a half inch in width, which replaces the old necklace.

But the really fashionable necklace is a kind of pendant, made of worked gold, sometimes trimmed with diamonds or pearls. The most beautiful specimens I have seen were a kind of drapery made of three tiny garlands of roses, marvellously chiselled in massive gold, that lies flat on the bare throat.

Bracelets

Since bare arms are decidedly the fashion for the Summer, it follows that the vogue of bracelets will increase accordingly. A good many of those to be seen at present are in ivory: plain slave rings, we call them, in a nicely veined yellowish



Novelties in Neckwear

(1) Hand-embroidered net trimmed with Val. lace (double collar).
(2) Tucked organdie with lace insertion and lace edge.
(3) Cream tucked net trimmed with lace.
(4) Toast-tinted organdie with lace edge and velvet bow.
(5) Cream net, hand-embroidered, pleated frill, narrow velvet bows.
(6) Blue organdie, embroidered in mauve and cream—filet picot edge.

ivory, sometimes trimmed with diamonds, but more often quite plain. Gold bracelets are also seen sometimes, but less often than the previous ones or the tortoise shell kind, made into rings, with a thread of pure gold twisted across, or inserted into the tortoise shell, or mixed with diamonds and pearl insertions. It is most beautiful. Another kind of bracelet which is very fine is a serpent made of tortoise shell, with an emerald to make the head, two rubies to show the eyes, and gold and diamonds on the body. It is worn above the elbow, and is twisted two or three times on the arm.

Gloves

When one is well provided with such bracelets, one will not much care for gloves; it is one of the reasons why some people will wear them and others not.

For the former, we have silk gloves, rather long, net ones openworked, like the ancient styles, that look very nice with the present old fashioned dresses Some ladies have even, in the same manner, tried to bring out the old mitten, in lace.

Leather gloves are very much the same as heretofore, that is very broad with a strap gathering the fullness at the wrist. In other instances long gloves will be in white kid, with turned up revers of pink, light blue or mauve kid. It is very dressy and effective.

Bags

In the way of bags, we have: the usual portfolio, in black patent leather, all black, or pekine, white and black, and sometimes checked. Some, in the same shape, are devised in faille, plain or with two or three bands of painted silk. Other leather portfolios are in red brown leather, with painted flowers, which are very fine.

Other bags are made of very supple suede leather, or silk, cut into a perfect circle, gathered in an ivory or tortoise shell clasp. The originality of such bags is that they have no seam on the sides, and they are found very convenient, as they can hold any amount of things.

Of course, clasps are very fine: some are so beautiful that it is quite common to give them as a valuable Christmas present: the tortoise shell may be of a very fine color, and have some precious stones to fasten it. The same applies to the ivory ones which are highly in favor at present.

Sunshades

Sunshades, for instance, which are another item of ladies' dressing apparel not to be overlooked in Summer, have most beautiful ivory handles: some are but a ball, but a good many are carved into dogs heads, or may be a long engraved handle, as was fashionable long, long ago. The wrist handle, now adopted by everybody, was always used in the times when these shapes of handles prevailed. When rambling through museums, it is very often that one sees them, as having belonged to people in the XVIIth century.

The present sunshades have at least 10 or 12 bones: these are not curved, but are exactly like the very flat Japanese sunshade. In some cases a flat frill hangs down, but the most fashionable are these parasols. Some are plain, being made of grege tussor, with a band of dark silk, others are made of silk muslin covered with lace (mostly for the races), or with thick gatherings of net, mixed with muslin of another shade. These are elaborate, and, as fancy is perfectly well admitted in that line, they are all right, but I have seen some in camoufled silk that were a great deal prettier. This remnant of the Great War is very original, and the hues of sunshades thus devised allow everybody to have one decidedly different from one's neighbor. At the seaside, they will be found most charming.



With Lace Inserts

A beautiful robe de nuit shown by the Kassab Kimono Company, of Montreal. A very decorative yoke effect is achieved with the use of real lace and wide ribbon laced through the silk of the gown. Lace insets are shown also in the sleeves.

Shoes

To close this letter, let me tell you a few words about shoes.

As is usual at this time of the year, shoes are worn in preference to boots. For dressy purposes, they will be in patent leather. The American pointed shape, as shown in the American houses here, does not seem to be adopted by the majority of boot makers here. Of course, our shoes are less round tipped, but one need not take one or two sizes longer to get a boot that will fit.

Brown leather, reddish, is made into the staple style called "Richelieu," and sometimes "derby" shape. The fashion is to wear the narrowest possible laces, and to hide the knots which must not how.

White suede, or canvass shoes will do very well for country wear, and be made into pumps with a leather (or canvass) strip that will cross over the foot, and be fastened behind by a button, unless it is long enough to come back to the front, thus encircling the ankle, in the same manner as a "cothurn" lace.

Heels are less high than heretofore, except on very dressy ball room slippers, and patent leather shoes.

On the whole, there seems to be a growing tendency towards less extravagance in every way. The high cost of living and the uncertainty of things all over the world account for it.

Yours very truly,

Jeanne Gsell

NEW BUYER FOR FREIMAN'S

Miss S. F. Woolway has been succeeded by Mr. J. M. Orkin as buyer of millinery for A. J. Freiman, Rideau Street, Ottawa. Mr. Orkin is well-known as he was formerly connected with the wholesale trade.

OPENING NEW SPECIALTY SHOP

Manager M. H. Rossy has opened the Ladies' Exclusive Shop, at 362 Bank Street, Ottawa, where a full stock of blouses, lingerie and hosiery will be offered at prices that the proprietor says will be found a saving.

FIREMEN DO GOOD WORK

Fire, which broke out during the evening of May 18th, did damage of about $50,000 to the stock of A. J. Alexander's Ltd., Sparks Street, Ottawa. The dense smoke from the fire made it a very difficult one to fight and the firemen are to be congratulated upon the result of their work which kept the fire controlled within the building with the exception of slight damage to the photographic supply store next door. It is understood that the loss is covered by insurance.

VELVETS
How to Clean Them

The word velvet comes from the Italian "velluto," feeling woolly to the touch, while the word plush originated from the French word "peluche," which is French for shaggy.

Velvets and other pile fabrics are woven in two pieces, one over the other, with the pile threads woven back and forth between them. A knife travels between the two pieces cutting the pile threads so as to leave the ends standing up straight. Velvets used to be woven over wires and cut by hand, but this method is practically obsolete. Cheap velvets are made of cotton, while the fine velvets are made of silk.

All velvets, regardless of the quality, should be thoroughly dry cleaned. The success in velvet cleaning depends on the care and skill used in dry cleaning them.

White cotton velvets and corduroys most always need wet cleaning and bleaching. The washing can be done by hand or in the washing machine as preferred, a good soap bath being used and the bleaching done with Javelle water or chloride of lime bleach as it is sometimes called. Before bleaching this class of goods they should be carefully examined to see that the garment does not have any silk about it. Silk will turn yellow when placed in chloride of lime bleach and it is almost impossible to get it white again. After being thoroughly rinsed and extracted, the garments should be dried. Corduroy skirts and jackets should be carefully measured before washing, as there is more or less shrinkage to this class of goods.

Light colored velvets, such as light blues and pinks, are washed by brushing with a soft brush, using cold water and Tetrapol, and scoured in the last rinse with acetic acid.

Dark colored velvets, such as blue and black, as a general rule, need only a brushing with clear water. If the color seems to run, add a little acid to the water.

In spotting velvet it is advisable to use a brush rather than a rag or dauber. Velvets will stand brushing very well, but if rubbed the places will show up after the finishing, and in some cases the pile will be removed entirely. The most difficult spots to remove from velvets are paint, tar, varnish and pitch. In most cases they leave marks on the pile. These spotting marks are explained by the fact that the colvents employed in removing these spots generally affect the color of the pile of the velvet.

In finishing velvets they should be placed on a steaming board or press machine with the pile side up. The steam should come through the bottom and pass up through the pile, raising it as it goes, at the same time the material should be brushed with a soft brush. The brushing should be done all the same way. While steaming velvets the hands should be kept off the pile as much as possible.

"CREDIT THE CURSE AND DAMNATION OF RETAIL BUSINESS," SAYS GEO. MAYBEE

MOOSE JAW, June 10.—Straight jabs from the shoulder enlivened the address that George Maybee, Moose Jaw's shoe manufacturer, delivered to the retailers at their Wednesday evening session. Discussing the difficulties merchants face in competing with the catalogue houses, Mr. Maybee told them that the remedy was in their own hands, and that by improving their methods of doing business, and possibly forming a co-operative buying organization, they could put the mail order houses out of the running.

"First of all, though, you must eliminate the credit system from your business forever," said Mr. Maybee. "Credit is the curse and damnation of retail business. He used to believe we could tax or legislate the mail order house out of business. We can never do that because the mail order house is the consumers' friend and you will never get any legislation without the support of the consumer.

"But you can 'get' the mail order house if you want to. First, you merchants have to begin to like each other. Cut out local jealousies and show that you are big enough to go to the man you scrap with, shake hands, and say, 'Let's be friends.'

"Then you have to improve your business methods. A great many merchants who are in business to-day ought to be running circuses. You should establish a buying centre for yourself Meet the mail order man on his own ground. Have your own jobbing house and eliminate the middleman."

Big Silk Sale At Henry Morgan's

Thousands Throng and Purchase Price-Reduced Silks of All Kinds

Over 3,000 women shoppers were served before noon at the opening day of the recent big silk sale conducted by Henry Morgan Co., of Montreal. Seventy-five additional clerks were required to handle the crowds. The sale continued for several days, clearing 20,500 yards of French and Swiss silks, to clear the shelves for new stock.

No Need to Worry! Customer Will Know

"It is the intention of the Act that the purchaser shall pay the luxury tax and know that he is paying it," said Mr. G. W. Taylor, Assistant Commissioner of Customs and Assistant Deputy Minister of Inland Revenue, in a statement, in regard to the important ruling given out by that department, as to the collection of this tax.

Furthermore, every person selling or dealing in the articles upon which taxes are imposed may, according to the resolutions submitted by the Minister of Finance, be required by the Minister to take out an annual license therefor, which license may be withheld or withdrawn in the case of those obviously failing to comply with the Act.

"Adieu! Darning Basket"

The family darning basket is facing a unique situation Father's socks may disappear forever from the well-known group representing the largest and the smallest member of the household, and the in-between ones, too, for it is altogether likely that father won't poke his big toe through either his best silk socks or his woolen ones either.

The Hall Knitcraft Company, of Toronto, is responsible for lightening mother's work on darning morning. They have contrived a pair of sox especially for the big toe which is always poking its way through the sock. This new devise is called "Tosox," and is already honored with a great many staunch admirers. The miniature sock is just slipped on over the big toe, then the sock is pulled on, and the wearer can walk miles and miles, and his big toe will never find its way through his sock. One man who has been wearing "Tosox," ever since he first heard of them says:

"They are simply splendid. I have not known the discomfort of feeling the hole in my sock grow momentarily through the day since I have started to wear "Tosox." They are not hot, as some people seem to think, in fact they would hardly be noticed except for the foot comfort they give."

RETURNED FROM ABROAD

J. O. Bourcier, the silk man of Montreal, has returned from a buying trip to European markets.

Demand Increases for Better Corsets

Buyers in Important Toronto Stores Report Business 100 Per Cent. Better Than in 1916—Experienced Corsetieres Fit Big Majority of Sales—Wasp Waist Will Not Come This Fall—Pink Favorite Undergarment Shade.

BUSINESS to-day is one hundred per cent. better than it was in 1916, said a buyer of corsets and underwear in one of the leading Canadian department stores in Toronto, and in the ordinary selling lines the price increase is only about fifty per cent. At a glance, these figures show that the volume of Canadian business is steadily mounting in spite of advanced costs, labor shortage, and much general unrest. In some exceptionally popular lines the demand so far exceeds the supply that the manufacturer is unable to keep up with his orders, and is searching for fabrics, laces, etc., wherewith to feed his machines.

As is the case with the American trade, there is in Canada the constant demand for change and variety, and for just this reason the Canadian merchant finds that both American and the Canadian-made corsets are popular with Canadian women. As for the styles demanded to-day, there is no trend toward the enlarged hip line. All buyers find the purchaser is not asking for it, nor is the buyer considering it seriously. And the Canadian manufacturer, any more than the American, is not making provision for the return of the old-time "wasp waist."

Straight lines, very low busts, and normal waistlines have been and continue the prevailing features of the 1920 Spring and Summer trade. There is everywhere a growing desire for corset fitting in Toronto stores which spells higher grade corsets, fewer returns and greater satisfaction in every respect. Some houses claim that fully half of their customers are fitted, others give a lower percentage but none below one-fifth.

The untrained salesgirl is being gradually replaced by the experienced corsetiere, and new fitting rooms are being added constantly. The advertising of high class corset houses is greatly aiding this improvement in demand.

The replies which buyers give to the question of the price of the best selling corset, are, of necessity, varied, but five dollars seems to be a fair average for the most popular corset. About three-quarters of the corsets sold are back lacing, although the front lacing has many ardent devotees, and is gaining favor.

The new bandeau is more popular, especially among the younger purchasers than the brassiere, and the preference is swinging toward the back fastening for all but the very stout figures.

The sheer waist has rung the death knell of the fitted or built up shoulder strap in knitted underwear, buyers say. Either ribbon bands, or none at all, distinguish the better lines, and the tendency is toward severely plain garments. Glove or Italian silk is in its hey-day of popularity, the preferred color being pink or flesh. In fact, in practically all lines of silk underwear pink predomintes. Orchid is solid, and there is a small demand for the very brilliant and darker colors, but flesh and pink are given the highest place on the color list.

Brassieres

The newest brassieres show as little change in line as do the Fall corsets, which is proof additional of the prediction that the wasp waist is not coming back into vogue so far as corsets are concerned. For, of course, if corsets were really to be changed to conform with the wasp-waist form, brassieres would naturally have to follow suit, since as the natural supplement of the corset, they must continue and fall in with its lines.

So far as can be judged from advance notices of the new lines, however, no radical changes of any kind are contemplated, both brassieres and bandeaux following the lines to which we have become accustomed, and which have proved so attractive and adequate in molding Milady's figure. Several little touches of improvement have, as usual, been added to the various models. One of the most interesting of these is the introduction of the slipover bandeau, developed in fine materials, and which takes the place of the camisole, even to the removal of front or back closing. A system of back lacings are drawn to the front and tied, thus insuring a snug fit, so necessary for this type of garments. It is said that these are meeting with much approval from the trade.



The Undergarment Situation

Deliveries of Philippine undergarments are reported poor by some merchants, limiting the distribution of these goods, but the garments coming from France have much in their favor, they say. They are very beautifully made, delicate in texture, of softest tint, and distinguished by the unmistakable French touch. Then too, they are really priced at pre-war figures because of the decline in the value of the franc, which formerly was worth twenty cents, but to-day is quoted at about seven. The French are sending over the finest of white hand embroidered garments which can be sold in Canada as low as five dollars.

Canadian buyers are planning a tremendous sale of envelope combinations, while in the past month closed knickers with elastic at waist and knee have received unprecedented attention.

PERMIT ISSUED

A permit has been issued to the T. Eaton Company, Limited, for a $75,000 addition to their store, fronting at 24 West Queen Street. This was the site formerly occupied by one of the retail branches of the Wm. Davies Company.

WILL ORGANIZE A RETAILERS' TRUST CO.

Moose Jaw, June 10.—It was decided at the convention of the Sask. R. M. A. that steps will be immediately taken to organize the Retailers' Trust Company, a charter for which was taken out some years ago. The new corporation will have an authorized capital stock of $50,000, of which $10,000 must be subscribed and $5,000 fully paid up before business can commence.

The company will be placed in charge of a competent and experienced trust company officer, and will be operated for the benefit of the retail merchants of the province, conducting a regular trust company business.

It was felt that merchants who get into financial difficulties would be much better protected in making an assignment to what would be essentially their own trust companies, although one or two merchants present warned against embarking upon an enterprise so fraught with difficulties.

The capital stock of the company will be offered to members of the association for subscription.

RIBBONS

Seasonable Shades

Superb Designs

Wide
Plain
Striped
Subdued



Narrow
Fancy
Flowered
Brilliant

Ribbons Will Sell

DON'T LOSE SALES

because your customer refuses to pay high prices plus the luxury tax for the little dainty things she craves, such as Camisoles, Boudoir Caps, etc. Show her how she can make them in no time with a couple of dollars worth of ribbon.

We are specialists in ribbons. Probably you know the ribbons that get the big call now, but if not, send us an open order and we will see that you get merchandise that you need. We have no dead stock.

RIBBONS LIMITED

100 Wellington Street West, TORONTO

McDermott and Arthur Streets, Winnipeg

Made in Canada

Help build Canada by buying Canadian-made goods

THE Gossard dealer who sells Gossard Corsets and Brassieres sells the product of Canadian factories. He sells merchandise made in Canada by Canadians.

Two huge Gossard factories in Canada—one at Toronto and one at Drummondville, P.Q.—manufacture exclusively for the Canadian and British export trade.

The new, large factory at Drummondville is producing

GOSSARD *Front Lacing* **CORSETS**

in large quantities, and were the material situation satisfactory, our merchants would soon be receiving their orders, filled in full, within a reasonable time.

Both factories, six days in the week, are bending their whole energies to the problem of meeting your needs, and the immensity of production assures every Gossard distributor a fuller share of Gossard merchandise.

We must still urge our dealers to pay particular attention to their requirements and order promptly and often for, although merchandise is being produced in much larger quantities than ever before, the demand is far from being met.

Remember this: When you buy Gossard Corsets, the original front-lacing corsets, your money is worth 100 cents on the dollar, and it goes into the pockets of Canadian workers.

The ***Canadian H. W. Gossard Co., Limited***

284-286 West King Street, Toronto



Phoenix Novelry Company

154 Pearl Street
Toronto

The Apex of Smartness and Daintiness is found in

PHOENIX ORGANDY NECKWEAR

in such appealing shades as

TOAST	MAIZE
ORCHID	FLESH
NATTIER BLUE	GREY AND NAVY

Frilled Vesting by the yard, with narrow width to match for the collar and cuffs, in Organdy, Picot Edge and Embroidery.

Plain Net effects and dainty Laces.

Lace Points in Venise, Batiste, Oriental and Punch Lace. Colored Organdie in all shades.

PROMPT DELIVERY

"Better" Neckwear for the "Better" Stores

The Western Leather Goods Company, Limited

Manufacturers of

Fine Leather Goods



—MOVING—

from 1191 Bathurst St., Toronto



Will all our friends please note that our address **now is**

255-257 Richmond St. West, Toronto

A very convenient location in the heart of the business district—

where all communications should be sent.

Telephone Adelaide 1299

Our Fall line is now ready and will be shown by our Travellers, who are starting on their usual trips by the 15th of June.



Alma Francis, stage and screen artist, wearing a dress creation trimmed with "J. C." SATIN DE LUXE RIBBON

"J. C." RIBBONS

help to translate the newest modes in many interesting versions—adding a finesse to dress.

"J.C." are America's Best Ribbons—there's one for every need—buy them by name—

SATIN DE LUXE	**VIOLET**
LADY FAIR	**SANKANAC**
TROUSSEAU	**DEMOCRACY**

(Registered trade mark name)

JOHNSON, COWDIN & COMPANY, Inc.

"America's Best Ribbons"

40 East 30th Street, New York

J.C. AMERICA'S BEST RIBBONS

None Better Anywhere

is the unanimous verdict passed by the public on our COTTON, SILK, and MERCERIZED

Corset and Shoe Laces

In black, and a variety of new and harmonious shades.

Continually in request, our laces have merited their sound reputation because they are:—

Durable and smart—the pinnacle of achievement in the manufacture of laces.

Commodious merchandise—put up in bundles, pairs, or boxes.

Of Canadian manufacture—material and workmanship guaranteed.

We will be glad to send you samples and prices. May we?

Independent Silk Limited

350-360 St. Paul Street, East, Montreal



Buttons of the Better Sort

Complete Range — *For Every Use*

Also

Tailors' Smallwares and Fancy Trimmings.

THE ONTARIO BUTTON CO., LIMITED
KITCHENER, ONTARIO

KANTKRACK KANTKRACK KANTKRACK

Two things every man **is looking for—**

KANT KRACK COLLARS

"One Grade Only and That The Best"

MADE IN CANADA BY

COMFORT

Always a clean collar on hand at a moment's notice. Every man can find his favorite style in the wide range of KANTKRACK Collars. Linen-like in appearance.

Every Collar Guaranteed

ECONOMY

Three cents a day saved in laundry bills alone—not to mention saving on the extremely long wear in every KANTKRACK collar—and the saving in time and worry as well.

Every Collar Guaranteed

THE PARSONS & PARSONS CANADIAN CO.

Est. in U.S.A. 1879 HAMILTON, CANADA Est. in Canada 1907

THE HOUSE OF HB STYLE & SERVICE

VISITING BUYERS!

You are cordially invited to visit our Show Rooms—to inspect our various lines of

HANDKERCHIEFS
LACES
EMBROIDERIES
VEILINGS

You will find our goods strictly up-to-the-minute and your "buying sense" will readily appreciate the good taste and splendid value shown in our selection.

May we be of service to you?

Westlake Brothers, Limited
24 Wellington Street West, Toronto

"A GIFT IN ART"

Hand Painted Quill Pen Sets $30.00 Per Doz. Sets

Write for Samples

Can Be Had Plain at $13.50 Per Doz. Sets

Write for Samples

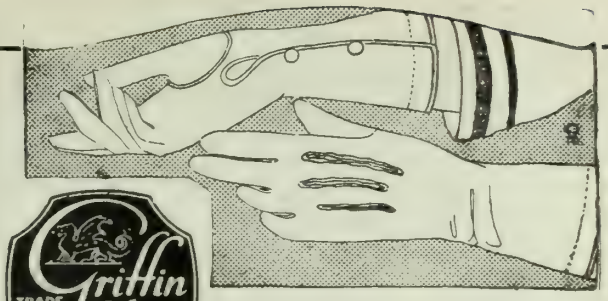


QUILL PEN SETS THAT SELL ON MERIT

Exclusive hand painted designs with hand painted shot glass to match and bag of shot, all attractively boxed.

Other varieties in plain colored Quills, Pheasant, Peacock, Ostrich, Argus, etc.

DOMINION OSTRICH FEATHER CO., LTD.
78 WELLINGTON ST. WEST, TORONTO



Griffin Gloves TRADE MARK

ChamoSuede REGISTERED

WASHABLE



Recognized

by well dressed women everywhere as the essential, highly approved "touch of completeness" to the smart costume.

The popularity of GRIFFIN GLOVES lies in this satisfaction, not only in appearance, but in comfort and durability as well.

GRIFFIN GLOVES LIMITED
TORONTO

Sole Selling Agents:

RICHARD L. BAKER & COMPANY
84 Wellington Street West, Toronto

Fine New Store Opened in Calgary

G. T. C. Robinson Builds Modern Dry Goods Emporium Which Caters to High-Class Trade
Twenty-eight Years' Experience Selling Fabrics and Ready-to-Wear Secret of
His Success in the West.



A Fine Store Entrance

G. T. C. Robinson's fine new store in Calgary, located at 117 Eighth Ave.

THE whole of Calgary is said to be patronizing the fine new store which has been opened on Eighth Avenue by G. T. Robinson, one of the best known pillars of the dry goods business in that city. Mr. Robinson has been in business twenty-eight years, and when he opened the doors of his new store on March 28 he did so with the satisfaction of a man who has a successful career behind him.

Modern in every detail is the new business. A full stock of dry goods, ready-to-wear, hosiery and ladies' wear is carried, and great importance is attached to the displayment of this stock.

Modern Lighting for Display

Mr. Robinson's Ambition was to have a "daylight store," and he has it. The light comes into the store through five large windows across the back, and over the top of the show windows in front. In this way a splendid flood of daylight suffuses the whole store, and clerks, in showing goods to customers, are not obliged to race back and forth to the windows in order to reveal the true color of the fabric or article chosen. Equally successful provision has been made for dull weather in the placing of ten large lights on each side of the store that throw a powerful illumination throughout, which closely resembles daylight. The same lighting system is used upstairs in the ready-to-wear department, and it will be seen by the accompanying illustrations that the effect aimed at is most certainly achieved.

The Ready-to-Wear Department

A large wide stairway leads up to this splendid department where an atmosphere of spaciousness and comfort immediately makes its appeal. The two glass-sided show cases seen are for waists and sweater coats, while tables conveniently arranged contain dainty lingerie and underwear displayed in tempting array. The wall are lined with large modern wardrobes for the gowns. The fitting rooms are also given special care as to furnishing and lighting, and this department is justly becoming one of the biggest features of the business.

Special Inside Displays

On the floor of the main store are six large tables and three show cases which hold the "specials" from day to day. Mr. Robinson says the secret of building up a good business is in always selling good merchandise. Nothing is too much trouble when it comes to showing that his merchandise is good. He changes these inside displays every two days so that his customers may know what is in his store.

Well-Tried Policy

After twenty-eight years in the business Mr Robinson has found that men clerks are the most satisfactory salesmen in the staples and dress goods departments.

"I believe in my clerks showing all the goods they possibly can, but never trying to force a customer to buy," said Mr. Robinson. One of his hobbies is window trimming. His store is 100 feet by 25 feet. The windows are 10 feet deep with a 6½ foot front. The entrance, which is 12 feet wide, permitting quite a large number of people to walk about and view the displays. There are two widths of glass on each side of the door, so that the public is enabled to see right through to the rear of the store. Window trims are changed daily and a very good one was attracting considerable attention the day Dry Goods Review called. The trim was to introduce a new line of dress goods. On a stand in the centre of the window was a large card containing three pages from a trade magazine posted and describing the popularity of the goods in Paris and New York.

Well-Deserved Praise

Mr. Robinson showed Dry Goods Review a letter in which a merchant from the East wrote, congratulating him on his new store, in which he stated that Mr. Robinson had combined the artistic with the practical; and any one going through the departments could not help but agree with him.

Tax May Harm New Industry

Canadian Manufacturers of Ivory and Ebony Toilet Ware Plead for Lower Tax in Ottawa

A deputation representing the Canadian manufacturers of French ivory and ebony toiletware had an interview with the Minister of Finance, Sir Henry Drayton, on June 1st, at his office in Ottawa. The object of this visit was to place before the Cabinet Minister the reasons for believing that these taxes are unreasonable and excessive and would curtail the retail sales and severely cripple and possibly ruin this industry in Canada.

The deputation pointed out that this is comparatively a new industry in Canada and that its products consisted chiefly of mirrors, brushes, combs and manicure implements and is not such a luxury as to necessitate the tax of 20 per cent. The aim of the deputation was to have the tax reduced to 10 per cent., as in view of the need for taxes they believe that this tax would not seriously curtail retail sales, and would, therefore, not ruin this Canadian industry.

Previous to the visit they had consulted and interview the leading retail merchants who without exception endorsed the attitude the deputation took.

The delegation consisted of representatives from the following manufacturers:

The Stevens-Hepner Co., Ltd., Port Elgin; The Arlington Co.; The French Ivory Products, Ltd.; The Pugh Specialty Co., Ltd. and Carl Austin & Co., all of Toronto. E. A. Kantel, Ltd., represented the wholesale trade.

A very courteous and attentive hearing was given by the Finance Minister.

THREAD PRICES SOAR

Windsor, June 2.—(Special.)—White cotton thread has advanced 100 per cent. in price within the past few weeks in Windsor, the reason being that Detroit stores have practically exhausted the supply, and there is no more coming in. Ordinary thread, that sold here a month ago at retail for 5 cents a spool, is up to 10 cents to-day, and only a limited supply is obtainable at that price. A further rise is predicted by dry goods men.

ACTRESS IS SPONSOR

One of the leading manufacturers of high-grade women's wear has named his latest creation after Hope Hampton, as a tribute to her popularity and beauty. Miss Hampton, whose first production with her own company, "A Modern Salome," is being distributed through Metro, has stood sponsor for the cape, not only because of its beauty and utility, but also because its inexpensiveness will help thousands of girls combat the high cost of clothes.

New Beauty Preparations Well Boxed and Bottled

Up-to-date Toilette Ware Departments Have Creams and Lotions Attractively Displayed—A Folding Tooth Brush Among This Month's Novelties.

NOTWITHSTANDING the fact that July is synonymous with sunburn and mosquitoes, yet manufacturers of toilet preparations have not devised anything new in the line of cream or lotions, but have rather concentrated on the face powders and talcums. New ideas in these lines are constantly appearing in the stores. One of the newest face powders is shown in every possible shade, thus enabling every type of woman to find her own particular "nuance." The up-to-date toilet department always has a full range of samples in all complexion shades for the convenience of its customers, who can then purchase with no uncertainty as to whether "flesh" means "pink" or "natural."

Eau de Cologne is back again after a prolonged absence during the war years. Canadians will be glad to know that they need no longer depend upon the old standard, 4711, of German origin as being the best procurable. Several European perfumers are producing Eau de Cologne equal if not superior to the German make, and are bottling it in containers of fascinating and original designs. Morgan's of Montreal, are showing a charming collection of novelties containing Eau de Cologne, manufactured in Holland, and made of blue and white Dutch china in a multitude of styles including flasks, jars, jugs, shoes, idols, etc. A particularly charming and new idea is evinced in sets of twin china figures in different colors, much resembling Dresden effects, also filled with Cologne, which retailing at eighty-five cents per pair, will make a popular gift or souvenir, of an unusual kind.

Other toilet novelties noticed this month were a folding tooth brush in French ivory, for the convenience of the traveler, and also a minature box, finished in gilt and enamel, containing a varied assortment of beauty patches to carry in one's purse.

These are the little accessories so much appreciated by women out of touch with larger centres.

Small Jewellers Hard Hit By Tax

He Will be Taxed for What Hardware Man is Exempted

Jewelers, whose business the original list of taxes hit an "awful wallop," are much pleased with the new provision for the 10 per cent. turnover tax on all articles except those specified in the amended resolution. There are yet many hardships to them in the new taxes, but they feel they can struggle along now. One prominent jeweler to-day estimated that various firms lost thousands of dollars in sales when the taxes were first introduced. Small jewelers throughout the country will find themselves hard hit by the turnover tax of 10 per cent. on sales of watches and clocks under $10 each. They have been accustomed to get a good part of their revenue from the sale of alarm clocks, Ingersoll watches, etc., and now they will pay the 10 per cent. turnover tax, because jewelers are required to be licensed, and a hardware man next door will sell the same article exempt from taxation. That is how the matter stands now.

Resolution six, imposing excise taxes on imported goods, will raise the duty on medicated wines, patent and proprietary medicines 20 per cent., and though called excise, increases the customs duties on a long series of other articles mentioned in the resolution. Home production of these articles is exempted from the tax, making this so-called excise tax a true super-customs tax levied not only on the value of the article, but on the duty as well.

Business men of the country are once again at sea with regard to the new taxes.

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

MADE IN CANADA
Beads
Earrings
and
Pearl Necklets
Write for a Selection Parcel
CARL AUSTIN & CO.
Manufacturers
357 College St., Toronto
Write Dept. B.

Toy Trade Coming into Its Own

Has Taken Big Strides Forward in Recent Years—New Ideas in Manufacturing Have Brought New Business That Keeps Up the Year Round.

From enquiries made last fall among representative booksellers and stationers in various sections of Canada, it was found that a large proportion of these devoted considerable attention to the toy trade. This was especially the case in smaller towns. In the case of a few of the larger booksellers in cities and large towns where there was sufficient trade to justify the business being restricted to book and stationery lines, there was in evidence a feeling that the introduction of toys might possibly be detrimental to the business of bookselling proper which should support itself. In the smaller towns, however, it is virtually a necessity for the bookseller to supplement books and stationery by stocking other lines that fit in well with this business and among such other lines probably none lends itself to a more profitable development than that of toys.

Glancing back over a period of twenty years the toy trade of this continent shows a growth which is remarkable in many ways. Of course the number of factories has increased; there has been visible the same sort of development that has been noticeable in other lines, and this development has been specially marked since owing to the war, the importation of foreign-made toys has suffered such a striking decrease.

The toy trade, however, presents one important feature which is unique in itself. During the past twenty years the viewpoint of the entire industry has undergone a remarkable and most important change.

Twenty years ago toys were mainly purchased as Christmas gifts and practically for nothing else. When Christmas came it was customary to buy toys for the children, so parents, aunts, and friends sallied forth and visited the toy shops and department stores and bought a quantity of toys for children of each sex and of certain ages. Year after year brought much the same kind of toys as had been seen in previous years. Year after year these same toys were almost certain to be destroyed within a short time after the Christmas holidays. The toy trade was a splendid example of an industry which existed solely because of a certain attitude of the human mind, and not an industry which was creating a permanent field for itself.

All this has now been changed, and it has been changed owing to the recognition of the fact that children have brains as well as instincts and inherited tendencies. Little Johnny used to get a toy horse or a toy wagon, and little Mary would have a doll or a doll's bed and some picture books. All of these were and are perfectly proper for Johnny and Mary up to a certain age, but in those days when Johnny grew to be ten or twelve years of age his parents stopped giving him toys and bought him a watch or a suit of clothes, or perhaps a little pony, and nearly always books.

Certain far-seeing men in the toy trade, however, began at last to realize the potential purchasing power existing in Johnny after he had passed his tenth birthday, and the toy manufacturers now keep step with Johnny till he goes to college and even further. His brain has been recognized. Johnny of twelve or fifteen is a thinking reasoning personality with ideas of business and of manhood surging in his brain. He wants to do things, to create things, and it is in the toys which cater to these tendencies that an enormous field has been opened in the trade. The wireless telegraph, the electrical toys, and the construction sets are evidence of this. The latter really amount to engineering in miniature, or junior engineering. Or again, take the elaborate railway sets that are now common, trains running by electricity, signals fitted with electric light, rails and switches the exact counterpart in miniature of a real railway. The tastes and tendencies of the growing boy are recognized, and in this way wonderful toys are made and sold at prices which were once deemed far beyond the possibilities of the trade.

TOY BALLOONS

It is interesting to refer to the development of the toy balloon business along lines suggested in previous article appearing in this paper. Canadian stationery stores are nearly all selling far more rubber balloons than they did in previous years.

Manufacturers are helping them with better display boxes. One firm features five and ten cent assortments in special boxes with display lids. Popular selling numbers include watermelons with valve, "Victory" continuous squawkers, bag pipes and jumbo squawkers. Then there are round squawkers, sausage squawkers, airship balloons and balloons with self-closing valves which are lower priced and consequently enormous sellers



It is by this method of creating a market rather than by following blindly along established lines that such great strides have been made by the toy manufacturers. It was not enough for them to make merely the things that Johnny already wanted they have shown him a new field and kept his interest during years when formerly they had fallen far behind him.

The live bookseller will keep this in mind in developing his toy trade. Perhaps the most popular line with the school boy at the present time is the wireless telegraph sets, which can be procured from a few dollars up to almost any price. In most cases it is the boy himself who will be the purchaser; let him know that he can get a set of wireless for a certain price, and once he makes up his mind it will not be long before he will save up sufficient to make the purchase. The scarcity and high price of labor nowadays have given Johnny an opportunity of earning many an odd dollar here and there, whereas a few years ago he could only have earned about as many cents, and it is up to the go-ahead toy dealer to profit by this.

SCHOOLS USE DOLLS

IN PARIS, France, a new use for dolls has been found. They now play an important part in the schools. The doll lesson is called "History."

It is history of manners and customs throughout the world and the world periods. The pupils are given a certain number of dolls which they must dress in the costumes of the country and time assigned, and which then must be placed in surroundings in keeping with historic facts. Thus when Rome is under examination the scholars do not merely make lip memory of the consuls or emperors, nor merely describe Roman roads and baths, the Forum and the Appian Way; they take the dolls and with them create Roman cities and armies, Roman home life and Roman commerce, and thus recreate, as nearly as possible, a Roman civilization.

That this method will teach history splendidly is beyond question; but it will do more. It will make costume designers of the girls and will give them a keen interest and understanding of clothing forms and periods, will make them needlewomen and give them a technical knowledge of a kind that will render them more content to remain in the home and not to need the constant assistance of the outside entertainment to keep life from becoming an unbearable bore.

Retailers might well bring this to the attention of local teachers. It will at least interest them and may lead to something of a similar nature being undertaken which would, of course, promote additional sales of dolls.

Spring Toy Trade in Saskatoon

Live Western Stores Conduct Year-Round Toyland—Some of the Ready-Selling Lines in Evidence There

MACMILLAN'S of Saskatoon is a store which is becoming famous for its "year-round toyland." This is a most comprehensive department.

Several new features have been added this spring such as the Chummy lawn swings, the rope toss games, and the "Saskatoon Vamps," a bevy of designing little kewpies, with real, honest-to-goodness hair! Skipping ropes, and new dolls are also in evidence.

This department does not hold court merely at Christmas time but is daily deserving of its name—"The Year-round Toy Shop," featuring toys at all times of the year, for birthdays, parties, and other events of interest to the young.

A trip through this department disclosed large displays of juvenile autos, velocipedes, kiddie kars, scooter cars, doll carriages, sulkeys, cabs, etc., in addition to what may be described as the "toy stock proper."

Lawn swings, and baby swings were also in evidence, and of course hammocks, too.

A girls' "flier" tricycle retailing at $20 was a good-looking vehicle, with steel gear enameled black, maroon wheels, rubber tires, adjustable feather seat and steel sides.

One of the most useful articles seen here was an extension gate—a real handy thing, that keeps baby from falling down stairs. This gate extends to four feet and retails for $2.75. Baby walkers, shoofly rockers, hobby horses and verandah swings for babies were seen, together with a big stock of such wheeled goods as express wagons, autos, row-wagons, and doll cabs.

In dolls, real "vamps" with red hair were conspicuously displayed. These are saucy little things altogether removed from the ordinary run of kewpies. It was pointed out that many of these were sold to grown-ups for use as den decorations.

Such well-known denizens of dollland as "Flo-Flo," "Queenie," "Mermaid," "Splash Me," "Coquette," "Love Me," and "Voleska" were there, and among the imported dolls were some English dolls made by widows and orphans of soldiers.

MacMillan's Toyland gets its full share of the use of the store's show windows and occasionally they present most attractive and striking displays that have not only got good attention and brought forth commendation, but have had the effect of greatly speeding up toy sales.

The success of this store in carrying the toy trade throughout all twelve months, is an object lesson to those merchants who have not as yet acted upon the editor's suggestion to operate a year-round toy department.

In the same city another store with a good line top department is the Cairn's store, and spring business here saw great activity in the sale of various wheeled goods.

Seasonable toys such as marbles, agates, girls' skipping ropes, and rubber balls were much in evidence, and this year the Cairn's people have opened a special "Sporting Goods Shop." In announcing the opening of this new department reference was made to the opening of the baseball season on May 5 with the ensuing season of summer sports in full swing. It was stated that, to provide the right kind of service to the athletes of Saskatoon with the right kind of service, complete assortments would be shown of dependable baseball, golf and tennis supplies.

It is of interest to add that this department includes in its stock such goods as knives, razors, etc., as well as hammocks, and other kindred lines.



A. C. GILBERT, "Toy Wizard"

A TOY WIZARD

THE audience at the lecture by A. C. Gilbert, on May 10th, at lecture hall in the Central Y. M. C. A., Toronto, was privileged to the extent of hearing a lecture that was absolutely unique in its experience. Mr. Gilbert did scientific stunts that made everybody in the room sit up with wonder and then explained them, so that his hearers could similarly mystify their friends. After many demonstrations of scientific experiments. The lecturer dealt with the great market for toys that had been created for construction and scientific toys.

The two big ideas that had ever been kept before him in manufacturing scientific toys were first, to instill into boys the spirit of leadership and second, to bring science down to boys' understanding.

To encourage boys toward reaching out towards leadership, the Gilbert Institute of Toy Engineering had been established in which degrees, diplomas and prizes were awarded. The highest degree was that of "Master Engineer," any boy reaching that degree was almost certain to achieve success in life.



"Fountain Brand" Thread Will Convince You

that it is to your advantage to employ only Irish Linen Thread, manufactured by

Island Spinning Co., Ltd.
Lisburn, Ireland

If you have had to contend with weak, breaking, or fraying threads in the past, our non-snarling linen thread will mean the beginning of a new era for you.

Its value lies in its uniform super-quality, and the strength and durability which equal that quality—and this at the price of quite ordinary thread.

½ lb. and 1 lb. Patent Wind Cops, 1, 2, and 4 oz. spools.

Colours—Black, White, and Whitey Brown.

SOLE AGENTS FOR CANADA.

WALTER WILLIAMS & CO., LIMITED

MONTREAL	QUEBEC	VANCOUVER	TORONTO
508 Read Building	553 St. Valier Street	217 Crown Building	20 Wellington St. W.

THE SMALLWARE SPECIALTY HOUSE

"Hyclass" Brand Dress Fasteners

Our Own Brand—"Hyclass" Dress Fasteners—are absolutely satisfactory.

We will supply, free of charge, a solid Oak Display Cabinet with an order for five gross. Write us for samples and quotations.

WRINCH-McLAREN, LIMITED
77 Wellington St. West - Toronto, Ont.

3819—1 Dry Goods Review, June



A sales-making De Long advertisement, appearing in women's publications.







Notions are Formed at Notion Counters

TEN million women will see and read De Long advertisements every month during 1920. Out of these ten million, a worthwhile number will enter your store.

Will they find De Long Hook-and-Eye Tape on your notion counter, and buy? Or will they go away and say, "That store never has anything I want"?

Nearly every woman has known the name De Long from girlhood up. She is a potential buyer of convenient De Long Hook-and-Eye Tape.

And how about the other De Long products—Hooks and Eyes, Snaps, Hair Pins, Safety Pins, and Toilet Pins?

Let women know you carry the De Long line—give it prominence. Let them "See that hump?"—and buy.

THE DE LONG HOOK AND EYE COMPANY OF CANADA, LTD., ST. MARYS, ONTARIO



Colonial Quality
Samstag's New York

You can individualize your Notion Department by stocking standardized small wares guaranteed by the Colonial Quality trade-mark to be "each the best at its price." Let us quote you prices on:

Fashionette Invisible Hair Nets
All colors, cap and fringe, each in a sanitary envelope.

Baby Dimples Safety Pins
Also Baby Dimples Neverlost Pins and Baby Dimples Cradle Pins

Lady Dainty Celluloid Hair Pins
All shapes and sizes, in shell, amber and grey

Myman's Collar Bands
Accurately sized—shrinkage allowed.

Gold Medal Bias Tape
True, even bias in white or black.

Tulip Snap Fasteners
Reliable, rustproof

Vassar Elastic
The elastic that lasts.

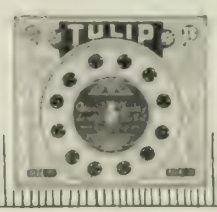
We pay special attention to supplying grey and white hair nets and grey hair pins.

Canada Needle & Fishing Tackle Co.
INCORPORATED

76 WELLINGTON STREET WEST - TORONTO

Sole Canadian Distributors of Colonial Quality Specialties for

SAMSTAG & HILDER BROS.
1200 Broadway - New York City



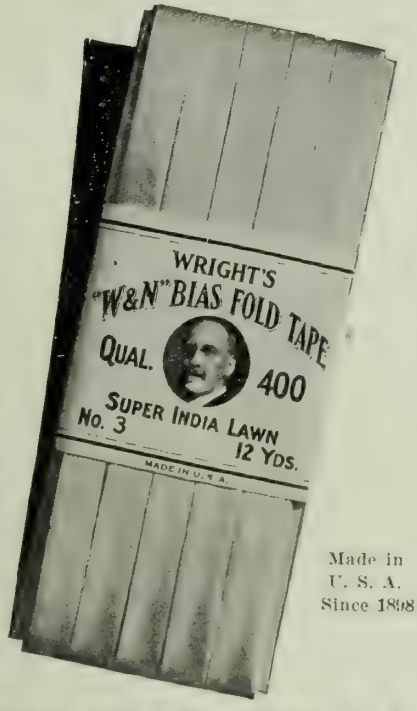
WRIGHT'S BIAS FOLD TAPE

Will not pucker

"W&N" MONARCH and METEOR Brands for binding, piping, fancy work and trimming in white, black and colors.

Cut from reliable fabrics of first quality stock on true bias, selvages trimmed, seams opened and pressed.

Easily Sold because Easily Used



Made in U. S. A. Since 1898

WRIGHT'S E-Z-TRIM

Decreases labor and expense



Look for the trade mark and portrait of Wm. E. Wright on every package.

All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment — collar, cuffs and yoke.

Made of WRIGHT'S Bias Fold Tape, stitched in parallel rows on fast colored percale.

Raises the standard of the Notion counter.



In U. S. Pat. Off.

Wm. E. Wright & Sons Co., Mfrs.
315-317 Church Street New York

Stocks carried at all Agencies

CHICAGO
R. C. TAFT
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street

Whittemore's Shoe Polishes

FINEST QUALITY LARGEST VARIETY



THE WORLD'S STANDARD

CREAMS, PASTES, COMBINATIONS
for every kind of leather in all the popular colors

DRESSINGS
for Canvas, White Leather; Self-Shining Dressing

WHITTEMORE BROS. CORP.
Cambridge, Mass.

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS ETC
BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

IMPORTERS and MANUFACTURERS

Art Needlework and Fancy Goods

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS and HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada



FUR MARKET

Conditions in Canada

In Canada furs are a necessity, not a fashionable whim. Our business is in staple, not fancy, furs.

Folks are going to buy a definite quantity of furs this year as they do every year and merchants are going to sell them. In consequence, we can count on our regular volume of bread and butter business.

Staple furs at to-day's prices are a good buy. In fact recent labor increases make advances very probable.

If you have not covered yet we strongly advise you to buy at once. Holding off until Fall you will very likely pay more and certainly will not get deliveries on time.

CUMMINGS & CUMMINGS

Manufacturing Furriers

MONTREAL



Away From Home



The Alternate Choice of the Prudent Housewife

AWAY from home and out of doors, what can excel cotton for the quick change from travel-stained garments into something fresh, crisp, cool, beautiful and withal inexpensive?

There are the plain, heavy-duty materials such as duck or drill—or, on the other hand, the exquisite fine weaves that cling like silk itself. Nothing takes decoration more effectively! Or cleans so easily. Or costs so little as cotton!

And there are no better or cheaper cottons than "Prue Cottons." Ask your retailer.

DOMINION TEXTILE
Company, Limited

MONTREAL TORONTO WINNIPEG

Mr. Retailer:

This advertisement appearing in Canadian publications from coast to coast is sending customers to your counters. Be sure your salesmen are ready to meet the demand for PRUE Cotton.



"Canvelco"

Veils Veiling

Best Sellers for Summer Trade

Bridal Veils

Silk and Cotton

$21.00, $42.00 to $84.00 doz.

White Veiling

Elastic Veils

Big Range Patterns
Black and Colors

Laces

Silk Nets, Black and Colors
Cotton Nets

We Assure You Quick Delivery on Mail Orders

"Mona Lisa" Veils

are more popular every day

$4.50 - $15.00 doz.

Limited quantity
Black and Colors



"At Your Service"

Canada Veiling Co., Limited

84-86 Wellington St. West
TORONTO



WE TAKE

ANNOU

TO OUR CUSTOMER

DENT'S

A CANADIAN IN

ALSO THE REMOVAL TO

DENT, ALLCROFT AND
and COLONIAL GLOVE

WITH ACKNOWLEDGMENTS
PATRONAGE AND CONTI

DENT, ALLCROFT AND

WILDER BUILDING,
MONT

FACTORIES: LORETTEVILLE, QUE.;
London, England; Worcester, England; Martock, England; Paris, France;
San Giovanni, Italy;

PRIDE IN

NCING

S AND THE TRADE

GLOVES

CORPORATION

NEW HEADQUARTERS OF

CO. (CANADA) LIMITED
COMPANY, LIMITED

TO OUR CLIENTS FOR THEIR
NUED CO-OPERATION

CO. (CANADA) LIMITED
BLEURY STREET
REAL

CHARLESBOURG, QUE.; LONDON, ONT.
Grenoble, France; Brussels, Belgium; Ceroux Mousty, Belgium, Naples, Italy;
New York, U.S.A.

A.B.C. HOSIERY FOR SCHOOL TIME

The approach of Autumn schooldays, means increased sales of children's stockings. Mothers looking for stockings reasonable in price and durable in wear, appreciate the advantages of A. B. C. Hosiery for children. Made to withstand hard wear, they combine

Quality and Economy

and are profitable stock to carry. Your customers like them. This means many and quick sales with good profits for the dealer.

A. B. C. stockings come in all sizes, for men, women and children. Trebly reinforced heel, toe and sole. 1 and 1 rib.

Write Us for Prices.



ALLEN BROS., CO., LTD.

883 DUNDAS ST. E., - TORONTO, ONT.

"CANADIAN GOODS ARE BETTER"

Selling Agent:

WM. G. EVIS, TORONTO

THE SILK STOCKINGS THAT WOMEN WANT



Women love silk stockings, but garter runs are a constant annoyance.

You can build up a tremendous stocking trade on

Winsome Maid
Pure Thread Silk Hosiery

because, owing to a patent anti-ladder stitch at the hem, it has no garter runs.

Point this out to your customers and your sales are certain.

Pure silk—reinforced feet—perfect fit—elastic top—complete range of 20 shades—sizes 8½ to 10.

Allen Silk Mills
LIMITED

43 Davies Ave., Toronto, Ont.

Western Representative:
Stanley McLeod, 449 Granville St., Vancouver

Representative for Northern Ontario:
E. R. Clarry, 14 Algonquin Ave.. Toronto

Representative for Eastern Ontario and Montreal:
H. Switzer, 193 Sparks St., Ottawa

Salesman for Toronto:
R. H. Switzer, 35 Wellington St. W., Toronto

Eastern Representatives:
Jones Cairns, Ltd., St. John, N.B. J. E. Cote, 66 Church St., Quebec, Que.

Representative for Western Ontario:
N. Switzer, 35 Wellington W., Toronto

"CANADIAN GOODS ARE BETTER"

SELLING AGENT:
WM. G. EVIS, TORONTO



The Importance of Detail

is readily grasped by the careful dresser, who realizes that the so-called "little things" can make or mar the appearance.

That's why the question of hosiery is of paramount importance, and why a discriminating buyer will just naturally "call for"

Radium Hosiery

The hosiery with the smooth, perfect fit over ankle and instep—no annoying little wrinkles to distress the wearer. Its glossy sheen and fine finish testify to the excellence of the materials employed, whilst its sound-wearing qualities never fail to evoke the approval of the purchaser, and invariably bring him back for more.

Be good to your customer, and to yourself, Mr. Merchant, by stocking a line that cannot fail to spell "profit" to all parties concerned.

"Radium Hosiery for men, women, and children."

P. K. COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL

"Kayser" GLOVE

MADE IN CANADA

When You Sell a Customer

a pair of gloves are you confident that they are a brand that will fulfill every expectation that the purchaser entertains?

"Kayser" Gloves are recognized throughout the glove trade as the brand of gloves rendering the utmost in service and durability; in fact, progressive dealers are utilizing their popularity in order to cope with the demand for lightweight gloves.

Kayser Silk Gloves

Kayser Chamoisette Gloves - - etc.

ALL THE NEWEST SHADES AND FABRICS NOW IN POPULAR DEMAND

Why not afford your customers the opportunity to obtain the kind of gloves that will entirely satisfy them? They'll appreciate you stocking "Kaysers."

P. K. COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL



The Williams-Trow Knitting Co., Limited - - Stratford, Canada



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

CANADA'S LEADING DISPLAY FIXTURE HOUSE



No. 177 E/X
Waist Form

DALE
Wax Figures

are designed and manufactured to give

PERFECTION
in Proportion,
in Finish—

TO ENSURE
pleasing appearance
and
permanent durability

Agents:
P. R. MUNRO
259 Bleury St., Montreal
E. R. BOLLART & SON
501 Mercantile Bldg., Vancouver

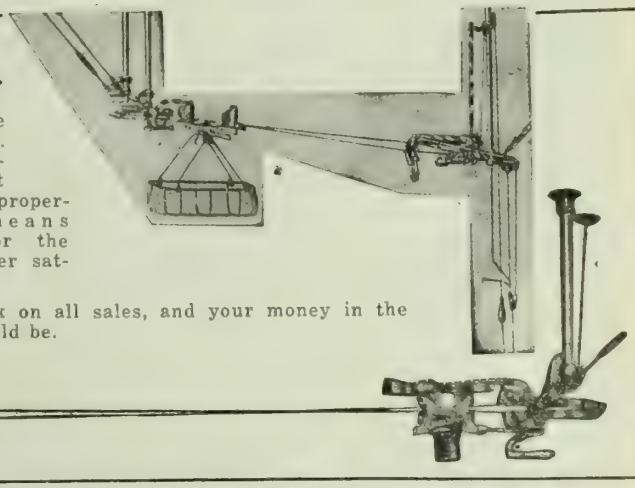
DALE WAX FIGURE CO.
LIMITED
86 YORK STREET - TORONTO

THAT BEACON LIGHT!

You may let it in by asking for our Circular

Our Cash Carriers will enable your selling staff to devote more time to customers, and to serve them more promptly. In other words, the staff can do more business when Gipe-Hazard Carriers are used than it is possible to do without them which, when properly interpreted, means greater profits for the merchant, and better satisfied customers.

Too, a double check on all sales, and your money in the office where it should be.



Gipe-Hazard Store Service Co., Ltd.

113 Sumach Street
Toronto - Ont.

Their address
may be in the Buyers' Market Guide. Why not look it up and see?

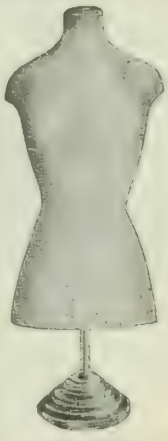
EVERYTHING IN DISPLAY FIXTURES

that you need, you can obtain from us. We either have it, or can make it.

NEW DESIGNS
from our factory are constantly augmenting our stock.

Our Wax Figures, Bust Forms, etc.
will satisfy your every requirement for the correct display of merchandise, while their reasonable price further increases their popularity.

Let us give you our quotations. Have you seen our latest catalogue?



DELFOSSE & CO.
247-249 Craig St. West
Factory: 1-19 Hermine St.
MONTREAL

Unusual Beauty in Lingerie Displays

Certain Practices to Observe in Dressing Windows With Undergarments and Corsets—Settings and Backgrounds Very Important—Color Harmony Essential.

THIS spring some of the prettiest window displays shown by the leading shops all over the Dominion have been arranged with lavish displays of lingerie and corsets. Dry Goods Review last month reproduced a beautiful window shown by Fairweather's Ltd., of Toronto, and this firm has caused quite a stir in the Queen City all season by repeated window displays of this order revealing rare artistry and novel appeal. The Robert Simpson Company, of Toronto, showed a very handsome lingerie display last month in conjunction with a series of lovely windows for the guidance of the June bride. Some time previously the T. Eaton Company's store in Toronto showed a sensationally beautiful boudoir window with all the season's latest novelties featured. The comparatively recent advent of the boudoir setting in shop windows caused considerable consternation in some American cities but so far nothing has been seen in Canada that has not called forth interest and admiration from all who appreciate what is dainty in dress, and appealing in color scheme.

Perhaps no character of window display arouses more interest in the feminine shopping public than an artistic handling of lingerie; and now great allotments of window space are being regularly devoted to the showings of this important adjunct to women's dress.

Corsets rarely have in themselves decorative possibilities, but when displayed in combination with a few accessories like silk teddies, chemises, brassieres, silk hosiery and other similar items of feminine interest and requirement, equally interesting results may be achieved. The injection of these items used in conjunction with a main display of corsets brings out the desired artistic effects and affords a valuable medium through which are presented a variety of pleasing color effects.

Lingerie Aids Display

Like other classes of merchandise, corsets may be attractively shown in the symmetrical or unconventional arrangement. The greatest possibilities toward the striking and artistic effects are to be obtained, through the application of the latter method. However, display men attempting this method must be capable of exerting the utmost of care, as such a treatment as the unconventional style opens the way for errors the result of which will invariably kill the display, if there is a lack of appreciation of values, proper proportion and perspective, and a failure to secure proper grouping and balance. The symmetrical method of display is simple and is, in the main, a matter of proper balance and attaining the proper perpective.

Wonderful opportunities for display are afforded with lingerie, and most delicate color effects are readily obtained in two or three combinations of colors. Grouping various materials has proved popular for such displays. The general effects of this plan are highly pleasing with each decorative motif having a distinct basic color. For example, one group may be pink, another blue, and third white, or any other harmonizing colors may be used.

While pink, blue and white have been long accepted as the standard colors in lingerie and accessory display, to-day, these, by no means, form the extent of available combinations, since the pink, blue and white of corsets and undergarments have given way to all other colors.

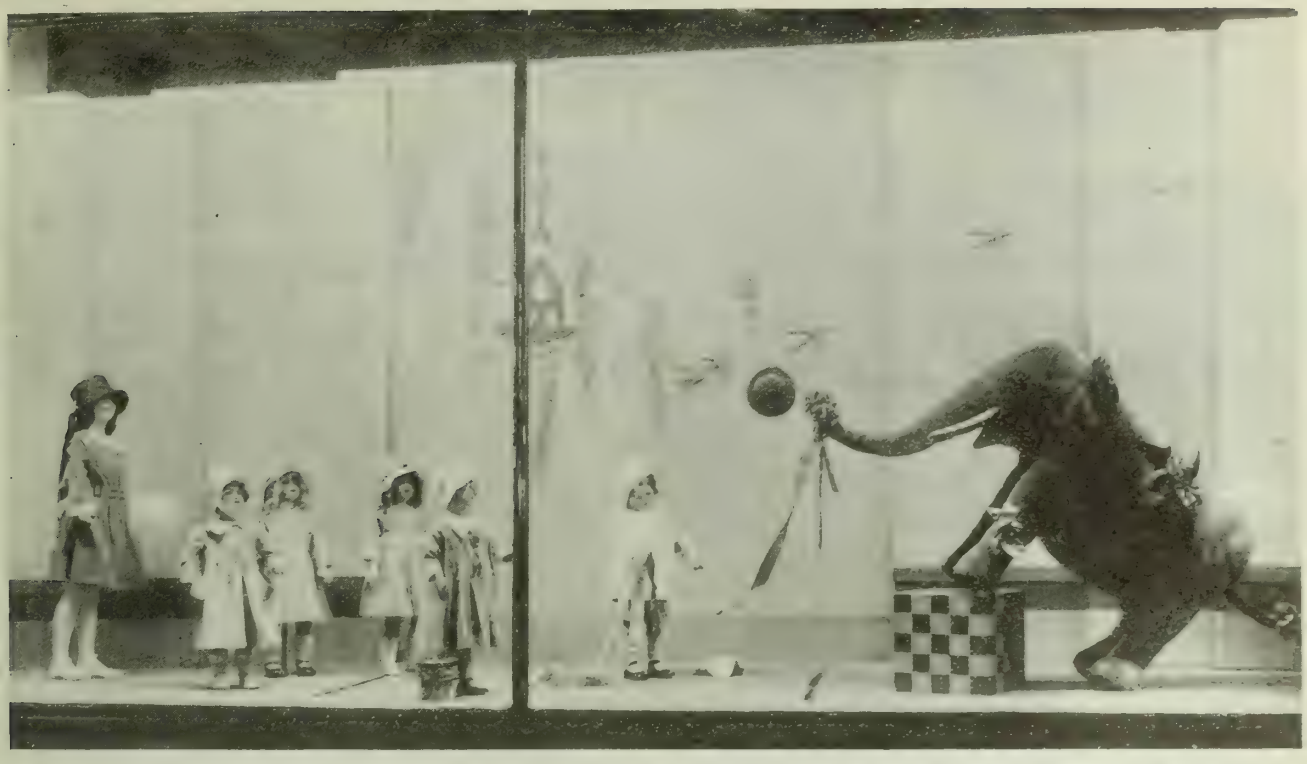
Keep Main Idea Featured

When corsets are shown on forms it is necessary to consider other decorations as corsets alone may sometimes present



Ideal Summer Dresses

This group of lovely organdie-and-lace frocks is delightfully displayed in a June window trimmed by the Robert Simpson Company, Toronto. Gray velvet curtains and pretty lamps add atmosphere, while the grouping of the figures among the tables and chairs in a variety of charming attitudes creates a realistic impression.



Window Display in Goodwin's, Montreal

Children's wash dresses in light colors displayed against a pastel background, with decorative effect of blue birds and clusters of flowers surrounding a bird rest. The elephant is made of grey velvet and gaily decked out with bows of orange ribbon. This attractive bit of pantomine attracts children and parents alike.

a bare display. However, in applying embellishments, the display man should not lose sight of the fact that corsets and not decorations are to be sold, and with this point observed, the trimming will be subordinated to the main object of display.

In arranging lingerie displays, it is usually best to employ wax figures in conjunction with the showing of merchandise, in this way achieving most impressive boudoir effects. The employment of the wax figure, further supplemented with the atmosphere of Milady's boudoir, is bound to attract great attention and result in a big volume of sales. The advantages to be obtained through the use of a full form figure in connection with the displaying of corsets and other lingerie is splendidly instanced by the illustrations on both this and the preceding page. The desired atmosphere is clevely brought out and the general value of the treatment in making the display of more than ordinary attractiveness and interest is strongly evident.

Use Special Stands

Aside from their display on forms and figures, undergarments are best shown on or draped over shelves, pedestals and stands especially constructed for lingerie. The T stand, one of the most versatile of display fixtures, is employed with excellent results in such displays and is perhaps more frequently and generally used than any other single piece of equipment. This fixture may be obtained in glass or metal, and a variety of very beautiful wood effects are now being made. They are produced in period designs and may be colored or finished to suit individual windows and the taste of the display man. The importance of having background and accessories thoroughly in keeping with the merchandise displayed cannot be overestimated. Many otherwise attractive displays have been ruined by failure to observe this principle.

Salesmanship

"The sales manager has too often come to be looked upon as a somewhat ornamental part of the machine. The production men have towered up as the giants of the organization. Sales managers and salesmen are to have an opportunity to come into their own again. Their services are to be needed. Their counsel will be sought."

SOFT FELT SHAPES

There is quite a little talk just now of felts for the early Fall season, and the fact that Paris modistes have started to use them again will probably create a demand for them here. According to manufacturers, the main trouble is in getting the quality felt they desire, and many are using the felt hoods and blocking them up in whatever shapes they prefer.

It is said that the best effects are attained in the soft styles, such as are typically hand made.

British Industrial Art Exhibition

Buyers From Canada Expected in London for September Craft Exhibit

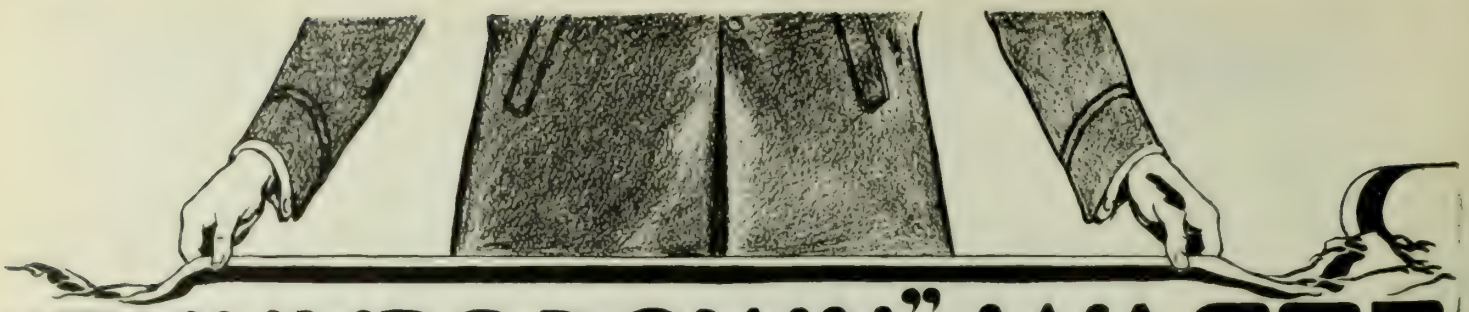
The British Industrial Art Exhibition will open on September 16 at Knightsbridge, London. This exhibition comprises textiles, wallpapers, furniture, pottery, glass and metal work, also building, and other crafts. A number of buyers are expected at the exhibition from Canada, the other overseas Dominions and foreign countries.

Canadian buyers who propose to visit the exhibition should secure further information from the nearest British trade commissioner in Canada. Their names and addresses are: (A) Captain E. J. Edwards, 248 St James Street, Montreal; (B) F. W. Field, 260 Confederation Life Bldg., Toronto; (C) L. B. Beale, 610 Electric Railway Chambers, Winnipeg.

Skins of Mud Sharks For Fancy Footwear

Veterans Products Co., Victoria B. C., to Have Exclusive Right to Fish in Gulf of Georgia for Sharks

Fancy footwear, bags and other novelties are to be made in Victoria, B. C. by the Veterans Products Co., from the skins of mud sharks. Operations are to begin at once, and an exclusive license has been granted the company, formed two months ago, to fish for mud sharks in the Gulf of Georgia.



"THUMBS DOWN"=WASTE

IN the first place, when yard-sticks or counter tacks are used, the thumb is the real cause of loss.

Both thumbs and fabric completely hide the end of the yard-stick or top of the counter tack; the thumb *must feel* for the mark—yet to-day we usually want to *see* what we do.

Rapidly (perhaps) each yard is thumbed, and with each yard goes an extra bit of cloth—just the width of the thumb—for which the customer does not pay. It isn't the fault of the salesperson, for that's the way he has been taught to measure. The trouble lies in the lack of proper tools with which to work.

But now the MEASUREGRAPH has solved the problem! Here is an instrument that measures each yard accurately, records the total yardage down to the fraction of an inch *and even computes the amount of the sale.*

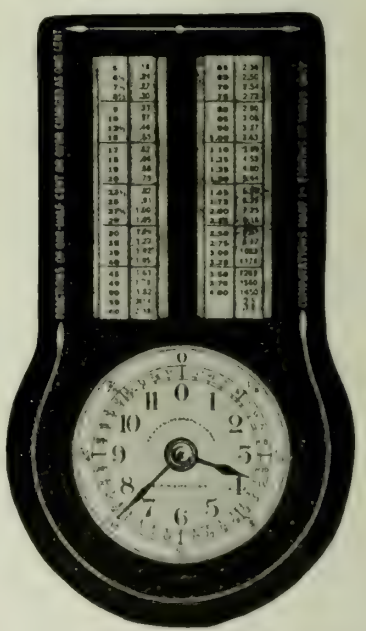
A small, compact and dignified appearing instrument, the MEASUREGRAPH is rendering highly satisfactory service to thousands of dry goods merchants—a boon alike to dealer, salesperson and customer; a time-tested and proven device that successfully accomplishes its purpose.

TRADE MARK
MEASUREGRAPH
REG U.S. PAT. OFF.

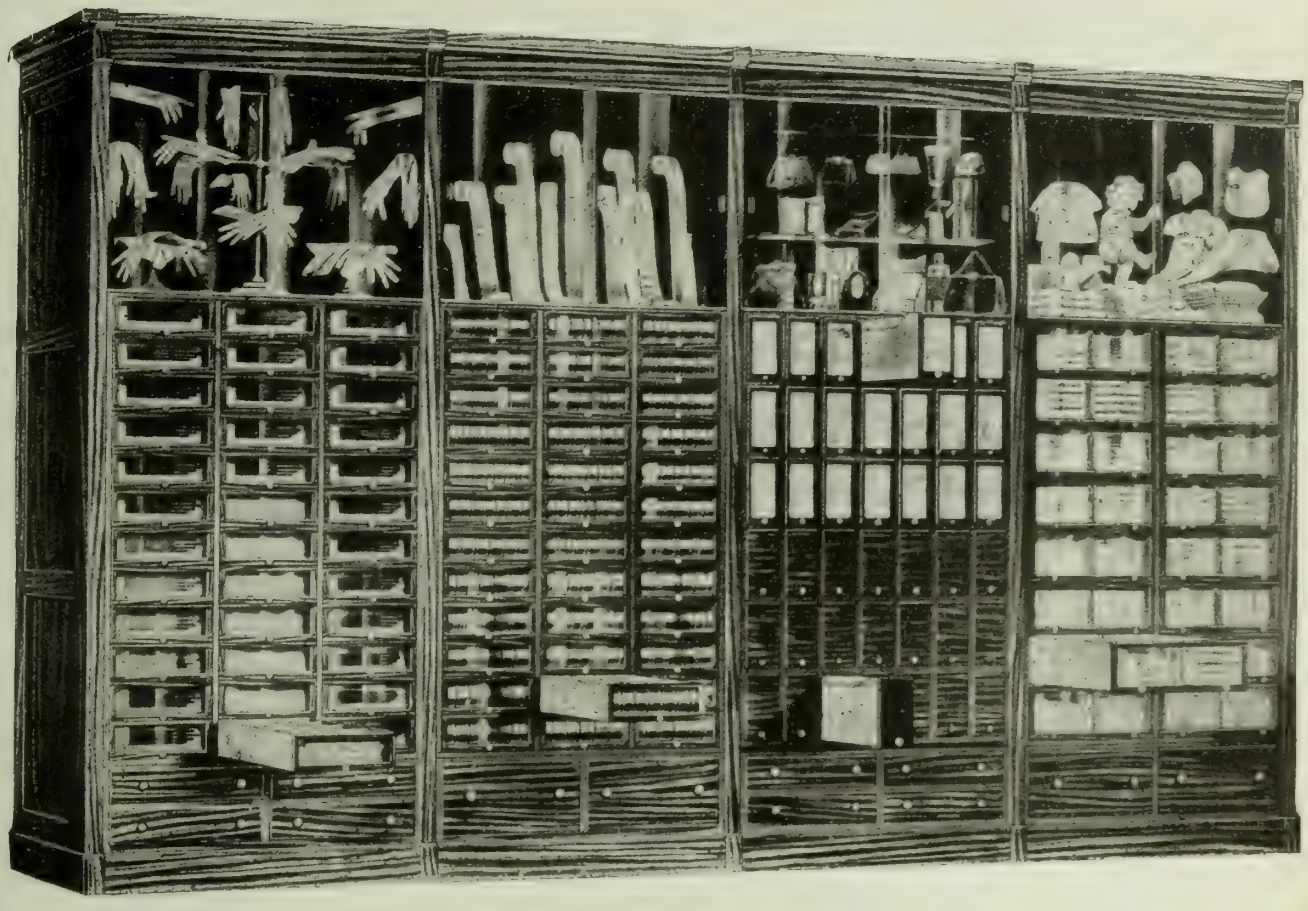
A post card will bring our representative

The Measuregraph Company of Canada, Ltd.

88 Bay Street - Toronto



Top View of the Measuregraph



Inter-place-able Units

EXTRA sales are usually the result of effective DISPLAY.

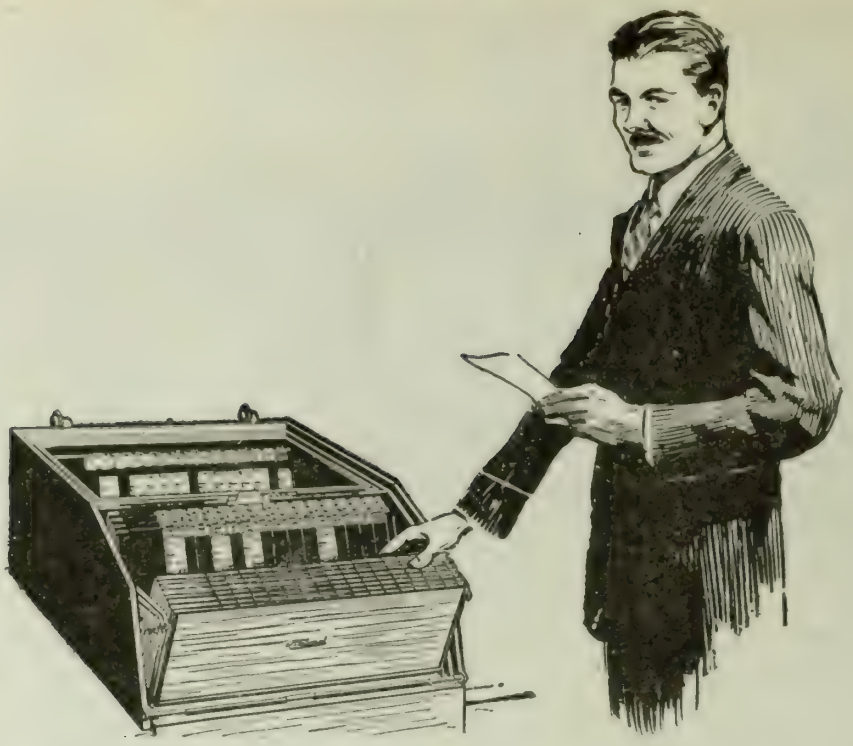
DISPLAY YOUR WARES

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

181-199 CARLAW AVENUE

TORONTO



The common-sense way of handling credit accounts

MERCHANTS in 182 different lines of business are using the N.C.R. Credit File.

These merchants have found that the file gives them the common-sense way of handling credit accounts.

It is a one-writing system. It eliminates book posting of accounts.

It keeps each day's credit business separate.

It prevents forgetting to charge goods sold on account.

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It gives each charge customer a statement of account on every purchase.

It protects every credit record until it is paid in full.

It saves time, work, and worry. It stops leaks and saves profits.

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Quebec	133 St. Paul Street
Hamilton	14 Main Street E.
Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street W.
Vancouver	524 Pender Street W.
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Dept. 25, The National Cash Register Company of Canada, Limited, 97 Pelham Ave., Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

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CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908



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manufacturers of

The Most complete line of

DISPLAY FIXTURES

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WAX FIGURES

Made in Canada

Successful merchants everywhere are benefiting by the principle that modern merchandising is dependent on the sound doctrine of better displays.

Leading stores in Canada have, for many years, been adopting CLATWORTHY'S Fixtures and DUR-ENAM Display Forms with splendid results. Throughout this long period of satisfactory service they have established and maintained a reputation for the highest possible standard of value.

NEW CATALOGUE NOW READY

136 pages of vital interest to the Merchant and Window Trimmer. This Catalogue, showing our staple lines of Display Fixtures—everything from Coat Hangers to Show Cases—will greatly assist you in choosing your equipment for "better display." Send for a copy!



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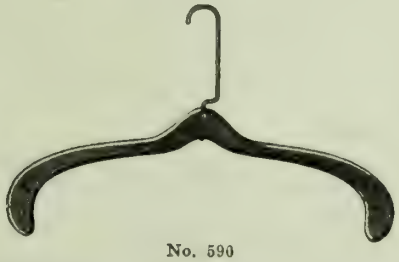
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Full of Good Ideas for Merchants

"THIS BOOK gives me an entirely new slant on the whole question of handling cash and charges." That's what one merchant told us after reading our new book "Lamson Wire Line Carriers."

Every retail merchant will want to read this book. It is full of good ideas about protecting cash and credits, and stopping the irritating losses that are familiar to every merchant.

Perhaps you are interested in some of these questions:

—How to safeguard cash receipts.—How to authorize charges quickly and easily.

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These and many other questions are discussed in "Lamson Wire Line Carriers." Send for a copy of this book. It will give you a new idea about what these simple, efficient carriers will do

Even if you are already using some other type of store service equipment, this book may suggest new ways of using wire line cash, message and parcel carriers, which will save you time and money. A line from the sales counters to the office—from the office to the delivery room—from the bookkeepers to authorizers, etc., often pays for itself in a few weeks or months.

Any of our local offices will be glad to send you a copy of the new book, or, if you prefer, write to headquarters in Boston.

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Branches and Service Stations:

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Cincinnati . 119 East 5th St.
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Los Angeles, 221 San Fernando Bldg
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Omaha . 418 McCague Bldg.
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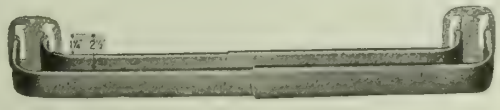
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Empire
FLAT CURTAIN RODS



Single Flat Rod

No. 1 28″ to 48″ No. 2 36″ to 63″



Double Flat Rod

No. 4 28″ to 48″ No. 5 36″ to 63″



Sash Rods for Doors or Windows

No. 15 22″ to 36″ No. 15½ 28″ to 50″

Velvet Brass Finish.

Packed in individual Cartons.

FLAT RODS

Made in Canada

We now have same in stock for your Spring requirements.

Made in all sizes.

Prices on Application.

Complete Stock of Drapery and Upholstery Hardware

Daly & Morin, Ltd.

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We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED

Toronto **Ontario**

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Manufacturers of

CAMISOLES
BOUDOIR CAPS
APRONS
INFANT DRESSES

For the assorting trade we have a good range of

Blouses, Children's Dresses, Ladies' House Dresses, Underskirts, Hosiery, Gloves, Underwear.

Letter Orders Given Prompt Attention.

Curtain Fabrics for the Fall Season

Manufacturers and Converters Showing Delightful Array of Nets, Filet, Marquisettes, Scrims and Lace Panel Effects—Cream and White Combinations Pleasing—Demand Increasing.

DURING a visit to one of the largest Canadian manufacturers of curtains, Dry Goods Review gleaned some facts of general interest in regard to curtain fabrics and designs for the approaching season.

Materials favored include voile, marquisette, scrim, nets in filets and bonne femme designs, and also the new sectional panel nets, which are already proving extremely popular sellers. The voile and marquisette curtains are developed in a multitude of new designs and of the finest qualities. New ideas in hand-drawn work, hemstitching, braiding and inset medallions are only a few of the features shown this season. As usual the cream ecru or coffee shades are the leaders in colorings.

Tastes Differ

An interesting feature of this curtain display was noticed in connection with the designs shown, namely, that Eastern Canada demands a different style from that asked for by the Western provinces. Double borders in plainer effetcs are therefore supplied to the East, while Quebec and Ontario go in for heavy lace insertions in single border effects and in corner and bonaz designs.

Among the curtains shown were many exquisite and original conceptions designed for use in every type of room from the daintiest boudoir to the severest club-room. The salient point noticed, however, was a radical improvement in designs both as regards restraint in ornamentation and artistic execution. The handwork was indescribably dainty and combined with Cluny edges and insertions made an altogether lovely effect.

Panel Nets in Lead

The sectional panel nets are going to revolutionize the curtain world judging by their present popularity. Coming in a wide range of qualities and in widths varying from 45 to 90 inches, there is no window so hopeless that it cannot be appropriately suited with one of these graceful panels, which even include the front door or short square designs among their number. For combination with rep or tapestry overdrapes these panels will simplify window problems for hotels or buildings were uniformity must be carried out. Their arrangement is simplicity personified and conveys both the charm and the dignity necessary to a well-appointed room.

Two-Toned Effects

Some of the handsomest models developed in the marquisette with lace insertions and cut-out medallions, combined two-toned effects with success. Ecru and creamy white laces were combined in one handsome pair of cream marquisette curtains, creating a very pretty effect.

The filet nets are also a tremendously popular line for dainty window drapes. The new designs include a blue bird pattern, which is sure to be much in demand on account of the popularity of this motif in other lines of furnishings. Madras nets in dainty colors are also shown, and are lacier and sheerer than ever, and are doubly attractive on account of their sunproof qualities.

A Fine Lacey Finish

The staple Nottingham was also shown in an exquisitely fine lacey finish with double border in cream or white colors. This is a 16-point curtain of well-known wearing quality and handsome appearance which sells at $10.40 per pair.

Now that increased activity is reported in house building the demand for high-class curtains is becoming proportionately heavier and factories are filled up on orders till June, 1921. Practically all mills are sold up till next year. One maker interviewed this month stated that the prices of these cotton goods woud not be lower for some time, but he also stated that he believed the peak had been reached. This belief was based on the fact that the recent cotton crop had been very poor.



The June Bride Window

Stores all over the Dominion rivalled one another in the beauty of the June window trims—with the bridal figure the centre of interest. The Daly Company, Ltd., of Ottawa, displayed this pretty bridal costume in the first of a series of four windows entitled, "The Bride," "Going Away," "The Shower," showing the bride opening her gifts, and last, "The Trousseau." The series caused considerable comment in Ottawa.



Airy and Bright

This is the splendid, large ready-to-wear department in the new Robinson store at Calgary

PAPER DEARNESS

Effect on the Press

In view of the suggested further advance in wages and the very serious situation which must arise in that event, the British Weekly Newspaper and Periodical Proprietors' Association has issued a memorandum regarding the high cost of production in which it is pointed out that since 1914 proprietors have had to meet a continued succession of increases in cost of production and distribution; increases which, since the armistice, have been intensified. The conditions under which they are at present laboring include:

1.—High price of paper, blocks, contributions, and illustrations.
2.—Higher salaries and wages.
3.—Altered conditions as to working hours, overtime, holidays, and so forth.
4.—Higher railway and other transport rates.

Before the war newsprint (paper for newspapers) cost 2c per lb., whereas it is now 12½c per lb. and over; and there have already been eleven separate advances in printing charges, which have thereby increased by 120 per cent. to 200 per cent.

For a 32-page weekly paper, with a circulation of 150,000, this means an increase in the cost of printing alone of between $25,000 and $30,000 per annum.

A publication using 20 tons of paper per week was spending in the purchase of paper before the war $880 per week—just under $50,000 per annum. The present cost of the supply for one week's issue for a paper of the same size at 12½c per lb. is $5,780, an advance of $4,850 per week, or $252,200 per annum.

Attempts have been made to cope with these increases by reducing the size of publications, raising the sale price, and by considerably increasing advertisement rates. These efforts have, however, been quite inadequate to meet the increased charges, and many of the publications are, in fact, now running at a substantial loss.

These conditions necessarily affect a very large number of smaller firms to a much greater extent than they do the big corporations, and it must be realized that in the aggregate these smaller firms employ far more labor than the larger concerns, so that when, as is inevitable if conditions do not improve, many of the smaller papers drop out as their reserves are exhausted, unemployment must ensue.

BOX LABELS

Manufacturers of articles requiring boxes of a large size will be interested in the discovery of a large curtain manufacturer. Recently he decided to box his goods in artistic reinforced boxes, bearing large labels to denote clearly the quantity of contents at all times. These practical features have doubled his sales and his travellers say they sell goods twice as quickly on account of these labels, and the extra reinforcement at the end which defies strain and careless handling.

NEW HAMILTON STORE

S. Kipp, of Hamilton, Ont., has opened an up-to-date store which will deal in dry goods and men's wear, at 158 Kenilworth Avenue.

NEW FACTORY IN LONDON

The Ladies' White Wear Co., have built a new factory in London, Ont. This will take care of a rapidly increasing business.

Pretty Showing of Porch Dresses

Living Models wear trim little Canadian-Made Cotton House Dresses with pleasing effect

The G. W. Robinson Co., Hamilton, held a largely patronized fashion parade on May 27th, when an elaborate assortment of sports and Summer frocks as well as bathing and beach suits were shown on living models. The exhibition was held on the second floor where a large throng assembled to view the parade, which lasted an hour and a half.

A feature of the collection was the new style of dress recently registered under Messrs. Robinson's own trademark and which possesses many new details of practical value as well as style points so dear to a woman's heart. The materials included cartridge cloth, pique, Shantung chambray, English gabardine, pongee foulard, etc.

The dresses were mainly of the Summery type described and were manufactured by the same firm who directed the display and supplied the mannequins.

The bathing suits featured taffeta, lustre and Roman-striped silk, and were the last word in smartness, featuring as they did all fishion's latest fancies in color contrasts, plaiting, drapery and accessories.

DOUBLED CAPACITY

Silver Bros., manufacturing furriers, Montreal, have extended their factory into the new part of the Sommer Building, thereby doubling their capacity. They are also fitting up handsome new offices.

GEO. H. HEES, SON & CO. LIMITED

YORK  DRAPERIES



Do you realize that when looking through our samples you are being shown the pick of Drapery Materials? Our Buyers, with head Buying Office in Manchester, England, are continuously travelling Europe and buying the very finest of Drapery and Curtain Goods. You are being offered the lines best suited for the Canadian Market. We are also offering you goods manufactured by us in Canada.

These goods are being placed on the market under the name of YORK DRAPERIES. NOTE THIS NAME! It stands for the best line of Drapery Goods in Canada.

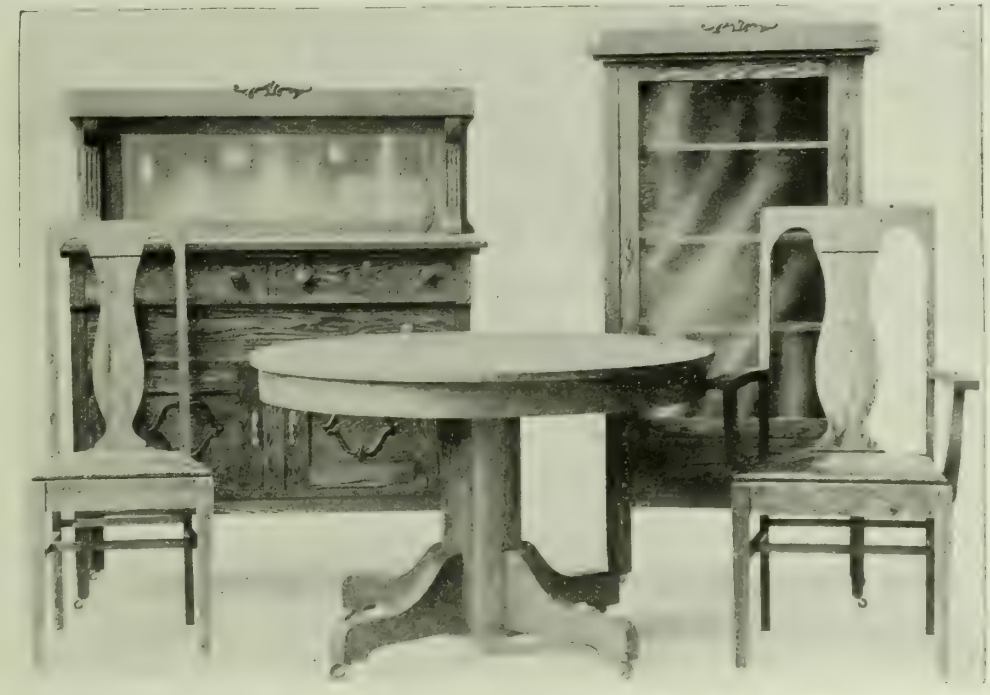
GEO. H. HEES SON & CO.
LIMITED

TORONTO MONTREAL

GEO. H. HEES, SON & CO. LIMITED

New VICTORIAVILLE Line

Decide NOW to try this Line out in your immediate selling. It is no venture. It is a safe and profitable proposition.



SOLID PLAIN OAK FURNITURE

A Splendid Line to Feature

Our new line of Solid Plain Oak Furniture is merchandise that is sure to establish a reputation for DEPENDABILITY. It is furniture that will find its place and give absolute satisfaction in good homes everywhere.

The material is of the BEST. The construction is RIGHT in every detail. The simplicity of the designs and the excellent finish give the goods a general appearance of refinement and richness that is most pleasing and appealing.

With the moderate prices at which this furniture is offered you can reach an exceptionally large number of worth-while buyers.

Send for supplementary catalogue and full particulars.

Victoriaville Furniture Company, Limited

VICTORIAVILLE, QUEBEC

The LACE GOODS CO., Limited

"The Handkerchief House of Canada"

Laces

Our stock is more complete than ever before.

Embroideries

A well-assorted stock of Edgings, Beadings, Insertions, etc.
We have some unusually good values in twenty-seven inch Flouncings which will repay an inspection.

Handkerchiefs

A host of dainty colorings and pleasing designs in Sport Handkerchiefs.
Most acceptable for present wear.

Voiles

White Fancy Voiles; in Stripe, Check and Spotted effects—at much under present Market values.

Cretonnes and Curtain Nets

Many new and beautiful productions of real artistic merit.

Every "Lace Goods" Product

is backed by years of experience, devoted to securing lines suited to the Canadian Trade.

The LACE GOODS CO., Limited

Fifth Floor Wellington Building 79 Wellington St. West

TORONTO



Drapery Fabrics

SCRIMS MARQUISETTES

Plain *Bordered* *Printed*

IMPORTED SCOTCH MADRAS CRETONETTES

Exclusively to Jobbers

COHN-HALL-MARX CO.

93-95 Franklin Street, New York



ANNOUNCING

the Opening of Our Lines

of

WHITE and COLORED WASH GOODS

for

the Coming Season

Spring 1921

COHN-HALL-MARX CO.

93-95 Franklin St. New York



MADE IN MONTREAL, CANADA

Personality Tells!

If you wish to stock a line bearing the stamp of distinctive excellence, you will be interested in the

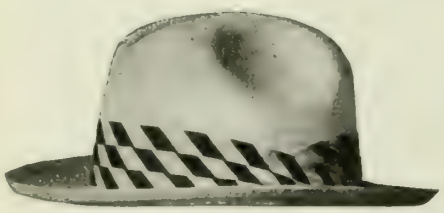
Biltmore Curtain

Because each of its designs is individually artistic, and its fabric is of that filmy elegance so appreciated amongst lovers of good curtains.

You will find in the Biltmore Curtain a splendid business getter. Let us submit our designs to you.

THE BILTMORE
CURTAIN CO., LIMITED

332 CRAIG ST. WEST
MONTREAL



"MONARCH"

THE HAT FOR SUMMER COMFORT

STRAWS
and
PANAMAS

THE STANDARD FOR OVER TWO GENERATIONS

Summer heat is one of the things man has a wholesome respect for—that's why he chooses a hat which protects him, adds to his comfort, and enhances his appearance.

L. Gnaedinger Son & Company

St. Peter Street, Montreal

1852 - THE PIONEER HOUSE OF CANADA - 1920

CREX
GRASS RUGS
TRADE MARK REG·U·S·PAT·OFF·
MADE IN AMERICA

Consumer Interest

Our NATIONAL MAGAZINE ADVERTISING CAMPAIGN, now in full swing, is attracting a great deal of attention, judging from the vast number of requests for catalogues received daily.

With each mail these inquiries pour in from every part of the country. We are supplying catalogues showing colors of all CREX patterns in our three weaves—DeLuxe, Herringbone and Regular—suggested room treatments, sizes and full descriptive matter.

Are you in position to supply the demand of your customers?

CREX CARPET COMPANY

212 Fifth Ave. New York

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

Makers Decide on Fall Silhouette

Straight, Slim Lines Practically Decided Upon — Finger-tip Length in Suit Coats — Skirts Eight Inches From Ground—Wrappy Coats Succeed "Dolman"—Waist Makers Predict Long Sleeves Owing to Glove Shortage.

MONTREAL. — Despite unsettled market conditions, the important style features in women's ready-to-wear apparel are practically decided upon. Montreal manufacturers report no decided change in the silhouette from the lines of the preceding season, and it seems certain that the straight, slim silhouette will prevail, with varied modifications in the way of plaits, draperies or tunics, subdued to conform to the decree for straightness.

Same Styles Prevail

Generally speaking, the Fall styles are characterized by common sense features, which are sure to commend themselves highly to the average woman. Materials most favored comprise the ubiquitous Navy serge, also gabardines and tweeds for suits. The newer and more elaborate cloths are employed in the coats and wraps, both on dressy and the more tailored lines. Some of the names of these fabrics convey their softness of texture—Llamette, Peachbloom, Vel de Cygne, silk Bolivia and veltyne; also duvette and dovetyne. Colors, apart from the staple navy and black, show a marked predilection for neutral tints, especially browns in a wide range of shades. Of the latter, there seem to be no end to the variety of fawn, castor, beige, oak, partridge, coffee, etc., which are popularly known as "burnt" tints. Suit skirts, both dressy and in the popular-priced lines, are even in length and almost uniformly wide, approximately one and a half yards, and eight inches from the ground.

Coat Lines Smart

The coats are three-quarters, or just below finger-tip length, and are generally pocketed and belted, the latter accessory, however, narrow and of self material. The lines of the coat are semi-fitting and there is an unusually large amount of military braiding used as well as embroidery, and silk chain stitching employed. Buttons are for the most part large and used sparingly. Sleeves are comfortably full, but no flaring cuffs are seen, the snug-fitting variety being preferred in all styles.

Furs on Fall Models

One large manufacturer displayed several exceedingly good models in navy, serge and gabardine braided in lattice-work with narrow military braid in panels on the coat. These had convertible collars of real fur, usually beaver or some of the long-haired black skins. The skirts of these suits were absolutely plain, gathered slightly in the back under a 2-inch belt of self-material. Set-in pockets were usual in the skirts, while large patch pockets ornamented the coats. Every suit and wrap shown was lined throughout with the gayest of flowered brocades, or corded silks. In fact, everything from the severest "tailleur" to the most luxurious evening wrap flaunted a floral or figured lining.

In the popular priced suit, little or no imitation fur is used, but the convertible collar in a comfortable size is a marked feature.



A Midsummer Dream

A charming frock of figured foulard and plain Georgette with touches of real lace pleated into little sleeve frills and formed as a very tiny vestee. The pleated frills of the skirt are very graceful.

Frocks of Tricotine

It is rather early yet to forecast the trend of style in dresses, as few of the manufacturers have returned from New York. This much is certain however, that broadcloth, tricotine, and Charmeuse will be by far the most popular materials selected. One frock shown was of navy tricotine, with a pronounced long-waisted effect, popularly known as the "Moyen age," or basque style. This model had a small turn-down collar of contrasting color and buttoned severly up the front after the manner of our grandmother's bodices.

Wrappy Coats Are Lovely

Wraps and long coats are characterized by roomy, comfortable lines, usually 47 inches in length, and in a large choice of colors. In the dressy wrap-coats, the last word in luxury and modishness is found. These are made up in the richest and softest materials and have huge collars of beaver or flying squirrel, deep in the back and pointed to the waist in front. The shoulders are narrow, so that all the fullness falls straight, and the sleeve, although large, and in many cases beginning near the waist line, shows no break in the outline at the shoulder. Many wraps have capes instead of fur collars and are richly braided or embroidered, as well as ornamented by silk tassels and large bone buttons. The "Dolman" has gone out and the new wrap-coat is replacing it, developed in the softer materials.

Long Sleeves Again?

One waist manufacturer stated to Dry Goods Review that the shortage of gloves was proving a strong factor in the choice of designs for Fall. Owing to the glove shortage, blouses and waists will tend to long sleeves, as women object to going unprotected when the cooler weather sets in. This manufacturer is featuring popular priced waists in Jap silk for Fall as this material is obtainable again, and predicts a large demand for these lines in white and colors on account of their durability, washing qualities and popular prices, the latter approximately $4.00 retail. The moderate priced blouse is sure to be a strong seller if money continues scarce.

Wholesalers Not Worrying

This prediction is undoubtedly true in all lines of ladies' ready-to-wear, although manufacturers report that the luxury tax does not affect them, as stocks can be disposed of at any price. As is often the case, when a garment is marked down in order to obviate the extra tax to the customer, she regards it with distrust and pays cheerfully both tax and extra cost for something, in her eyes, more exclusive and of better value.

The luxury tax means nothing to the wholesaler at present. It is too early to estimate its result upon the retail trade, but it is ever wise to bear in mind that money is less plentiful at present than last year, and popular priced conservative garments are therefore sure to be

more in demand in the Fall than will the more expensive novelty styles.

Ready-to-Wear Blouses

Dry Goods Review was privileged to see an exclusive advance display of Parisian model blouses of the most exquisite sheer georgettes and crepes. Short sleeves, round and square necks predominated, the raglan sleeve with a fagoted seam being a popular feature. These buttoned in the back and were almost all in Overblouse effect, reaching below the hips. Fine French beads and solid hand embroidery were used on the more elaborate Georgette models, while clusters of pintucks, knife pleatings, filet insertions and Irish crochet appeared in the tailored sport skirts of crepe de Chine.

Startling Color Comfirmations

It is stated that taffeta coat-blouses in surplice or cross-over style will be a strong seller in the Fall as well as taffeta and georgette combinations. Side closing effects in georgette with heavy buttons are also shown in all shades. The color combinations in these models were daring in the extreme, although pastel shades are as popular as ever. Jade green georgette with cuffs and collar of champagne charmeuse, navy stitching on shell-pink crepe, burnt orange bands on Italian blue georgette, and tomato or apricot and blue contrasts were some of the startling but altogether charming new effects.

One long overblouse was developed in black georgette with kimono elbow sleeves and over-skirt turned up, pouch wise to the waist, emerald satin pipings finished the round neck and sleeves, and an emerald ribbon sash was knotted at the side. On the right shoulder was embroidered a parrot in all the glory of scarlet, green and yellow, and each sleeve bore a motif repeating these hues.

In contrast to this was a high-class tailored sports blouse, developed in coral pink crepe de Chine, with bands of real Irish crochet, yoke back, turnback cuffs and long pointed collar. A jabot of plaited self-material finished the front.

These blouses will retail from $15 upwards, as they are almost entirely hand made.

Employee Buys Out Business of Employer

John Sutherland Takes Over Dry Goods And Gents' Furnishing Departments of Simon Leiser & Co.

Messrs. Simon Leiser & Company, of Cumberland, B.C., have sold out their drygoods and gents' furnishing business interests in that city to Mr. John Sutherland, who has been their manager of this branch for seven years.

For six years previous to his managership in Cumberland Mr. Sutherland was in charge of the dry goods department of the firm's business in Ladysmith, B.C. The business which he now takes over from his former employer is valued in stock at between $20,000 to $30,000, and has been considered one of the best organized businesses on the island. It is understood that the firm of Leiser & Co. will still carry on the grocery business in Cumberland and have placed two of their former employees in charge.

Advertising Expert Praises Posters

Appeal to Those Who do not Read Newspaper Adds—Color Attracts Attention

Posters are a particularly effective medium for the local merchant now, according to Leonard Dreyfuss, of the United Advertising Corporation, of New York, because large numbers of working people who do not have the reading habit as do other classes of people, are earning big wages and have plenty of money to spend. Mr. Dreyfuss addressed the poster advertising section of the 16th annual convention of the Associated Advertising Clubs of the World in Chicago on Monday afternoon, June 7th. He dealt with the local use of poster advertising.

"The last five years," he said, "have seen an influx in most cities of thousands of new people attracted by war industries. These people are unfamiliar with the old established channels of shopping. They are mostly working men and their families, who can understand readily a pictorial message, and who are attracted by the large size and dominating color of outdoor advertising."

BRANCH FOR SMITH'S FALLS

The Tay Knitting Mills of Perth, Ont., have decided to establish a branch of their firm in Smith's Falls, and have recently taken over a building on Market Street in that town, which is being renovated and modernized to meet their requirements.



At the Woodbine Races

Five smart costumes which were characteristic of the modes seen at the Toronto track the last week in May. Styles were for the most part quiet and unsensational. Colors were by no means riotous and the bizarre was conspicuous by its absence. Navy and black clothed the most fashionable women, while white was pleasant wherever seen.
The first of the group is a handsome black chantilly flounced model. Next is the trouserette costume which caused considerable comment. The third typifies the universally favored and piquant little costume of taffeta. Next is seen the charming three-tiered accordeon pleated cape in fine navy tricotine, and last is a faultless navy serge suit with jade and gold metallic braiding and a jade feather toque to complete it. —Sketched for Dry Goods Review.

Modes That Make a Paris Fall

New Inspirations For the World at Large Come From the Smart Little Maisons of the French Capital, and Some of the Biggest Designers Revel in Trivial Details—Paris is More Dance-mad Than Ever.

PARIS, June 12.—What a craze there is still for dancing! Almost daily we hear of some new place opening up. There is Le Select, a club on the rue Pierre Charron, which is probably the most exclusive of its kind in Paris, and it is rumored that the dances "chez Poiret" will be resumed on Saturday and Sunday afternoons and evenings, beginning next week.

The Chateau de Madrid, one of the foremost restaurants in the Bois, has just opened for the season, and they make a feature of tea and dinner dansants. A spring floor for dancing has been placed in the garden.

This afternoon Paris went out for the first of these dansants, and although the attendance was small,—for we are again in the midst of another taxicab strike—a number of the prettiest girls in Paris were there, and some smart clothes were worn.

Callot Black and White Model

Mlle. Jeanne Renouardt was among those trying to master the "Shimmy," and her gown bore the inimitable Callot stamp. It consisted of a slip-over dress of white crepe Georgette, the skirt in tunic length, slashed down each side, and the whole finely pleated. The corsage part was loose fitting with insets of fine pleats on either side. It had the long waist finished with a five-inch wide belt, and this adorned with iridescent bead embroidery. This overdress was mounted over a fitted slip of black taffeta. Mlle. Renouardt's hat was a large canotier of straw in the hue known as "pain brule" (burnt bread), and the trimming consisted of long sprays of aigrette in the same hue placed around the brim. The whole effect was extremely chic.

Another dancer was Mlle. Georgette, the courturiere on the rue Auber. Her gown was charming, and consisted of a full four-flounced skirt of black Chantilly lace worn with a simple corsage of black satin, the fronts of which crossed over forming a V decollete. Mlle. Georgette's hat was of black satin trimmed with crosse.

Ultra chic was the dress of another dancer, which was of black taffeta, having in addition a tunic skirt of white organdie, showing crosswise rows of machine stitching done with heavy white cotton thread. This tunic was adjusted with fullness on the sides. The corsage was of taffeta only, medium round decollete and close fitting abbreviated sleeves. A wide sash of taffeta was tied on one side. The unison of black taffeta and white organdie, as I saw it, was excellent, and this dress together with the one worn by Mlle. Renouardt, proved the most admired in the salle, and it is apropos to mention that both dresses bore out the combination of black and white.



"Wrappy" Coat From Paris

Modele "Dampierre," A delightful Manteau developed in softest beige velours de laine and richly trimmed with bear. Designed by Drecoll and sent direct to Dry Goods Review

Flower Hats With Black and White

Women are not always consistent in playing up the black and white scheme in their toilette, for I saw other instances of it in dress, varied by a flower trimm hat. Hats showing the brightest of flowers are worn. There was one, a draped cloche of tomato colored straw, wreathed with small wall flowers in different tones.

Another toilette consisted of a dress of black and white taffeta and a toque made of large tea roses. While some may contend that a black hat with a black and white dress is ever so much smarter, yet no one will deny that the colored hat with such a costume is pleasing to look at, and relives the effect of semi-mourning, a fact which is worth taking into account these days.

Madeleine et Madeleine have not shown any autumn collection as yet, but they have caried out certain models for a few buyers who are now in Paris, using some of the between-seasons fabrics in the darker hues based on the styles most succesful here at present.

Next season's styles are the chief concern of the house at present. They expect to follow an individual line with long effcts detached from the silhouette, and entirely minus puffs and ruffles.

For day wear, velours de laine and duvetyn in the dark colors, such as vert de gris, prunella, mustard color, tete de negre, and dark green, will be the favored materials. Velvet will also be used in combination with tulle even for daytime frocks. But the use of embroidery for day wear will be restricted.

Sober Evening Colors

Rich but rather sober colors will prevail for evening. Plain fabrics, in topaz and emerald, are to lead with absolutely no brocade or fancy materials. Richness of effect to be obtained by ornamentation with embroidery. In contrast to the day frock, the evening toilette will be most elaborately embroidered in style strictly adapted to that of the gown itself.

Wraps will be suited to the dresses with which they are worn and will either be simple in loose woolen weaves or elegant lame wraps, trimmed with collars of some dark-colored fur.

Absolutely everything in the way of furs will be used, from the highest priced down to coney.

Chez Drecoll

Drecoll is showing a few fall models which are in the line of evolution toward the straight silhouette. The waistline continues to be fairly low; collars are less voluminous both for coats and suits, and are made to wear both open and closed.

Some restraint too is now evident in the profuse employment of embroidery, but not the extent of presaging its disappearance.

Nothing new is to be seen in point of materials, this because the winter collections are not yet on general view, and therefore the colors remain just about the same. The shade favored in this collection tend to the shades which harmonize with fur such as marron, tete de negre, taupe, and so forth, with a certain prediction for the warmer coppery and "dead leaf" tones.

The fur most utilized seems to be sable squirrel which has supplanted Kolinsky.

Mink is reserved for the higher class models.

Bernard

The characteristics of the fall models shown by Maison Bernard seem to be length of line, and an absence of gathers or any sort of fullness. The long effects are carried out in high collars, long sleeves and low waistlines. There is a distinct effort to introduce considerably novelty in the sleeves, in little bouffancies and new details.

The trend noted by certain of the fabric manufacturers to get away from the novelty fabrics in order to create individual ideas through the ornamentation of plain material is confirmed by this house, where the plain effects trimmed are used in preference to fancy fabrics. Some tissues are allover embroidered.

Long Coats in Favor

Nothing in the way of a short jacket is to be seen here. The accepted length in the tailleurs appears to be either three- quarters or full length. The whole effect is clean-cut and tailored, with a slight nipping-in at the waist.

Combinations of satin and serge, or duvetyn and serge, are indicated for afternoon. For evening, less lame will be used and a good deal of iridescent velvet. Embroidery will frequently be of colored metal laminettes.

Furs of all qualities are much in evidence for trimming, chiefly in beige and fawn color, especially Siberian squirrel and a sort of silver coney imitating squirrel.

Black is tending to supplant navy. Marron shades and the cashmere colors are also favored. Among the blues, canard is preferred, and for evening the reddish tones predominate, such as brick and Venetian red. Jade seems to be out of the running.



Georgette and Voile

These two very smart blouse models illustrate the newest features. The model on the left is of jade Georgette with inserts of cream lace. The overblouse is a very "wearable" little model in navy voile with white design, white taffeta frilled collar, cuffs and vestee.

Equip New Dept. For Ready-to-Wear

J. H. Colborne & Company, of Goderich Ont., have opened up a handsome new showroom for their ready-to-wear department situated on the first floor, where a very good assortment of ladies', misses and children's coats, suits and dresses are attractively displayed.

Handsome mahogany cases contain the garments in stock, while Turkish rugs, daintily tinted walls and well-chosen furnishings make the department a decided asset to the business.

The Colborne Co. does not boast a wide range or a very complete stock, but specialize more in exclusive designs and a fair assortment of novel models.

LUCKY THIRTEEN

An Ottawan has secured thirteen muskrats in thirteen nights at 13 First Avenue. The sales resulting from this little excitement have been as satisfactory as unexpected as traps were laid in the cellar to catch rats with the result that higher game was secured.

EARLY CLOSING IN OTTAWA

Three of Ottawa's leading dry goods houses, Murphy-Gamble, Ltd., Chas. Ogilvy, Limited, and Bryson-Graham, Limited, are closing on Saturdays at 1 o'clock during June, July and August, and it is hoped many other dealers will follow the lead of these firms who deserve a word of praise for the early anonuncement of their intentions. Sales people will enjoy the Saturday afternoon and benefit by the chance to see a little of the country during the weekends.

T. Eaton Co. Honors Soldier Employees

Five hundred men in Winnipeg store receive war medals presented by Sir John Eaton.

Winnipeg, May 30.—At a banquet, presided over by Sir John Eaton, more than 500 special war medals were awarded by the T. Eaton Company to employees of the firm who had served overseas and had returned to the Winnipeg store. More than 1,500 returned soldier employees of the company were in attendance and addresses were delivered by Sir James Aikins, Lieutenant-Governor of Manitoba, Premier T. C. Norris, Brig.-Gen. D. B. Ketchen, and many others prominent in social and business life of the city.

NEW APPOINTMENT

The Hudson's Bay Company recently announced the appointment of Angus Brabant to succeed James Thompson as Fur Trade Commissioner, with headuqarters at Winnipeg. Mr. Thompson will continue as a member of the Canadian advisory board. Mr. Brabant has held many important positions under the company during the past 35 years and is exceptionally well qualified to administer so important a department of this national organization.

Mr. and Mrs. John Dods, of Alton, Ont., are among the delegates appointed by the Methodist Church in Canada to attend a great world's Sunday-school convention in Tokio this summer. Many Canadians are already on their way to the Far East to take part in the conferences.

A Few Fall Openings in New York

June Was Busy Month For Return of Buyers From Abroad, and Showing of Exclusive Models For Autumn Wear—Chemise Type Still Strongly Favored—Many Suit Coats Long, Dark Rich Satins to be Worn.

THE one idea in New York that seems to dominate theoretically the designing for this season is the notion that we are returning to straight lines. Returning buyers have stressed this fact, manufacturers have stood out for it, and buyers are ready to accept it. Undoubtedly there is much of this type in strict acceptance of the term, shown in very alluring treatment. The silhouette is not always utterly straight, however, and the very strong feeling for draped movements in many of the collections still leans to the Colonial and pannier types, though they are modified into a shadow of their former exaggerations. The effort to create much variety in the face of what is spoken of as "no radical change in fashion lines" gives an endless diversity of detail which varies interestingly in the different presentations, according to the characteristics of the house showing.

Strong French Influence

It is interesting to note what a strong influence the French inspiration of last February's openings has had on designing for this fall. While many of the collections are quite American in spite of this, there are others which seem more like a grouping of French frocks. Representatives of nearly all the lines shown have been abroad this season and French details are everywhere recognized, and more or less control the novelty as it is so far presented.

Retailed Types and Novel Lines

One of the strongest and most generally-featured types which continues to be a favorite both here and abroad is the chemise. This is a much stronger style element in some lines than in others, and in a few it is the controlling type, not only in cloth and satin frocks but in evening lines as well. This season it is much decorated and is slashed in panel effect to the hip and less frequently to the neckline, giving a panel effect.

It is again usually posed over a satin slip when done in cloth, and is both belted and unbelted.

The Redingote

The redingote style has many sponsors, particularly for the cloth-tailored street frock, and is featured in various degrees of simplicity and ornamentation. It is frequently termed a coat dress and is perhaps the most favored type for the mature woman's cloth model.

Suit or Jacket effect

One of the most interesting novelties of this season is the use of the cutoff overdress, or a short chemise or coat effect posed over a slip of satin, with something the line of a short mandarin



coat. This is much more youthful than either the chemise or redingote and is introduced with much variation in design including the various jacket treatments, panel and winged effects.

Loose Line Effects and Drapings

The very loose line treatments of blouse and sleeve cut, so popular with the French, are frequent and fall in with the popular drapings. Bodices fall in bloused effect over a draped girdle. The surplice is as popular as ever and crossed and loop as well as harem drapings are again introduced in the skirts, with a trouser drape in evening frocks. A bit of the pannier or curved hips drape is seen in cloth and silk. In the straight effect frock the blouse is cut long to rest low on the hip where it is accented with fullness on the sides or held with a draped girdle.

Semi-Fitted Types

The semi-fitted bodice in long basque lines is featured in a small proportion of models and is usually combined with the flare or circular tunic or one with a peg-top effect at the hips. Some of the waistline models suggest the semi-fitted type but it is usually a mere matter of drawn in girdle.

Apron Tunics and Panels

Panels of every sort, square, pointed and scalloped, are introduced and are posed all the way round, just on the sides or at front and back, and with winged treatment on the sides. They are very much trimmed with beadings and embroideries of the various type used. There are still many pleated and curved aprons used, and this detail is also much embroidered.

Tunics are also slashed, scalloped, circular, pleated and gathered, with some still shown very full about the hipline, sometimes cut quite short.

Distinctive Details

Details show the influence of the many high collars and close-up-to-the-neckline effects worn by the Parisienne. They are done in the straight choker effect topped with organdie ruche, in the flaring effect open at the front, in the draped scarf effect and in cravat style. The cut-out necks show round, square and V finish with some oval and window treatment.

Few yokes are featured but there are some in both blouse and skirt in shallow effect. The cape back is also introduced.

Although the season's start presaged a conservative used of furs on suits, high class lines recently seen indicate that a more generous use of this trimming will be in order. Another indication, which by repetition registers anticipated popularity, is the use of various shades of gray in lines now being completed.

S. L. Silver & Co., who believes that the showing of attractive garments as they are ready, is of the same value to buyers as a formal opening, are now ready with an interesting collection.

A certain aristocratic demeanor characterizes many of the models, and this is achieved no matter whether the waistline is normal, low or indefinite, since all three styles are shown.

Low Waistline

The low waistline is usually connected with misses' garments, yet one number in beaver color Veldyne introduce this with good effect in women's sizes. For the latter models there is a slight shirring where the skirt section joins at the hipline and a band of self color floss, bead and tinsel embroidery encircles. The choker collar is of taupe nutria, which continues in band form down the centre front.

A wide border of the same fur encicles the greater part of the bottom of a brown peach bloom model, while at either side front it rises to form pockets. The triple diagonal dart fastening, which terminates in many scallops, is a chic feature under the fur collar.

There are also models with worsted embroidered borders which simulate krimmer, a long semi-fitted and seamed body effect being so treated. The bell collar and sleeves are correspondingly trimmed.

It should also be noted that seldom are sleeves plain tailored. As they near the bottom a certain amount of fanciness is arrived at. Sometimes it is the shape, while at other times it is trimming.

New Panel Effects

Then there are the new types of panel effects, one such having the gore sections

of the garment featuring tapering notches to waistline so that straight gusset-like pieces, which are stitched, may be set in offsetting in one instance the scalloped bottom.

Another model uses short, detached panels with scalloped bottoms which fall from the narrow belted waistline. The rest of the skirt section is embroidered in worsted French knot motifs, making the effect very attractive. Duvet superior is used for this model.

There are also smart tailleurs of evora cloth, trimmed with simple stitching in cluster form and collared in fur.

English mixtures and Irish dent tweeds are used for sports suits which are also inclined to favor longer lengths, but not quite so long as the dressier models. Floss stitching also finds its way onto these numbers by way of diversion.

When narrow belts are used novelty buckles matching the shade of the suit serve to clasp them, this mode of fastening being preferred to others.

Two groups of models are specially featured in the advance collection of dresses now being shown by J. Wise Co., Inc., the first including Poiret twills and serges for street wear, and the second a group of high lustre satins.

Lines are Free

The cloth models are in youthful types and the lines are free. There are none of the severe lines of the strictly tailored nor of the more mature effect of the redingote. There is in certain designs a seeming combination of the chemise tpye and the jacket frock. The models are in one piece with a slight extra fullness from the hipline, but the blouse is open in jacket effect, and a frilly treatment of narrow and fine lace is introdued for gilet as well as showing in the opening of the slashed cloth sleeve which is faced with two-tone silk.

Dark Satins

The heavy satins are featured in the dark and practical shades—navy, brown, tapestry and midnight blues and black There is also an all draped model in lacquer red. Navy satin is used in coat dress effect over an embroidered panel, while the metal embroidered tunic is featured in other colors, the plain bodice piped in a bright shade of silk.

Self fabric trimmings make variety in the ornament—leaf, stem and flower effect of the same color, and shirrings forming scrolls and circles being also introduced.

The surplice and harem are combined in black satin, the demureness of which is lost in a jade satin draped vestee, and facing to side drape, girdle and sleeve.

These frocks feature the low waistline girdle and the full skirt drapes posed at hips or below the knee. A brilliant decorative effective is achieved by an embroidery of red, white and black bugles on black satin.

Many frocks are featured in combination of silk and wool, the fiber silk jersey being used to trim serge and tricotine models. Georgette and crepe de Chine are also introduced in a similar manner.

Some of Jenny's contributions are in the simplest and most youthful of styles, one model in navy wool jersey having the round neck and apron outlined in a vine effect of red, the color accented by a fold of red crepe de Chine, which goes down either side of the apron and outlines the opening of the sleeve.

The wide flowing sleeve in full or three-quarter length is rather a general feature but in most cases the opening is banded in a border of color or embroidery.

A Bernard coat dress, which buttons down the front is caught into the waistline around the sides and back by little pleats and is dependent for this effect alone to give it a girdled-in appearance, the model being without a belt.

A number of the blouses are in coat effect and the slipover is as generously featured as in former seasons.

A simple and youthful frock of Jenny's in navy serge introduces crosswise insertions of gold tinsel cloth in the bodice. The same gold cloth is shown in graduating lengths in the skirt, all the insertions being crossed with bands of plain color embroidery in green, red, blue and black.



A Youthful Model

This little gown makes no pretences—it revels in simplicity which is incorporated in dotted navy Swiss with wide inset bands of white organdie. The same sheer material constitutes collar and cuffs.

Dainty Frocks for Fashion's Juniors

Charming Little Dresses For Parties and Day—Time Needs Are Brightly Embroidered in Wool—Yokes and Sashes Play Important Part.

CHILDRENS' frocks are particularly attractive this season with the favor shown in woollen embroidery. Autumn tendencies are towards plenty of embroidery, too, and the new party frocks are lavishly treated to hand work.

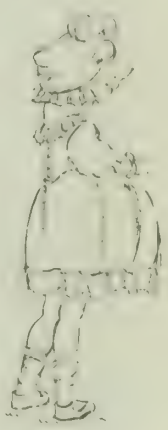
Mousseline de soie, overcast with cherry wool, is used for the collar and cuffs of a French serge dress having a V yoke and knife-pleated skirt in front and a straight back. Raised wool embroidery trims this number.

In natural ramie linen is a straight frock with shaped border of blue linen outlined in hand embroidery and also embroidered blue linen disks. The same decoration appears on the neck and sleeves, and a cluster of red wool cherries completes this model.

Another pleasing combination is apricot voile, with cream voile, and the two shades of hand embroidery in wool There is a carrow tie girdle and a white wool rose at the side.

Particularly quaint is a green taffeta frock, with round yoke and black embroidery. The skirt is trimmed about the bottom with a double ruffle, edged in black velvet ribbon, caught at intervals with French nosegays. Instead of a sash there is a cluster of flowers caught across with black velvet ribbon.

A coat dress of navy serge is made



over a foundation of satin, and trimmed with loops of red wool.

A black velvet frock shows a skirt with shirred heading, outlined in rose silk. Rose chenille posies decorate the yoke. The neck and cuffs are finished with filet lace.

Beads combined with chenille embroidery trim a white crepe de Chine frock.

Variety is given some of the serge frocks by side buttonnings. The Eton and the bolero are the models most featured and they are usually combined with vests and girdles of bright colored silks.

Finely checked silk is used for guimpes of some of the velvet models. In most of the numbers the long waistline is stressed.

Among the silk models is one having the top of the skirt corded, with wool embroidery forming the decoration on the pockets and also on the front of the bodice, which is completed by neck and cuff frills of pleated silk.

In the cotton numbers are several models printed to resemble checks and plaids usually found in the wool fabrics. Chambrays, checked ginghams and crush are among the fabrics used. For the older girl the long waistline is in high favor here

Serge, velvets, Devonshire cloth and checked and plaid ginghams are included in the Fall line being shown by one large maker of children's wear. French knots, briar stitching and smocking are among the embroidery stitches used. Other models depend for their trimming on contrasting collar and cuffs. Most of the models have fancy pockets and sashes, and there is a great deal of variety given to the treatment of the yokes.

The serge dresses include the regulation frocks with red braid and side-pleated skirt with blouse falling over girdle and sash of bright colored silks.

A novel braid is used to outline the bolero jacket of a navy serge with vest of Roman striped silk and pleated skirt.



"Shine or Rain—She Is Just the Same"

Bewitching bonnets for the two-year-old and less are fashioned of white or pink and sometimes blue organdie. For cooler days are smart little confections in silk and lace.

Removal of the Burden of Collecting Taxes Being Sought by Association on Behalf of Two Hundred Thousand Canadian Retailers

Retail Merchants of Dominion, at Special Interview With Minister of Finance, Describe So-Called Luxury Tax as "Ill Advised, Poorly Conceived and Poorly Devised"— Would Have Collections Made at the Source of Supply.

REMOVAL of the burden of collecting the "discriminatory and confusing" luxury tax, which they consider "ill advised, poorly conceived and poorly devised, was asked by the retail merchants of Canada at a special interview with Sir Henry Drayton. Minister of Finance, in the Chateau Laurier, at Ottawa, Ont., last week. Instead of making the retail merchants collect the tax, they asked that it be collected at the source of supply, namely, from the manufacturer and importer, and absorbed in the same manner that all systems of taxation are absorbed.

One of the most striking statements in Sir Henry Drayton's reply was: "In the interests of everybody, the Government desires to check extravagance, and pull down the cost of living. Perhaps we are already setting our faces towards lower prices. The Government wants to encourage efficiency in business. But we are not going on borrowing money."

Pointing out that the 200,000 retailers of Canada form the largest commercial class, and are in the best position to know the feelings of the public pulse, the retailers' memorial set forth that, in the opinion of the retailers, the ideal system was based on the principle of "ability to pay," and one whereby it could be collected in the simplest manner.

The statement presented by Secretary E. M. Trowern on behalf of the Retail Merchants' Association of Canada, is of particular interest to every business man in Canada and is,therefore, reproduced in toto hereunder:

"We desire, first, to say that we fully realize the great need there is of increasing the revenue of the Dominion of Canada to provide for the enormous expenditure created by the war, and for other purposes. We also recognize the many difficulties that exist in your endeavor to arrive at a fair and equitable system of taxation, and, in order to do so, it is very necessary that you should have all the facts concerning each class affected laid fully before you.

"As members of the Retail Merchants' Association of Canada, which represents all sections of the retail trade in every province in the Dominion of Canada, we would say that no other commercial class is in a position to determine the needs and requirements of the retail trade except those who are, or who have been, practically engaged in it, and for whom we appear before you to-day. The conditions which surrounded the manufacturing and the wholesale classes are almost entirely different to those surrounding the retail trade, and, this being the case, in the presentation of our view to you we desire to say that we are voicing the views of the retail trade only. We would not attempt to express the views of the manufacturers or wholesalers, and we do not expect them to express our views.

Know Public's Mind

"It is estimated that there are upwards of two hundred thousand retail merchants in Canada, which is by far the largest commercial class in Canada. All of these merchants have a permanent stake in the community in which they live. They are the distributors of merchandise and an absolutely necessary class, and they have millions upon millions of dollars invested in real estate, merchandise and other securities. They are all in the employer class and they are consequently free to act and free to speak, and their first and most important interest is that of their country and their customers, who are the public, from whom they secure their living, and whose interest they at all times endeavor to serve, and with whom they are very closely in touch. In fact, no other class in Canada is in as god a position to know the feeling of the public pulse, and whose ear is so close to the ground at all times, as that of the retail merchant.

"It was rumored a short time ago that there was a likelihood of the Dominion Government adopting a system of taxation known as a tax on the sales of retail merchants. In order to ascertain their views on this subject we sent out letters and questionnaires, and held meetings in all parts of Canada, and the consensus of opinion which was submitted to you showed that it would not operate equitably on all classes of the retail trade, and it would be a discriminatory tax if it did not apply to every class in the community alike. In addition to these and other objections, we find that the system of collecting a tax on sales has been tried in a great many of the countries of Europe, and wherever it has been tried it has been abandoned.

"We have also strongly objected many times to the system of compelling retail druggists and general store merchants to place war stamps on patent medicines and on other articles. In your Budget we are pleased to note that you have exempted retail merchants from the tax on sales, and that your purpose at an early date to remove the application of the war stamps from those retail merchants to whom it now applies, and place it under the direction of the manufacturer.

"In our opinion, we consider that the ideal system of taxation is a system that is based upon the principle of 'ability to pay,' and one whereby it can be collected in the most simple manner and as equitably as possible from all classes of the community at the least possible cost. We further believe that whatever system of taxation is adopted for the purposes of the Dominion of Canada as a whole should apply to no other purpose than that of raising sufficient revenue to pay the expenditure of the Dominion. When any system of taxation is used to restrict or hamper trade it ceases to become a taxation system, and it becomes a hindrance to the progress, development and freedom of trade and commerce.

Taxation Always Disturbing

"In considering the subject of taxation, we are not unconscious of the fact that there is a great diversity of opinion, both political and otherwise, on this question. We are all aware that it has, unfortunately, created more contention and more unfriendly disturbance among nations, as well as among the people, than perhaps any other subject. It has been made a football for political purposes for centuries, and we sincerely hope that the day may soon arrive when it can be dealt with in an intelligent and thoughtful manner, free from all prejudices. As an Association of Retail Merchants, we desire to say that we have approached this subject in a free and independent spirit, bearing in mind the one chief and essential feature, "What is the best and cheapest method of collecting revenue to pay the debt, and the running expenditure of Canada, and at the same time keep the wheels of commerce, production and distribution turning, so that there will be work and food for all, and that each one will receive the reward of his industry according to his ability to earn, and not be hampered by Government interference or unnecessary restriction."

"In reading the Budget, we note that it is proposed that six different systems of taxation should be adopted:

1. Customs duty.
2. Excise tax.
3. Taxation of sales.
4. Income tax.
5. Tax on luxuries.
6. Stamp tax.

And, in addition, it is proposed to add a license, or tax, for keeping track of the various manufacturers, wholesalers and retailers throughout Canada who are concerned in the payment of the above named taxation.

"According to the Budget, the revenue for the fiscal year, ending on the thirty-first day of March last, reached approximately $388,000,000. The chief sources of revenue were:

Customs	$169,000,000
Excise	43,000,000
Business profits war tax	44,000,000
Income tax	20,000,000
Other war taxation	17,000,000

"As to the advisability of the continuation of the customs and excise taxes, we have no comments to make, as the figures speak for themselves, and every business man must admit that before any criticism of the above could be made it would be necessary for us to have some alternate system worked out in detail, showing how it would be collected, who from, and the cost of collecting the same. So far, we have no other proposal worked out in detail before us, and until such proposal is laid before us we must accept the conditions as they are now operating.

Passing the Tax Along

"With regard to the tax on the sales of manufacturers and wholesalers, we feel that while it may appear that the manufacturers and wholesalers are paying this percentage of taxation, as a matter of fact, they are not paying it but passing it along to the retail merchant, and the percentage is so small that it cannot be absorbed into our

cost, and so about ninety-five per cent. of it comes directly out of our profits and our pockets, and we are helpless to protect ourselves. In many cases since this new sales tax came into operation, we find that manufacturers who formerly gave us two per cent. discount are now only giving us one per cent., which means they are taking their tax out of the retail trade. Then, again, there are a number of manufacturers who claim to do their business entirely with the wholesale trade but who reserve themselves certain favored retail accounts. In addition to the advantage these retailers now enjoy, they will be able to save us an additional one per cent. to the disadvantage of those who are not allowed to buy directly from the manufacturer, and the Government will also lose the tax on all of these sales. Then, again, this same loss will take place with regard to the sales made by a host of persons who have no particular place of business, but who travel from place to place and who are known generally as manufacturers' agents. They are in reality wholesale dealers, but they sell direct from the manufacturers to the retailer, and they only carry samples. This class, in our opinion, under the system of a tax on sales, will multiply, and the wholesale dealers who carry stocks and who pay taxes will decline. There are other objections in connection with this proposed tax that, no doubt, will be called to your attention from time to time.

"With regard to the income tax, we are surprised beyond measure to know that only $20,000,000 was collected through this system, and it is evident to us that a great many persons are either evading this tax, if the figures are correct, or that the people of Canada are spending very little on what you term "luxuries," as it is quite evident that they have not got the money to spend, and any proposed luxury tax will produce little revenue.

"Respecting the excess war profits tax, which, as one of the features of the income tax, only a small portion of the retail trade is in a position to pay this tax, and those who do pay it we consider are unfairly treated, as agricultural enterprises and professional incomes are not affected thus making this tax pure class legislation.

The Tax on Luxuries

"As to the proposed tax on luxuries, it is very difficult for us to express our full views on this subject in the short space of time we have at our disposal. Briefly, we consider it an ill-advised, poorly-conceived, and poorly-devised measure, and one that will be resented by every sound-thinking, commercial man in Canada, including the thousands and thousands of customers, who are called upon to pay it, and to whom we are called upon to explain it.

"In our explanation above of what we consider the function of taxation should be, we stated that no system should be adopted, and named taxation that hampers and interferes with natural channels of trade. A true system of taxation should rest as equably as possible upon all alike, and its object should be definite, and as free of exemptions as possible.

"The proposed luxury tax is discriminatory, and confusing. On articles such as pianos, musical instruments, and automobiles the tax is applied on the manufacturer, who is called upon to pay the tax, and it is then passed on to the retailer who pays it and absorbs it in his cost, and who collects it from his customers, and there is no further expense in the matter. On the other hand, the manufacturer of jewelry is called upon to pay one per cent. only on the sale of his goods, and the retail jeweller is called upon to place the tax of twenty per cent. on the price of his goods, and collect it from the customer at the time of making the sale, and then keep track of the sale and forward it to the Government at his expense and, in addition to this, he runs the risk of injuring his reputation, by being fined if he neglects to carry out his duties, and instruction from the Government for which he receives no pay. In addition to this, every time he makes a sale he has to inform his customer that it is necessary to pay a luxury tax, and by this system retail jewellers all over Canada are losing business every day. Why should there be two systems of collecting this tax; either the one is right or the other is wrong.

Many Sections Affected

"The application of this tax with its discriminations applies to the following sections of retail trade :—Boots and shoes, clothing, furriers and hatters, gents' furnishings, fancy and sporting goods, jewellers, women's wear, trunks and valises, hardware, dry goods, tobacconists, furniture dealers, electricians, motors, boats, canoes, etc., photographers' supplies, candy and confectioners, pianos and musical instruments, automobiles, druggists, liquor dealers, grocers, butchers, and coal dealers.

"Each of the above sections of trade has held meetings and in the event of the Government insisting that their proposal, as it affects the various lines of trade, be put into operation, we shall be pleased to submit their views as to how they think the tax should be amended so as to do the least harm, but we would much prefer if the luxury tax proposal were changed so that the tax could be collected from the manufacturer and importer, instead of from the customer through the retail trade.

"At the present time, a large number of wholesale merchants and manufacturers throughout Canada, although having no retail counter, and who pretend to do only a wholesale and manufacturing trade, sell direct to the consumer. Under the proposed luxury tax, this system will increase by leaps and bounds, and it will be absolutely unfair to the retail trade to attempt to compete with this unfair competition, either as to the sale price or the amount of the luxury tax.

"Since the new tax came into operation, a few days ago a retail merchant from a neighboring town who was in a Toronto wholesale house, saw a lady buying silk by the yard over the wholesale counter. The question is, did the Government get the ten per cent. luxury tax, and if not, what provision is made for transactions of this character? This will apply to nearly every line covered by the luxury tax. One of the most striking inconsistencies of this measure, and which has possibly been called to your attention, is the fact that dresses, women's and misses', under $45, are not taxed. No mention is made as to whether these dresses would be of silk or otherwise. and yet ribbons of all kinds and material, whether by the yard, half yard, or less, are subject to a tax.

Whole Proposal Wrong

"With regard to clothiers and merchant tailors there is not the slightest indicati n that woollen goods are going to come down in price, and if a man buys a $45.00 suit of clothes he pays no tax, but if he buys a $46.00 suit of clothes he pays a tax of $4.60 to the Government. No discrimination has been made as to whether it is more economical to buy a suit of clothes made by merchant tailor at $75.00 or $80.00, or a suit of clothes costing $17.50 and in the one case, where the economical person using prudence would prefer to buy a good wearing woollen suit, he is compelled to pay a Government tax, and in the other case he escapes entirely. The whole proposal in our opinion is wrong. This system of taxation will compel the middle class, and the poorer people, to wear very ordinary clothing, while people who have recently become rich through the war, can flaunt their wealth and their ability to wear fine clothes in the face of others who cannot afford to pay the tax, there are thousands of dollars of goods which come under the luxury tax, which are sold by pedlars and agents all over Canada direct to the public. This new tax will greatly increase this army of pedlars of clothing and other lines who have no permanent location, and no provision has been made in the act to collect the tax from these people.

"Neither has any provision been made with regard to the sale of second-hand goods, and this proposed tax will no doubt largely increase this class of business.

"It seems also unfair that the Government should determine what are, and what are not, luxuries, without first having prepared a list and submitted it to the trade, which might easily have been done before presenting the Budget. At the present time an alarm clock comes under the list of luxuries, if nickel plated, no matter how cheap it may be, while an oil painting or engraving costing $1,000 is exempt. A great many cases of this kind could be mentioned.

"There are a great many lines of goods, the prices of which would be very much higher in the fall than they are at the present time, and with the sales that have been made from year to year, of goods that were purchased before the war, the decreasing of these stocks, and more goods being required, the prevailing high rate of wages and raw material, it will be impossible to reduce the price of many lines of goods to the consumer, no matter what luxury tax may be placed upon them. If, on the other hand, the luxury should have the effect of preventing customers from buying goods upon which they have to pay the tax and they purchase goods upon which there is no tax, the artisans, who are now making good quality goods, and securing good wages, will either be thrown out of work or they will be placed upon the manufacture of cheap and poorly made goods at reduced wages, and, in our opinion, the amount which is contemplated to be secured by the Government from this tax will be very disappointing. The cost of collection will be excessive. It will have a tendency to develop the inclination, which is common in human nature, to evade the tax, and its ultimate object will be defeated. In the United States they are finding this tax to be unworkable and clothing is exempt from its operations.

Sure to Dislocate Business

"One prominent retail merchant, in forwarding his opinion of luxury tax, stated that if the Government intends to dislocate the business of the Dominion, he is quite sure that they will succeed. Their method will create hosts of idle salespeople, and people who have been engaged in the manufacture of goods that now come under the will be seriously crippled through this ill-considered measure. Another prominent merchant writes that the new luxury tax will smash the retail trade and ruin Canadian industries, while another retail firm states that this tax, rather than raising revenue, will hamper commerce. If everyone should undertake to buy cheap goods, which are always the most expensive in the end, where is the luxury tax coming from? Can it be possible that this luxury tax was framed with the idea of increasing the revenue of the Government by decreasing the earning power of the people?

"It is also pointed out that this system of taxation will destroy the value of hundreds of thousands of dollars' worth of counter check-books. It is an injustice to impose upon the retailer the duties of a tax collector, without any remuneration; it will increase his work and expense, and will curtail the business he should do in better class goods. Already we find a number of retail merchants complaining that customers are suspicious when they are asked to pay a luxury tax as to whether the amount that is asked by the merchant is correct or not, and as they have no means of finding out what the tax should be it results in the loss of a great many sales.

Another Difficulty Here

"Another great difficulty that the retail

Continued on page 149

GENERAL NEWS OF THE TRADE

John S. McKinnon Elected at Vancouver Convention

Toronto Man is Popular Choice For Presidency of the Canadian Manufacturers' Association.

VANCOUVER, B.C., June 9.—J. F. McKinnon, of Toronto, was to-day elected president of the Canadian Manufacturers' Association, at the annual convention here, succeeding T. P. Howard, of Montreal. Other officers elected were:

First vice-president, W. S. Fisher, St. John, N.B.; second vice-president, John R. Shaw, Woodstock, Ont.; treasurer, Thomas Roden, Toronto.

Executive

Executive officials: Thomas Cantley, New Glasgow, N. S.; J. B. Sherrard, Montreal; E. G. Henderson, Windsor, Ont.; Robert Hobson, Hamilton, Ont.; P. W. Ellis, Toronto; C. A. Birge, Hamilton, Ont.; H. Cockshutt, Brantford, Ont.; J. F. Ellis, Toronto, and Nathaniel Curry, Montreal.

It was announced that owing to ill-health, J. F. Ellis, treasurer, and a past president of the organization, was not a candidate for re-election, and it was unanimously decided to elect him a life member of the association.

While it had been generally understood that John S. McKinnon of Toronto would be the new president, the announcement of his election this morning was greeted with rounds of cheers.

At the annual banquet of the association held in the Hotel Vancouver, this evening, J. B. Thompson, chairman of the British Columbia division, and G. G. McGeer, M.P.P., of Vancouver, were the principal speakers, The divisional executive elected this morning included the following members from Ontario.

Executive Elected

L. D. Anthes, George Brigden, W. C. Coulter, R. H. Easson, Thomas Findley, E. J. Freyseng, Sam Harris, Victor Harding, Walter C. Laidlaw, R. L. McIntyre, T. F. Monypenny, J. P. Murray, K. J. A. Riordon, J. Allen Ross, W. H. Shapley, W. H. Alderson and J. F. MacKay of Toronto; Lloyd Harris, Brantford, George H. Douglas, Hamilton; H. Bertram, Dundas; W. H. Breyfogel, Peterboro; George D. Forbes, Hespeler; W. N. Garshore, London; S. S. Hodgkens, Kitchener; O. W. Leonard, St. Catharines; G. M. McGregor, Ford; R. O. McCullough, Galt; R. S. McLaughlin, Oshawa; R. M. Meldrum, Niagara Falls; W. C. Phillip, Kingston; G. S. Rutherford, Kitchener; H. M. Snyder, Waterloo; T. J. Storey, Brockville; J. M. Taylor, Guelph; C. O. Waterous, Brantford; A. W. White, London; F. J. Williams, Kitchener; H. S. Champ, Hamilton; A. F. Hatch, Hamilton; H J. Waddie, Hamilton; G. C. Coppley, Hamilton; W. H. Marsh, Hamilton.

The folowing were elected from Quebec: F. G. Daniels, J. Beaubien, R. E. Jamieson, R. H. McMaster, Willis Rutherford, W A. Desbarats, Col. W. J. Sadler, A. A. Bittues, Paul Sise, F. H. Hopkins, W. R. Granger, W. B Ramsay and Lawford Grant, Montreal; Joseph Pickard and J. H. Fortier, Quebec; W. F. Vilas, Cowansville, Que.; J. C. Casavant, St Hyacinthe, Que.; John Lowe, Valleyfield; A. M. Normand, Montmagny; C. T. Lennon, Sherbrooke.

Tariff Committee.—G. W. Watts, Toronto; Hon. E. J. Davis, Newmarket; C. H Smith, Montreal; H. S. Champ, Hamilton; J. B. Thompson, Vancouver; E. D. Smith, Winona.

Insurance Committee—Arthur Hewitt, Toronto; H. W. Fleury, Aurora; W. H. Shapley, Toronto;R. T. Kelly, Hamilton; Norman Yarrow, Victoria; Angus McLean, Bathurst.

Legislation Committee.—C. J. McFarlane and J. G. Hossack, Toronto; G. C. Coppley, Hamilton; W A. MacKinnon, St. Catharines; T. R. Deacon, Winnipeg; A. O. Dawson.

Membership Committee.—P. E. Joubert, Montreal; G. H. Douglas, Hamilton; G. C. Robson, Edmonton; W. S. Laidlaw, Toronto; G. A. Dobbie, Galt; H. Telfer, Toronto.

Publishing Committee.—J. F. M. Stewart, Toronto; J. M. Taylor, Guelph; J. F. MacKay, Toronto; F. P. McGann, Toronto; R. H. Mackay, New Glasgow; A. B. Stovel, Winnipeg.

Commercial Intelligence Committee—Frank Whitton, Hamilton; George Henderson, Montreal; Thos. Cantley, New Glasgow; C. G. McGhie, St. Catharines; I. H. Weldon, Toronto; E. H. Gurney, Toronto.

Transportation Committee—B. S. Harris, Toronto; E. P. D. Graham, Toronto; W. R. Breyfogel, Peterboro; W. R. Dunn, Hamilton; W. R. Ingram, Winnipeg; H. I. Thomas, Ottawa.

Education Committee.—B. W. Coughlin, Montreal; E. Tarte, Montreal; Joseph Pickard, Quebec; W. J. Bulman, Winnipeg; H. S. Robertson, Stratford; George Brigden, Toronto.

Industrial Relations Committee—C. H. Carlisle, Toronto; M. R. L. Meldrum, Niagara Falls; S. J. Williams, Kitchener; J. D. Palmer, Fredricton; J. R. Duncan, Vancouver; E. P. Jones, Montreal.

REMOVAL OF THE BURDEN

Continued from page 148

merchants have to contend with is that in some retail stores the price is quoted plus the tax, without mentioning the tax whatever, and this works to the disadvantage of the retail merchant who gives a price and quotes the war tax in addition.

"In order to remove the features we have taken objection to, we recommend that instead of placing the collection of the luxury tax on the retail trade, that it be collected at the source of supply, namely, from the manufacturer and the importer, and in this way it would be absorbed in the same manner as all systems of taxation are absorbed. We feel sure that the Government will receive more revenue, and the retail trade of Canada will be placed in a better position to assist the Government to accomplish its object.

"We desire in placing our views before you to say that we fully appreciate the many difficulties under which the Government is laboring, but, as retail merchants, we desire to offer our services, through our association, in any manner whatsoever whereby we can give to the Government all the information that may be required regarding the retail trade in any part of Canada."

OPENED IN LONDON

The G. B. Ryan and Company, have opened a new store in London, Ont. This firm has now splendid shops in a number of the larger cities in the Province.



JOHN S. McKINNON

NEWS OF THE TRADE

Further Expansion of Dent-Allcroft Co., Original Company's Capital £2,250,000

Interests Separated in Various Parts of the World—Dent-Allcroft Co. Now a Canadian Incorporated Company—Controlling Stock in Colonial Glove Co. Held by Dent-Allcroft Co.

RETAILERS generally will be interested in some new developments, designed to further promote the supply of Dent's gloves, which have been before the buying public for a period extending over two centuries.

Dent-Allcroft & Company, the original Dent Co., was formed into a joint stock company last fall with capital of £2,250,000. There was offered for sale by public subscription £750,000 of 7½ per cent. preference stock in one pound shares, which was all oversubscribed some days before the lists were closed. The balance of the stock was held by the vendors.

One of the first decisions of the new London company was to separate their interests in various parts of the world. The first separate Dent's organization is in Canada. Dent-Allcroft Company (Canada) Ltd. was incorporated last month as a Canadian company, with an authorized capital of one million and a half dollars, of which one million of fully paid-up stock has been issued.

Reorganization has also taken place in the Colonial Glove Co., Ltd., which company operates two factories in Quebec. The new charter gives the Colonial Glove Co. an authorized capital of $250,000, of which $225,000 in fully paid-up stock has been issued. The controlling stock in the Colonial Glove Co. will be held by Dent-Allcroft Co. (Canada) Ltd., who will also assume interests of the late partnership in Hall-Dent Canada Ltd., operating two factories at London, Ont.

Each company has a board of six directors, with the following officers: President, H. P. Pearce; vice-president, R. K. Gibson; secretary-treasurer, J. E. Peters.

Mr. H. P. Pearce has been connected with the Dent Company for twenty-five years, resigning from the management of the London Export Department to take over the Canadian business in 1912. Messrs. Gibson and Peters have both been with the Canadian branch upwards of ten years.

The charter granted to Dent-Allcroft Co. (Canada) Ltd. provides for the operating of other businesses in addition to Dent's gloves, chiefly associated with hosiery and other allied lines. The company has obtained registration of a new trade mark which will be used on merchandise other than gloves and consists of a trident with the slogan "Trident Brand Hosiery Fits Like a Glove."

To better accommodate the rapid extension of their business, Dent-Allcroft Co. (Canada) Ltd., and the Colonial Glove Co., Ltd., have removed to new and larger premises in the New Wilder Building, Bleury Street, Montreal, where they are occupying an entire floor with an area of 12,000 square feet.

The Colonial Glove Company's factory at Loretteville has found it necessary to establish a branch factory at Charlesbourg, Que., which has been in operation since last Easter.

Guelph Merchant Dies in New York

G. B. Ryan, who for the last 35 years has been one of the leading dry goods merchants of Guelph, died early on June 12th in a hospital in New York, following a serious operation. He had been in failing health for some time past, and he went to New York on Monday to consult a leading specialist. The operation was performed on Wednesday, and word was received on Friday that there were hopes of his recovery, but he took a turn for the worse the same evening. The remains were taken to Guelph where the funeral took place the following Monday at 2.30 o'clock.

Mr. Ryan was born near Georgetown, was educated and received his mercantile training there. He first entered the dry goods business for himself at Orangeville, going later to Barrie. Coming to Guelph in 1886, he purchased the business of the late John Hogg, and conducted it there ever since. In 1888, with his brother, J. C. Ryan, he established a dry goods business at Owen Sound, and in 1898 opened up a store at Berlin, now Kitchener, which was subsequently disposed of. He was a public-spirited citizen in every respect, serving the city as Alderman, president of the Board of Trade, chairman of the Water Commission and treasurer of the Guelph Radial Railway. He was a director of the Wellington Mutual Fire Insurance Company, and also of the Mutual Life Insurance Company of Waterloo. He was a Liberal and a Methodist. He is mourned by a widow and four children to whom deepest sympathy is extended.

Honors Conferred on Millinery Trade

J. S. McKinnon Appointed President of C. M. A. at Vancouver, B.C.

The millinery trade of Toronto is justly proud of the honors conferred upon several of its representative members this year in their appointment to offices of important responsibilty in public affairs. Mr. J. S. McKinnon, of the firm of S. F. McKinnon and Co., Ltd., Toronto, was appointed president of the Canadian Manufacturers' Association at the recent convention held in Vancouver.

Early in the year another well-known member of the trade, Mr. Chas. Marriott, of the firm of G. Goulding and Sons, was honored with the presidency of the Toronto Board of Trade.

Is Organized as Canadian Concern

It is announced that the firm of John S. Brown & Sons, Ltd., of Belfast, has been organised as a purely Canadian concern under Dominion charter and with head office at Toronto, Canada. The firm name of the new company is John S. Brown & Sons (Canada), Limited. The directors are Herbert Brown, W. H. Baker and J. S. B. McMurray. The general management is in the hands of W. H. Baker who has long been intimately associated with the linen trade in Canada. It is expected that the new organization will provide extra facilities for the carrying out of future plans for more extensive business and for more efficient service to customers.

Toronto Silk Companies Hold Annual Picnic

Silks Limited and associated companies, Toronto, held their annual picnic at Centre Island on June 10th and everybody had a wonderful time. The day's events included luncheon, dinner, games and contests, three prizes being given for each contest. A game of baseball was played beween the single and the married men and this was won by the single men 9 to 4 in 7 innings. The fraternal spirit pervaded the whole gathering, everybody doing his best to add to the enjoyment of all. The pleasant afternoon closed with dancing and speechmaking was the feature of the evening. All agreed that this picnic was the best one held by these companies in years.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

Merit Skirt Company

436B St. Catherine St. W.

Montreal

Skirts

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

New Spring range is now being submitted for your inspection. Our large production has made it possible to give you better service, quality and price. See our samples.

246 ST. ANDRE STREET

Corner St. Catherine St.

MONTREAL

SHOWROOMS:

Toronto, G. D. Bell, 301 Dineen Bldg. St. John, Mr. W. J. Nagle, Dufferin Hotel. Vancouver, G. E. Ledder, 807 Power Bldg. Hamilton, Mr. R. M. Desmond, Royal Connaught Hotel. Quebec Province, Mr. J. F. Poirier, 246 St. Andre St., Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

Lazare & Novek

CLOAKS & SUITS

Special range of Salt's Silk Seal Plushes in addition to our regular line of coats and suits which is more complete than ever.

Our travellers will start out June 1st with a full line of samples.

303 Mountain St., Montreal

The Specialty Coat House

The largest range of coats for

Women, Misses and Girls

is now ready

STANDARDIZATION MEANS ECONOMY

We standardize in COATS ONLY, which means that we can offer you prices below those of houses carrying numerous lines.

NATHAN LANDE CO., Limited

338 St. Urbain St., Montreal

Off St. Catherine Street

La Mode Dresses

are hand-made Dresses and right up to the **minute in style and materials.**

Our salesmen are now out for immediate and Fall Delivery. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, - 591 St. Catherine W.

MONTREAL

DRESSES

OF THE BETTER KIND

The S. & D. Dress Co.

142 PEEL STREET

(A few doors above Windsor Hotel)

MONTREAL

"Garments of the Better Kind"

Cloaks, Tailored — The BB Brand CLOAKS & SUITS — Suits, Dresses

That Sell

You cannot fail to profit by an inspection of our line

207 St. Catherine Street West **Bishinsky Bros** CLOAKS & SUITS MONTREAL



"P.C." Corsets
RUST PROOF

Front Lace---Pink and White
Back Lace---Pink and White

The Corset is the foundation of every woman's wardrobe. When you fit P. C. CORSETS you not only ensure satisfaction to the customer, but impress her with your leadership in the world of Fashion.

Our latest models, styled to the hour by our exclusive designer, embody perfection of cut and finish on youthful lines at a reasonable cost.

We urge you to place your Fall orders at once in order to secure a complete range of models.

Parisian Corset Mfg. Co., Limited
Quebec City, Quebec

BRANCHES

Montreal, 529 Craig St. W. Toronto, 76 Bay Street.
Fred S. Brewers, Representative for Nova Scotia, including Cape Breton
Geo. S. Oxley, Representative for New Brunswick, Prince Edward Island and Newfoundland

WESTERN REPRESENTATIVE

C. H. Butler, 24 Sylvester-Willson Building, Winnipeg, Man.

The House of Youth

Designers and Makers of

Misses' and Juniors' Dresses



The Counter Costume Co. Limited

131 Spadina Ave., Toronto

Representatives:

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Province	W. A. Tallmire



Daintiness Personified

In Our Whitewear Department

COMBINING character and charm with lines that are clean-cut, comfortable and correct, our garments appeal to lovers of fine underwear.







The Canadian Converters' Co. Limited
Montreal

"Two Things"

are essential to real success. One is a good reputation. The other is the ability to hold it.

OUR STYLES REIGN SUPREME
OUR QUALITY NEVER VARIES
OUR WORKMANSHIP IS THE BEST

These facts have built for us a reputation which is our greatest asset. We do not intend to lower the standard that gave us the reputation.

MAKERS OF ONLY

Good Blouses

We are ready to show our fall line which includes Paris's latest creations. They are pretty, serviceable, expertly tailored and moderately priced. Sure winners in your Blouse Department.

THE VERY LATEST VOGUE
INTERPRETED IN OUR
FALL MODELS OF BLOUSES

The American Waist and Dress Co., Limited

Winnipeg Showrooms:
302 Hammond Bldg., Albert St.

46 St. Alexander St.
MONTREAL

Toronto Showrooms:
504 Kent Bldg., Yonge St.

"The Coat House of Canada"

announces

Its Fall Showing of Ladies' and Misses' Utility Coats

We invite your early inspection of our representative range of National Brand Garments made in all the fashionable materials:

Duvetines, Bolivia, Polo Cloth, Goldtone, Silvertone, Velours, Tweeds and Plushes

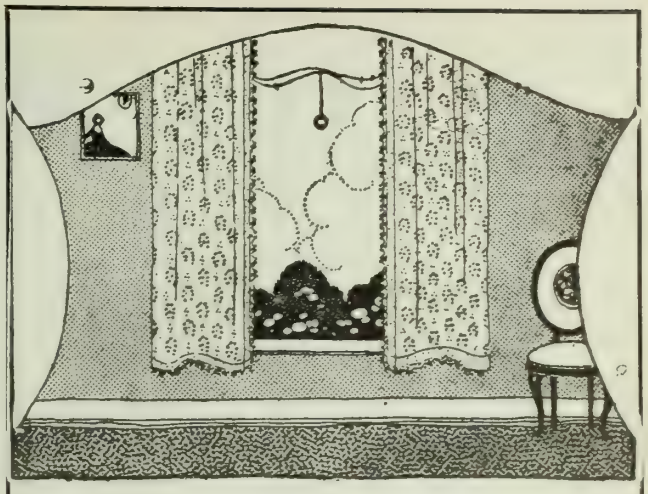
And the more serviceable lines in ladies' and men's raincoats in genuine Leather, Leatherette, Gabardines.

We are also showing the famous "Chappie" coats, made of suede materials in the very latest shades.

The service-giving character of our coats, together with their superb individuality of style, reflects that quality is first consideration in anticipating the requirements of a particular clientele.

Our travellers are now out. See them and be convinced.

NATIONAL RUBBER CO.
OF CANADA
Toronto MONTREAL Winnipeg



Novelty Curtains
Marquisette
and
Scrim Curtains

MADE IN CANADA

As a new organization we are more than gratified with the enthusiastic approval being shown our different lines of Curtains. We feel that we have succeeded in our effort to give the Trade an exceptional range of highest quality Curtains, in a wealth of artistic designs.

CANADIAN DRAPERIES LIMITED
Manufacturers
145 Wellington St. West
TORONTO

Our Trade Mark Protects You

NOVELTY CURTAINS CD LIMITED CANADIAN DRAPERIES Ltd.

Ten Sample Sets For Sale

This season's samples, comprising *50 waists to each set.* One of a kind —*Georgettes, Crepe de Chines and Striped Habutais; assorted sizes.*

Will be expressed on approval to the first ten inquiries. *Regular price less 33 1-3%. Offer subject to prior sale.*

Our travellers will be leaving for the road with a new assortment on July 1st.

The Caplin WAIST & DRESS CO. Montreal.

1952 St. Lawrence Street

CIRCLE CROSS REGISTERED



Seductive Summer Wear

Is the verdict passed on Circle Cross Creations by the feminine public, who are acknowledged connoisseurs on the all-important dress question.

Sport Skirts, Middies, Smocks, Nurses' and Regulation Uniforms



COLE-WHITAKER LIMITED

292 St. Catherine St. West
MONTREAL

Art Garments Satisfy

FOR *the* SEEKER *of* STYLE

CHARM AND TASTEFUL INDIVIDUALITY

The Fall line of Art Garments offers many golden opportunities to the merchant who is on the look-out for an unusually attractive range of

DRESSES *and* SKIRTS

Our designers have combined many charming exclusive fashions with smart materials, and will be found at a moderate cost.

As a result we are in a position to offer to the trade a wide variety of irreproachable garments reasonably priced.

Our Salesmen are now showing these attractive ranges.



Art Garments Satisfy

ART CLOAK & SUIT CO., LTD.

323 BLEURY ST. MONTREAL

Ontario Showroom	Quebec Showroom	Western Provinces	Maritime Provinces
Kent Bldg., Toronto	Brunet Bldg., Quebec	302 Hammond Blk., Winnipeg	B. R. ETTENBERG, JR.
H. M. NASH	R. DIONNE	J. W. COLLETT	

Montreal, C. ROSE

WESTERN TRADE NEWS

Fifteenth Annual Convention of R. M. A. S. at Vancouver

Excursion to Coast in July Should Attract Great Representation From the East Coast—C.P.R. Co-operates—Leave Halifax July 12.

THE fifteenth annual convention of the Dominion Board of the Retail Merchants' Association of Canada will be held in Vancouver, B.C., on Thursday and Friday, July 22nd and 23rd, 1920. This will be one of the most important conventions for retail merchants that has ever been held in Canada, and every province will be represented.

In order to unite business with pleasure, the executive officers have arranged for an excursion over the Canadian Pacific Railway, to run from Halifax to Vancouver, taking on at the various points those who wish to attend.

The excursion train will commence at Halifax, leaving on the followings days:

Halifax	July 12
St. John	July 12
Quebec	July 13
Montreal	July 13
Ottawa	July 13
Toronto	July 14
Port McNicoll	July 14

and will pass through all the leading cities and towns.

From Port McNicoll they take the Canadian Pacific steamers over the Great Lakes to Fort William; from there to Winnipeg, across the Prairies, through the magnificent Rockies, stopping at Banff and Lake Louise, and then on to Vancouver.

In returning, the excursionists are allowed the option of coming back via the Okanagan Valley, Sicamous to Penticton, down through the boundary country of Nelson, through the Crows' Nest Pass from Kootenay Landing, to Medicine Hat, and then back again East.

The excursion is open for any members who wish to invite their friends or to take any member of their family. Full particulars as to cost and other particulars can be secured by applying to the secretary of any Provincial Board, or to E. M. Trowern, secretary of the Dominion Executive Council, Room 49, La Banque Nationale Building, Ottawa.

A WRONG REPORT

During the month of May a report was being widely circulated around Manitoba that woolen goods were coming down in price. The trade knows such a statement at this time to be erroneous.

WESTERN CANADA TRADE NEWS

With this issue, Dry Goods Review introduces two pages relating exclusively on activities of the Trade in Western Canada.

Communications and reports direct from our subscribers will be appreciated, and will undoubtedly prove of wide interest to the trade in general. Retailers enlarging their businesses should notify us to this effect, and stories of successful schemes in merchandising would also prove of value. News items will be welcome from all branches of the trade.

—Editor.

Enlarging Store at Lacombe, Alta

A. M. Campbell Building Big Addition to General Store for Dry Goods and Ready-to-Wear Departments—

A. M. Campbell, general merchant at Lacombe, Alberta, is building extensive additions to his store this Summer. Excavating work is practically finished now and the foundation will be commenced at once.

The new addition has a forty-five foot frontage with a depth of 110 feet. When the work is completed the total frontage of this progressive establishment will be 90 feet. The newly-added section to the store will be given over entirely to dry goods and ready-to-wear departments.

A modern waterworks, with septic tank and full fire hose with pressure tank equipment are to be important features of the new erection.

Dupuis Employees Now Shareholders

The directors of Dupuis Freres, Ltd., in recognition of the services rendered by the departmental managers in the store have decided to encourage them by making them shareholders in the company. Preferred shares to the amount of $99,500, will be divided among those managers according to the length of service and the importance of the position of each. There has been an arrangement made providing for a system of bonuses assisting materially the salary of each. The management believes that by this means a solution to labor difficulties may be found as it enables each employee to profit according to the amount of work which he or she accomplishes for the company.

Every Department Has Good Showing

The W. E. Lord Co., Ltd., in Red Deer, Alberta, have recently completed a new addition to their general store and have now a 150-foot frontage of plate glass, which affords this enterprising firm the opportunity to display every department at once. The new store possesses all the best modern features of comfort and protection as well as facilities for salesmanship and display. A wide balcony runs the length of the store, and here are located the millinery department and workrooms; these will give way later to the toy department. A permanent awning tempers the glare of sunlight which floods the building, and wicker furniture, palms and floral decorations impart a delightfully inviting and restful atmosphere.

Travellers in West Forced to Come Home Without Orders

Representative of Big Boot and Shoe House Struck Chilly Atmosphere in Calgary

The representative of a big boot and shoe manufacturing concern in Canada returned to Ontario from the West recently with the news that he was only one out of scores of travellers who had been obliged to turn home before their schedule was anything like completed.

"Everything was going splendidly until I reached Calgary, coming in from the Coast," said this traveller, "when all of a sudden business seemed to stop. The budget had just been announced and the imposed taxes put into force. No one understood it and business was upset in no time. Of course, things will straighten out, but it was most discouraging to see so many representatives of Eastern houses turning back powerless after starting out with the prospects of such a good season. Everyone I met said they had run suddenly up against a baffling situation. Their customers simply wouldn't listen to them and there was nothing left to do but come home, until further orders."

WESTERN TRADE NEWS

Nixon & Co., Ltd. Move to New Site

Nixon & Co., Ltd., of Vancouver, B.C., who have conducted a wholesale dry goods business at 318 Homer street, for three years, have been forced to find new premises, on account of increasing business.

The company has now located at the corner of Cambie and Cordona St., the building having been remodelled to suit the requirements of an increasing business. The new location is splendid for a wholesale dry goods business and should be an excellent move for the firm. This company carries a full line of dry goods with the exception of piece goods. Associated with Mr. T. W. Nixon, the manager, is Mr. W. A. Rutherford.

Business Good Throughout West

Collections are Slow and Price-Cutting Campaigns Annoy Clothing Trade But No Great Uneasiness is Felt

Business in the West is reported as being in a flourishing condition. An advice from Winnipeg states that the dry goods men are reporting a continual flow of orders with prices remaining firm. Retailers are said to be fairly busy, while the clothing trades are a little worried over a rather general price-cutting campaign. This is attributed chiefly to backward weather conditions. With good weather now things should resume a normal aspect—this means continued firm price and a demand beyond the available supply.



J. A. BANFIELD

The president of the Retail Merchants' Association of Canada, snapped at the recent convention in Moose Jaw.

Collections are reported slow from all the Canadian centres, which are said to be on the average of about 5 per cent. off what they were the corresponding period in 1919.

Minburn Store Opens Rest Room

Enterprising Firm Fit Up Cosy Lounge For Women Shoppers

Dods and Harris, general merchants of Minburn, Alberta, have accommodated their lady customers with a very cosy rest room in the front of the store.

This feature has met with very enthusiastic approval, and has meant additional business for this firm which just opened up the first of the year.

Lethbridge Employees Will Share Bonus

Employees of the Lethbridge, Alberta, branch of the Hudson's Bay Company who have been in the company's employ a year or over will participate in the bonus announced by Sir Robert Kindersley, governor of the company, at a banquet to the staff of the company's big Calgary store, held the latter part of May.

This was the pleasing word brought back from the Calgary function by Manager C. H. Fair of the local branch, and the announcement was received with a great deal of pleasure by the employees here.

In announcing the bonus the governor said: "The financial affairs of the company were never in better condition and a bonus of one month's pay to all employees who have been in the service of the company one year or more is being given as a 250th anniversary birthday present."

At the same time the company announced a pensions' scheme embracing all employees which will cost about $1,200,000 a year.

Mr. Fair declares that the pageant depicting the growth of the company and the great West since the granting of the charter in 1870 was one of the finest things of its kind ever staged in Canada and was witnessed by 35,000 people The costumes, many of which were imported for the occasion were worth going a long way to see.



Delegates to the seventh annual convention of the Saskatchewan Retail Merchants' Association in Moose Jaw. Seated in front is the executive for the coming year, consisting of George Matheson of Craik, 2nd vice-president; Garfield Wray of Regina, hon. secretary; J. A. Banfield, of Winnipeg, Dominion president of the R. M. A.; S. D. McMicken, Moose Jaw, president; W. P. Ball, Assiniboia, first vice-president; S. E. Fawcett, Saskatoon, treasurer.



Hats for Spring 1921

PANAMAS

Types: Formosan and Chip, Etc.

We import the bodies direct from point of production. We operate a modern blocking plant in Vancouver. We secure our styles and blocks from New York and convert raw material bodies into all the latest shapes, for men, women and children.



PLEASE NOTE

Our prices are positively the lowest in Canada, consistent with quality and workmanship.

For Women's Blocked Hats

Prices range from $6.50 to $75.00 doz.

For Men

$12.50 to $120.00 doz.

For Children

$5.90 to $36.00 doz.

Our representatives will visit during August and September all the principal cities from Vancouver to Halifax. If any Hat Buyers will not be home during those months would suggest writing for advance samples.

R. J. Ford Co. Limited

Importers
Water and Cambie Sts.
VANCOUVER, B.C.



Export and Buying Office
96 Yokohama
Japan

Eastern Sample Room
Mappin-Webb Building
Montreal

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

OXFORD UNDERWEAR

Men, Women and Children

Perfect in Fit and Style.
Every Garment Guaranteed.

Western Agent:
T. H. WARDELL
24 Aikens Bldg. - Winnipeg

BRANCH FOR SMITH'S FALLS

The Tay Knitting Mills of Perth, Ont., have decided to establish a branch of their firm in Smith's Falls, and have recently taken over a building on Market Street in that town, which is being renovated and modernized to meet their requirements.

J. M. FORD BACK FROM ORIENT

Mr. J. M. Ford, of R. S. Ford & Co., Vancouver, who has recently returned from China and Japan, when asked by Dry Goods Review regarding conditions in the Orient, said: "For one thing, the panic that the daily papers reported as occuring in Japan has simply been financial, and only as such has it disturbed any of the main manufactures of Japan. There is a glut on the market of some of the very cheap lines that have been manufactured for sale in India, but these are goods of a very inferior order and such as would never, under any condition be saleable in Canada. The real saleable marketable merchandise continues high and in light supply."

Asked about Japan's manufacturing progress, Mr. Ford stated: "For my part, one of the most satisfactory articles that I have found the Japanese manufacturing is the bisque doll head. Some of their toys have not been the best, but I can say that the bisque doll heads which are being obtained now from the Jap factories are going to be very satisfactory to the trade. Rugs are scarce; it is extremely difficult to collect a good sized shipment of rugs. They cannot be obtained from any one source, and one has to buy a few here and a few there until enough is purchased to make a shipment. Australia and South Africa are Japan's biggest customers in many lines. Although Australia and New Zealand are not particularly cordial to Japanese goods, yet, by reason of their geographical position they are obliged to buy largely from the Japanese manufacturers."

COATS
DRESSES
SKIRTS
WAISTS

Are now being shown for Fall

W. J. COLLETT
302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.

GEO. C. SMITH
WESTERN SALES AGENT



Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg.

Regina L. M. Day | Calgary J. Bartle | Vancouver H. S. Elliott

Waists for Fall Wear
Many beautiful exclusive designs in
Georgettes
Crepe de Chines
and Tricollettes

VOGUE WAISTS AND DRESSES

Seasonable Dresses
Reasonable Prices, Immediate Delivery Assured
Serges Charmeuse
Tricotines
Georgettes Duchesse

Quality Considered You Pay Us Less

VOGUE WAIST & DRESS CO., 207 St. Catherine St. West, BLUMENTHAL BUILDING **MONTREAL**

Billie Burke Dresses

REGISTERED



Dress
of
French Cartridge Silk
to retail
at
$20.00

We are showing
a special line of
BILLIE BURKE
NOVELTIES
from
$2.50 to $13.50
for
July and August
Sale

Write for Samples

The Canadian Underskirt Company

Limited—TORONTO

Manufacturers of

Billie Burke Dresses (Regd.)
Cucie Underskirts (Regd.)
Mermaid Bathing Suits (Regd.)
Beauty Bloomers (Regd.)

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 192

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

Ventilating Store Window

Souris, Man.—Will you please find out for me the proper way to ventilate a store window, to keep the frost off the glass in cold weather? I am putting a new front in my store and want to know how to overcome this.

Answer.—A sketch with description of the best way to avoid the frost on windows has been forwarded.

Toy Balloons

Highgate, Ont.—Kindly let me know where I can purchase balloons that will fly at a good height.

Answer.—Address of manufacturers being sent.

Patterns

Cobourg, Ont.—Please tell me where I can buy perforated patterns.

Answer.—Address being forwarded.

Perforated Patterns

St. Catharines, Ont.—Kindly let us know where we can buy perforated patterns and if we can get the blue prints and brush from them.

Answer.—Addresses and particulars have been forwarded.

Underwear and Hosiery

Ottawa, Ont.—Please advise where we can purchase women's mull and cotton underwear.

Answer.—Address of houses carrying the lines of hosiery requested has been sent, also addresses of manufacturers of above lines in underwear.

Mats for Bowling Greens

Fonthill, Ont.—Would you kindly tell me where we could procure canvas mats for bowling greens?

Answer.—Addresses of firms carrying this line of goods are being forwarded.

Important to Millinery Buyers

Announcing

Greenberg Limited

227 Notre Dame St. W.

Montreal

Manufacturers of

Ladies' Plush, Velours, Beavers and Velvet Hats

You will be made welcome at our Showrooms, situated in the heart of the wholesale millinery district, any time you are in the city.

Our Motto: Right Style at Right Time and Right Prices.

REID
Children's
Dresses



The Charm of Childhood

is reflected in every detail of Reid Dresses. Dainty materials, simple styles cut on smart lines, and trimmings of good taste---are all strong selling features.

White Embroidery Dresses,
Plain and Fancy Voiles, and
other attractive lines.

G. F. Reid & Company
Brampton, Ontario

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Nimons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-161-163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Ideal Importing Co., Ltd.
468 King St. W. - Toronto, Ont.
Manufacturers of
Shoulder PADS Sleeve and Canvas Fronts
Importers and Jobbers
Jute, Union, Linen, Collar, Canvas

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Province.

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

CLOSES DOWN

An advice from Manchester, England, states that the Lancashire Share Brokers' Association, dealing in mill shares, has closed its exchange for one month, because of market depression.

This policy means the concealment of prices of shares from the general public, and is thought unwise.

The first member of the French Couture to announce its winter opening is Maison Molyneux, which will display its collection of winter models on Aug. 2, in larger quarter at 5 rue Royale.

Verviers, Belgium. — Andre Dreze, who is himself a manufacturer, besides being secretary of the Textile Employers' Association, and whose opinion reflects other mill owners' views, declares that the decline in prices which is being manifested is created artificially, being based on the figures for a short period, instead of on the production of an entire year.

"If forced to deliver stocks on hand and in process of manufacture at reduced prices," M. Dreze said, "we will cease producing altogether."

Up to the present, four or five manufacturers have closed down some looms.

Marseilles sewing cotton spinners are about to close their plants two days weekly. The reason given for the suspension order is the fall in prices.

Paris.—It has already been mentioned that Jenny has revived ostrich for dresses. One of the latest models shows a band so thick on a tunic of a crepe de Chine frock that it resembles a heavy border of fur. It may now be further stated that this particular model is meeting with singular success.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal

FOR HONEST VALUE AND SATISFACTION
CROWN PANTS
Wil increase your sales. Our production has increased 50% over former years.
CROWN PANTS
322 Notre Dame West, MONTREAL

JASCUMA
Pyjamas for Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

HOOSIER SHEETINGS CANNELTON, IND.
"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.


BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children.
L. G. BEEBE
28 Wellington St. E., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Mills Eveleigh, Limited, of Sussex, N.B., are rapidly transforming the interior of their store with up-to-date fixtures. The "All Glass" Show Cases have already been installed and another carload, containing Wall Fixtures, is now on the way. In a few weeks this will be one of the most up-to-date general stores in Canada. The "Modern Method" Inter-place-able Unit System is being tried out throughout the various departments. Kent-McClain Limited (Toronto Show Case Co.) were awarded the entire contract.

WRIGHT'S BIAS FOLD TAPE

Known to home sewers everywhere. Made in U S A since 1898. "W & N." Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver

All ready to sew on middy blouses and sail or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

Agencies wanted for Great Britain
L. A. NELSON
Hosiery & Knitted Goods

Agent, Wholesale and Export.
Headquarters, London, England,
59, Gresham St., E.C. 2.
Open to represent manufacturers, all classes except Summer Ribbed Underwear.

RIBBONS OF DISTINCTION

"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.

"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"

JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON.N.15.ENGLAND
HAIR GOODS MANUFACTURER.
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY.
CABLE ADDRESS: TROMEROLO.LONDON.

BRIGHT AND SNAPPT
SHOWCARDS, SIGNS, PRICE TICKETS
MAIL ORDERS Given Prompt Attention
SHOW CARD DEPT.
ADVERTISING SYSTEMS
61480 Ryrie Bldg. TORONTO Phone: Main

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

SHOW CARD WRITING
A MONEY MAKING PROFESSION
FOR BOTH MEN AND WOMEN
Easily learned in short time by simple method. We teach you how. Write for booklet.
AMERICAN SHOW CARD SCHOOL
217 Ryrie Building
Yonge & Shuter Sts., Toronto, Can.

WESTERN HOUSE RENOVATES

The Merchants, Ltd., department store of New Westminster, B.C., has recently instituted several improvements and additions of a particularly ingenious description. Owing to the main floor having been in two divisions, it became necessary to lower the entire floor to one level, which difficult operation was successfully carried out without even moving the stock or fixtures. A new staircase has been added and the store generally modernized and re-decorated.

GENEROUS GIFT

The T. Eaton Co., of Winnipeg, through their manager, H. M. Tucker, have donated the very generous amount of $7,000 in merchandise to the Alberta division of the Canadian Red Cross, in order to enable the Society to continue its work of mercy to the drought sufferers. The gift includes groceries and clothing, and on behalf of the many afflicted families the Red Cross has conveyed its thanks to the generous donors.

There is a distinctly better tone to the market, and a disposition to resume business is more evident. Prices, also, are steadier.

A company, headed by J. P. Steedman as president; George Hutchins, vice-president and general manager, and W. J. Shaw, secretary-treasurer, ahs bought the department store of the Stanley Mills Company.

Bradford.—A committee to consider the question of the cancellation of contracts and to take action in the courts or otherwise to stop the practice was appointed at the meeting of the Bradford Chamber of Commerce yesterday. This committee comprises two members from every section of trade.

I Specialize in Boot Laces
for the wholesale trade in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E.W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc
For Clothing and Cloak Trades

The Gem of the Notions
Starsnap
The Perfect Dress Fastener
Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE **D. B. Fisk & Co.** Chicago
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

We read all the Newspapers. On what subject do you wish
Information
Canadian Press Clipping Service
143-153 University Avenue, Toronto

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

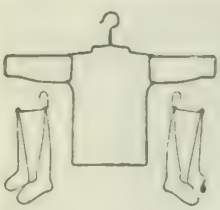
KENT-McCLAIN AGAIN

Mr. E. G. Carter, of Barrington Street, Halifax, has installed new display fixtures in his ladies' and Gent's Ready-to-Wear Department. Included in this new equipment are Revolving Wardrobes for clothing display. These Wardrobes as well as the sections for displaying ladies' and gent's [illegible] are all built on the Modern Method Interchangeable Unit Fixture plan and were supplied by Kent-McClain, Limited, Toronto Show Case Company.

Information

We can keep you posted with all daily news and business Tips

Canadian Press Clipping Service
143-153 University Avenue, Toronto



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

MESH BAGS in Silver and Gun Metal Finish. METAL FRAMES for Ladies' Hand Bags.
Made in Canada for the Canadian Trade
WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING

Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTS' SUPPLY CO.
77 York St., Toronto

SIGN AND CARD WRITERS' SUPPLIES

FIRST AID TO THE
Card Writer and Window Display Man
SUPPLY DEPT.
Toronto ADVERTISING SYSTEMS Main 480

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
BARTELL PATENT POCKET CO.
117 East 34th St., N.Y.C.

J. CHANANIE

Wholesale Dry Goods Importer
has removed to larger and more central premises at
323 NOTRE DAME ST. WEST
MONTREAL
where he will render still more efficient service than in the past

Cleveland. — "Production Methods and Bonus Systems in Office Routine," discussed by delegates to the Controllers' Congress of the National Retail Dry Goods Association, developed much sentiment in favor of bonuses.

Controllers reported that the plan is being generally accepted as a good one throughout the country. Several of the Cleveland retail stores have already put the system into operation.

Sacramento, Cal.—A five-day sale, with a 25 per cent. reduction on suits, silk and wool dresses, coats, georgette blouses, skirts and wool sweaters has been announced by the Nonpareil. Two reasons were assigned for the holding of the sale: to reduce stocks that are too heavy and to speed up business.

An effective method of advertising the sale was a schedule showing the original price of articles. This was followed by the present price, a reduction from the original. In a third column appeared the five-day sale price. For instance, a taffeta dress was $45, is now $37, and for five days will be $27.75.

In Edinburgh, Glasgow and Dundee, where the dressmakers are on strike, the strikers are taking trade out of the employers' hands by purchasing material and making up dresses to customers' orders

---

St. Etienne dyers have increased their charges 20 per cent., while the Lyons dyers have put up their rates from 30 per cent. to 40 per cent.

Bradford, June 4.—During May, the exports to the United States from Bradford included the following: Cotton yarn, £15,654; cotton cloth, £128,098; silk yarn, £26,402; wool, class one, £128,087, class two, £580, class three, £5,080; wool voils and waists, £14,668; wool yarn, £139,626; mohair yarn, £25,669; worsted cloths, £25,295, and woolen cloths, £60,191. Total exports to America were worth £729,528 sterling.

TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

AWNINGS

FOR
Stores, Offices, Factory, or Residence.
Write for Price Lists and Measurement Charts. Address
C. H. PETCH
Successor to
EDMONDSON & PETCH
Ottawa Canada

SMALLWARES — AND — HOSIERY

THE ROBERT HYSLOP Co LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
16 West 33rd Street New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

PILLOWS and COMFORTERS

GET PRICES BEFORE BUYING
The Toronto Feather & Down Co.
LIMITED
2154-8 Dundas Street West - TORONTO
Montreal Winnipeg Vancouver
P. M. LeMaistre McRae & Walker H. E. Walker

Choir Gowns

The Best in Design
The Best Made
The Most Reasonable in Price
HARCOURT & SON, LIMITED
103 King Street W., Toronto

STERLING DRESS CO.

Popular-Priced Ladies' and Misses'
DRESSES and SKIRTS
220 KING ST. WEST - TORONTO
ADELAIDE 3857

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Mr. P. A. Belliveau, of Moncton, is equipping his gent's furnishing store with "Modern Method" Inter-place-able Unit Display Fixtures. These include units designed for the display of collars, gloves, hosiery, etc., and are up-to-date in every way. Mr. Belliveau's store is in rich ¼-cut oak and his fixtures were supplied by Kent-McClain, Limited (Toronto Show Case Company).



CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
"Turns Waste into Profit"
12 SIZES
Send for Catalog
CLIMAX BALER CO
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A summary of the situation in the French linen industry in Le Journal du Commerce records that no further shipments are arriving from Russia. In spite of the reported arrival at Dundee of Soviet flax, there is no hope of getting more flax from this source as the Soviet Government is determined to carry on business itself and the Russian farmers are sowing only just what they need for their own personal consumption rather than have their crops seized by the Bolsheviks.

French flax production, on the contrary, bids fair to be double this year what it was last year. In other respects the reports are good. The Flax Committee has been carrying on an active propaganda to increase the acreage, and has organized two competitions, one for the "grande culture," and the other for the small growers, awarding prizes to the farmers who produce the most flax along with their other products.

Meantime, the French filature has been obliged to confine itself to the scanty supply of flax left in the country, at prices which remain relatively firm.

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On June 12 and 13, last, a delightful week-end party comprising members af the wholesale and mail-order staffs of the Hudson's Bay Co., of Saskatoon, took place at Watrous, under the direction of Fred Vandrick, local manager. Twelve motors were required to transport the party, who were guests at the Watrous Hotel during their stay. A dance and bathing parties were features of the week-end, which is to become an annual event, much to the approval of the entire staff.

NEW APPOINTMENT

The Hudson's Bay Company recently announced the appointment of Angus Brabant to succeed James Thompson as Fur Trade Commissioner, with headquarters at Winnipeg. Mr. Thompson will continue as a member of the Canadian advisory board. Mr. Brabant has held many important positions under the company during the past 35 years, and is exceptionally well qualified to administer so important a department of this national organization.

DEATH OF J. W. PECK NOTED

Announcement was made recently in the Winnipeg papers of the death on May 26th last of John W. Peck, the prominent clothing manufacturer and wholesale merchant, which occurred in Montreal. Mr. Peck's death came as a shock to the community as he was in ill-health but a few days prior to his death. The late Mr. Peck's success was entirely achieved through his own effort and ability, and from a small local house he developed one of the largest establishments in Canada. For many years he resided in Winnipeg, but lately his permanent home was in Montreal. However he kept in constant touch with his Western interests and a large number of friends in both cities will join in extending sympathy to the bereaved family.

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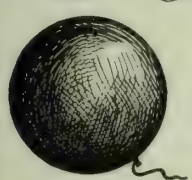
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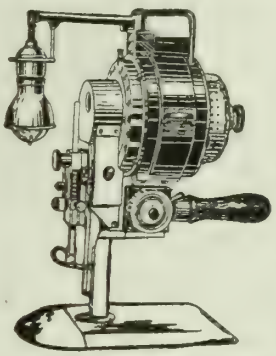


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SALARY INCREASE REPORTED

A general increase in salary, amounting to 10 per cent with effect from June 14, was announced at a recent meeting of the Montreal Conciliation Committee of the Fur Trade and Fur Workers, of which F. G. Gnaedinger is chairman. This important decision will affect all workers in the trade with the exception perhaps of certain men who have recently received an increase in salary. The conciliation committee is composed of both furriers and employees, both of whom are equally represented, and whose decisions in matters of jurisdiction and argument are unanimously accepted.



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If these goods interest you, please ask for samples.



John M. Garland, Son & Co., Ltd.

Ottawa, Canada

Wholesale Dry Goods

"Sanspareil" Super-Velvet



Fast Dye
Fine Twill
Fast Pile

The Turin International Exhibition awarded their

Diploma of Honour

for Sanspareil Super-Velvet—a tribute to over a century's reputation for quality, durability and value.

SANSPAREIL has a rich soft pile of exceptional depth, this unique feature in Cotton Velvet being obtained by a special process in manufacture.

This lustrous fabric drapes most beautifully and is supplied in a wide range of fashionable colors.

Its exquisite sheen, exceptional durability, and super-quality finish are a triumph of the velvet maker's art.

To be had from the leading wholesale houses in Canada

BALSTONE COOKE & CO., LTD., MANCHESTER, ENG.

To the Trade July 1920

Signs

of the times in all our departments are — greater business. Sales in carpets, housefurnishings, haberdashery, smallwares, men's furnishings, woollens, trimmings, dress goods, silks, hosiery, gloves, linens, foreign and domestic staples, are yearly increasing.

Words

The large assortment and superior value of our stocks in each of our Departments speak with greater force to those who visit our warehouse, or see our samples in the hands of our travellers, than any words we can use either orally or with printer's ink.

Grips

Of the many that are used in these days there are three that greatly contribute to our success. The grip of a good name which has been handed to us from the past, the grip of having capital with which we can buy in every market—taking cash discounts—and the strong grip of confidence between us and our customers.

Visit Us

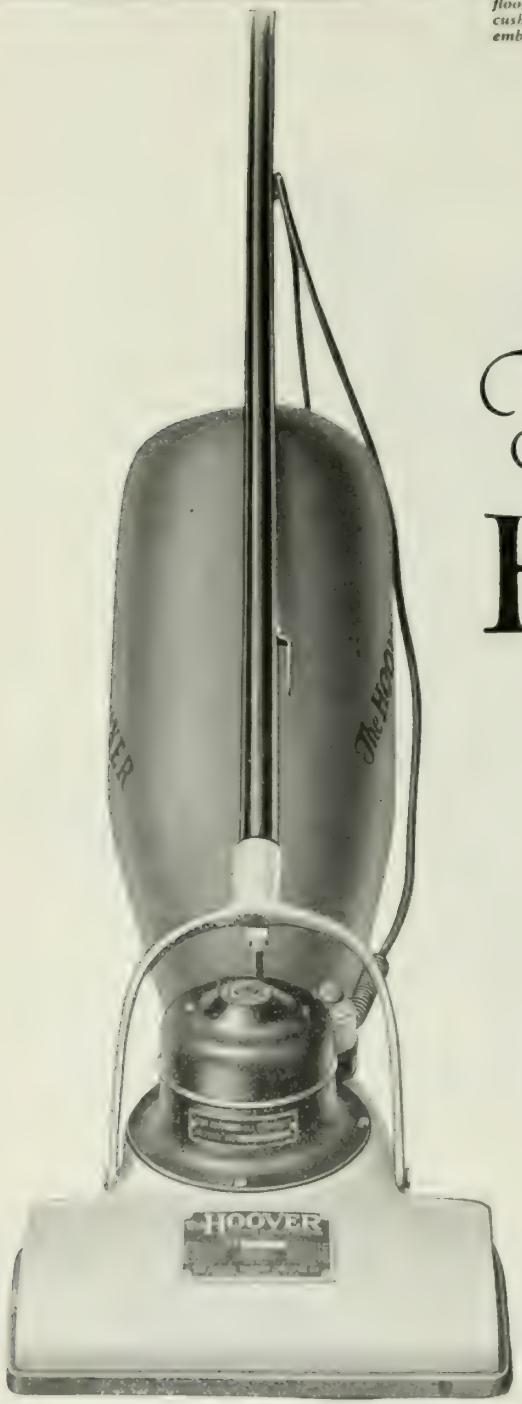
We shall be pleased to meet you in our warehouse.

JOHN MACDONALD & CO., LIMITED

TORONTO

Made in Canada by

The Hoover lifts the rug from the floor, like this — flutters it upon a cushion of air, gently "beats" out its embedded grit, and so prolongs its life



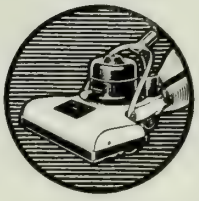
The HOOVER *and a* DEALER'S FUTURE

We have desirable openings for dealers in a number of the smaller cities

The HOO

ELECTRIC SUCTION

Canadians for *Canadians*



A DEALER who starts to handle an appliance will do well to determine whether other dealers have handled it continuously for years, or whether there has been considerable switching about.

You will discover that Hoover dealers are unusually stable.

The reason is that The Hoover continues to serve its users satisfactorily year after year.

This ability to stand up after the newness has worn off is straightforward evidence that The Hoover is mechanically right, and has been so for years.

When you start to sell Hoovers you may feel assured that you will continue to handle them with increasing profit as the seasons roll by.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, Limited
Factory and General Offices: Hamilton, Ontario

VER

It *Beats*...
as it Sweeps
as it Cleans

SWEEPER

TRUE
IRISH
LINEN

QUALITY IS A



T is easy to sell something "just as good (!)"--at a price, but is it worth while?

Admittedly there is not enough True Irish Linen to supply the current demand—without a word of advertising.

In spite of this, the Irish Linen Society continues to advertise broadly—intensively—continuously.

Why.

Because the shortage of raw material and skilled labor, the high cost of production has advanced the price of linen materially.

And has encouraged substitution to the point of sometimes masking the real object of linen departments, which is to buy and sell *real linen.*

Unless you continue to sell as much real linen as you can possibly secure, your Linen Department is in danger of permanently losing the very trade it is designed to attract—*the Quality Trade.*



KEYSTONE

Once lost, such customers are diverted to buy elsewhere. Being satisfied with their new sources of supply, the difficulties of regaining them are multiplied.

In spite of this scarcity there is plenty of True Irish Linen of the better qualities to keep your Linen Department functioning in its true capacity.

A fair quantity of *dress linens* are obtainable. *Damask* production has been fairly well maintained in the higher numbers. *Huck Towels* and *toweling*, both plain and figured, can be secured in quite reasonable quantities. *Sheers, Cambrics,* and *Embroidery Linens* can be had.

If you have difficulty in locating supplies, address our New York Office, and your enquiry will be re-directed to those members of the Society who are in the best position to accept orders.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York



Electrical Aids
that
Increase Sales

"Everything Electrical" is the slogan of to-day, when electrical conveniences are penetrating more and more into every sphere and department of life.

Our line of these goods is up-to-the-minute—the last word in efficiency. It includes:—



Electric Iron

The heart of the iron is in the element. The Westinghouse quality starts right there, and goes all the way through.

Turnover Toaster

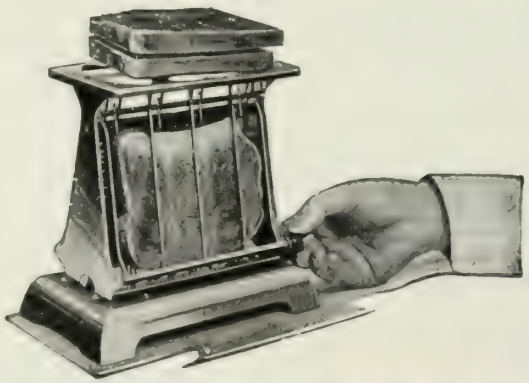
Heats instantly; no disagreeable odour, and operates at unusually low cost.

Cosy Glow Radiator

Before the furnace is started, "Cosy Glow" will fill the gap, and on bitter days as an auxiliary and in the bedroom in the morning chill, it will prove a veritable fireplace.

Westinghouse Electric Ware

Heating, Cooking and Cleaning appliance



The most efficient possible.

We are also well supplied with

FAVOURITE VACUUM CLEANERS
ELECTRIC FANS, all sizes.
COFFEE PERCOLATORS,
TABLE STOVES,
CURLING IRONS,
WARMING PADS,
WATER HEATINGS.

Samples and prices gladly submitted.

P. P. MARTIN & CO., LIMITED
50 ST. PAUL ST. W., MONTREAL

Quebec—7 Rue Cravest. Tel. Bell 2545
Sherbrooke—108 Wellington St. Tel. Bell 34
St. Hyacinthe—254 Cascade St. Tel. Bell 341
Ottawa—25 Sparks Street. Tel. Queen 5874
Three Rivers—82 Royal Street. Tel. Bell 362
Toronto—152 Bay Street. Tel. Kenwood 3001

Denton, Mitchell & Duncan
LIMITED

Wholesale Dry Goods

IN STOCK

36" Medical Gauze

36" White Flannelette

Motor Robes

Ladies' Slip-on Sweaters

Ladies' Coat Sweaters

Ladies' Silk Hose

Black White
Brown Navy

Denton, Mitchell & Duncan, Limited

79-81-83 Wellington St. West
Toronto, Ont.

Let the ★ Guide You



In olden days, when compasses were unknown, mariners guided their ships entirely by the stars. And they were able to steer a true course to safe harbours.

To-day, the BLUE STAR is your guide through the perilous seas of the modern business world to the safe harbor of success—the goal of every merchant's ambition.

Blue Star Products

Convey an impression favourable to your store, because design and color combinations are harmonious and pleasing to the eye, while their quality is indisputably excellent.

It will be quite worth your while to investigate the BLUE STAR line, if you do not already carry it.

LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS
WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
ETC.

Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces, Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago Baltimore Los Angeles San Francisco

London Nottingham Paris Calais Caudry Le Puy St. Gall

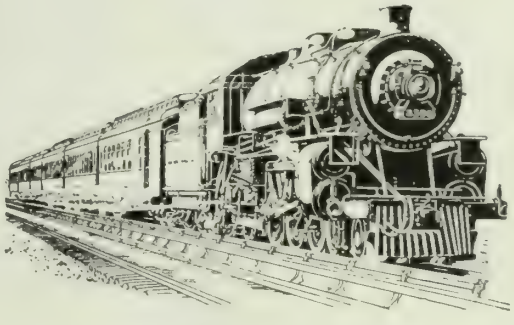


The World's Resources Wait Upon You

Our representatives will be starting out on their territories during July with a full range of our lines for immediate, as well as spring delivery. We invite your orders for the same, assuring you of our best attention to your requirements.

Our Slogan:

is "Service"—efficient, and up-to-the-minute. We can give you prompt delivery on anything you want for present selling.



Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

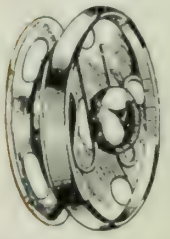
New York Boston Philadelphia Chicago Baltimore Los Angeles San Francisco

London Nottingham Paris Calais Caudry Le Puy St. Gall

Made in Four Sizes
000
00
0
1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER
But is MADE WITH HIGHLY TEMPERED WIRE SPRING
KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

Kellygrams

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

25 F 25 BLUE

CHANDLER OKLA MARCH 20 1920

T K KELLY SALES SYSTEM
MPLS. MINN

SALE GOING BIG TRADE FLOCKING HERE FROM OKLAHOMA GUTHRIE SAPULPA ITS ALMOST UNBELIEVABLE YOU SURE HAVE THE CLEANEST AND CLEVEREST SYSTEM OF ADVERTISING WE HAVE TRIED FOUR OTHER COMPANIES BUT KELLY HAS THEM ALL SKINNED FOR BUSINESS ACTIVITIES THANKS FOR SENDING SUCH A CAPABLE MAN YOU CAN COUNT ON TWO SALES A YEAR FOR EACH OF OUR STORES FROM NOW ON YOU CAN REFER ANY OKLAHOMA MERCHANT TO ME FOR REFERENCE.

SAM GOLDSTEIN

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

14 27 COLL

PLEMMINGSBURG KENTUCKY 835AM MAY, 27 19

T K KELLY SALES SYSTEM
MINNEAPOLIS, MINN.

OPENED HERE $2,386 FIRST DAY LARGEST CROWDS ELIZAVILLE EVER SAW OUTSIDE MERCHANTS ATTENDED SALE SECOND DAY OPENING GOOD

CARL RUDD

935AM MAY 27

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

A631KS 79 COLLECT NL

CHILLICOTHE MISSOURI JUNE 3 846

T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA

SALE OPENED TODAY RECEIPTS OVER EIGHT THOUSAND CASH FAR ABOVE WHAT WE THOUGHT POSSIBLE YOUR MAN IS A WONDERFUL MERCHANDISE AND PUBLICITY EXPERT AN ARTIST ON MERCHANDISE ARRANGEMENT CROWDS PACKED THE SIDEWALK AS EARLY AS SEVEN O'CLOCK AT NINE O'CLOCK THEY FLOCKED IS MAKING IT NECESSARY TO LOCK DOORS NOT A MINUTE DURING THE DAY THAT THE ARMY OF CLERKS WERE ABLE TO WAIT ON THEM ALL THE KELLY SALES SYSTEM FOR US

SIPPLE CLOTHING AND SHOE CO

H L ADAMS SEC'Y

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

6 HA F 53 NL COLL

IOLA KANSAS JUNE 13 1920

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

YOUR WAY OF GETTING BUSINESS IS WONDERFUL WOULD HAVE NEVER BELIEVED IT WAS POSSIBLE BUT HAVE PROOF SOLD $17 000 WORTH OF MERCHANDISE AT A GOOD PROFIT IN THREE DAYS FOR YOUR REPRESENTATIVE CERTAINLY BROUGHT IN THE PEOPLE THAT NEVER WERE HERE BEFORE FROM SIXTY TO SEVENTY MILES AROUND IOLA.

PERHAM AND SMITH

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

0 AT 317-319 SECOND AVE SOUTH MINNEAPOLIS, MINN

ABILENE KANSAS JUNE 3 1920

FA 25 PD

T K KELLY SALES SYSTEM
MPLS MINNESOTA.

CLOSED OUT EVERYTHING TODAYS RECEIPTS OF $2,897 MAKE TOTAL RECEIPTS $26,920

A G WESTBERG

YALE OKLA JUNE 1, 1920.

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

SOLD $17,000 FIRST THREE DAYS STILL GOING STRONG NEW ADVERTISING A WINNER.

R. TRUMBULL

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

PD 42 F

WOORISBOSPORT LA JUNE 2 1920

T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA

CLOSED TODAY WITH $1,800 MAKING AVERAGE OF OVER $1000 PER DAY FOR LETTER DAYS

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

35 HA F 25 BLUE

853AM JUNE 14

CLEVELAND

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN.

BOWERS PUT US OVER THE TOP WITH SEVEN THOUSAND SEVEN HUNDRED FIFTY DOLLARS SALES YESTERDAY MORE THAN TWICE WHAT WE THOUGHT POSSIBLE SIMPLY WONDERFUL.

MIKE PARGH MINN

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

62 HA F 36 BLUE

OTTAWA KANSAS 11PM MAY 6 1930.

T K KELLY SALES SYSTEM
MINNEAPOLIS, MINN.

THE KANSAS RETAILERS ASSOCIATION IN CONVENTION ASSEMBLED EXTENDS ITS SINCERE THANKS TO YOUR COMPANY FOR ITS UNUSUAL COURTESIES AND COOPERATION THE DELEGATES ARE SMOKING THEIR HEADS OFF AND ALL ARE BOOSTING FOR THE KELLY SALES SYSTEM

KANSAS RETAILERS ASSOCIATION

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

OPENED HERE TODAY SEVEN THOUSAND PLUS. HOW IS THAT FOR RESULTS

ROBERT McLEAN

IOLA KANSAS JUNE 11 1920 844AM

SALES SYSTEM
...IS MINN

OPENED TO $6,960. YOUR METHOD A WONDER AT PROFITABLE SELLING HUNDREDS OF PEOPLE THRONGED THE STORE ALL DAY YOUR MAN MR. GODDARD HAS THE KNOW HOW

PERHAM AND SMITH

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

22 HA F 45 K K BLUE

PLATTSBURG MISSOURI 930AM MAY

T K KELLY SALES SYSTEM
MINNEAPOLIS, MINN.

THANKS TO YOUR INCOMPARABLE SYSTEM YOUR OPENING HERE YESTERDAY DESPITE BAD WEATHER BROKE ALL RECORDS AND SURPASSED ANYTHING EVER HEARD OF IN THIS COUNTY HAD TO CALL THE SHERIFF TO HANDLE THE CROWD AM MORE THAN PLEASED AND SURPRISED WITH RESULTS.

ABE EISEN

THE NEW YORK STORE.

1109AM

A35CH 50 NL

ROCKFORD ILLINOIS MAY 25 1258AM

T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA

GREATLY PLEASED WITH WONDERFUL SUCCESS THROUGH YOUR SALES SYSTEM SATURDAYS BUSINESS MORE THAN TRIPLED OUR EXPECTATIONS $4,300 RAINED GREENES ADS CLEVER AND FORCIBLE BRINGING CUSTOMERS FROM MANY OUTSIDE TOWNS WE HAVE BEEN UNABLE TO REACH. CONSIDER SYSTEM THE GREATEST MEDIUM OF INCREASING BUSINESS WE HAVE EVER SEEN.

VIC ANDERSON AND SONS

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN.

SOLD $5000 WORTH AT A PROFIT YESTERDAY CROWDS COMING IN DROVES TODAY WILL SELL IT ALL IN ANOTHER WEEK PUBLIC PLEASED MERCHANT HIGHLY SATISFIED

EDWARDSVILLE PENNSYLVANIA JUNE 9 9AM

T K HENDRICKSON

COLDWATER MICHIGAN JUNE 2 1920 811

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

A449XD 78 BLUE 4 EXTRA

PLANKINTON S DAK 605P 20 OCT 20 1919

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

DEAR MR KELLY WE HAVE HAD TWO SALES IN THE PAST BY SO CALLED SALE COMPANIES OF YOUR CITY THE LAST SALE IN JUNE OF THIS YEAR ON SATURDAY YOUR MR PATTON OPENED UP WITH BETWEEN $5000 AND $6000 DOING MORE BUSINESS IN ONE DAY THAN THESE OTHER BIRDS DID IN 13 DAYS THERE ARE HERE FROM A DISTANCE OF 50 MILES

TRULY YOURS

DUNHAM & SONS

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN

$5210 OPENING DAY HAD POLICE TO HELP HANDLE CROWDS AT DOOR. WE'RE DRESSING UP EVERY MAN IN THIS SECTION MERCHANT DELIGHTED WITH PROFITS.

FRANK FOX

WESTERN UNION TELEGRAM

RECEIVED AT 317-319 SECOND AVE. SOUTH, MINNEAPOLIS, MINN

56NA F 60 COLL COUNT DOT

ROCKFORD ILLINOIS 240PM JUNE 3 1920

T K KELLY SALES SYSTEM
MINNEAPOLIS MINN.

DESPITE THE FACT THAT EVERY CLOTHING STORE IN TOWN HAS HAD A SALE DESPITE A HEAVY RAIN OUR FIRST DAYS SALES WERE $7020.01 YOURS IS A WONDERFUL SALES SYSTEM AND YOUR EXPERT HERE IS THE BEST ADVERTISING AND SALE MANAGER IN THE WORLD I AM NOT ONLY PLEASED BUT TICKLED TO DEATH

ED ARMSTRONG

WAPAKONETA O 820AM JUNE 10 1920

T K KELLY SALES SYSTEM
MINNEAPOLIS MINNESOTA

$6,600 FIRST DAY OF SALE DELIGHTED

THE BAXTER CLOTHING STORE

Dress Serges for Fall



Colored Serges

D53—40 in. wide. All wool, at $2.25.
Shades: Putty, Fawn, Rose, Copen., Dove, Nigger, Russian, Brown, Wisteria, Taupe, Navy, Black.

D51—42 in. wide. All wool, at $2.65.
In Cream, Cardinal, Old Rose, Copen., Saxe, Brown, Purple, Nigger, Russian.

D865—44 in. wide. All wool, at $2.95.
In Cream, Old Rose, Copen., Light Grey, Dark Grey, Russian, Sand, Brown, Navy, Black.

D50X—54 in. wide. All wool, at $3.75.
In Sand, Grey, Copen., Brown, Navy, Black.

D65 A Unique Showing All-Wool
Novelty Stripe Serges
54 inches wide. At $5.25 per yard
In all color combinations

Navy and Black Serges

From $2.50 to $5.75 per yard.

Use our Mail Order service. Orders shipped same day as received.

HODGSON SUMNER & CO., LIMITED

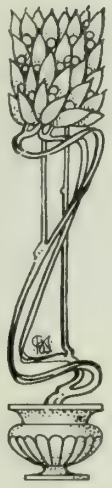
83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

MONTREAL

SAMPLE ROOMS:

7 Charest St., QUEBEC — Windsor Hotel, OTTAWA
Carlaw Bldg,, 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS — Metropole Building, SHERBROOKE
503 Mercantile Bldg., VANCOUVER

Furnishings for Workingmen



Shirts and Braces
Socks
Tweed Pants
Caps
Gloves and Mitts
and the
Famous Hodsum Brand
Overalls and Smocks
Plain and Striped

11 Departments

A—Cottons.
C—Flannelettes.
D—Dress Goods and Silks.
F—Toys and Sporting Goods.
H—Hosiery.
L—Linens.
M—Laces, Ribbons, Etc., House Furnishings.
R—Ready-to-Wear.
S—Smallwares.
U—Underwear.
W—Woollens.

We give special attention to letter orders, telegrams and long-distance telephone orders. All orders shipped same day as received.

If our traveller is not calling on you, kindly notify us, and we will have him call.

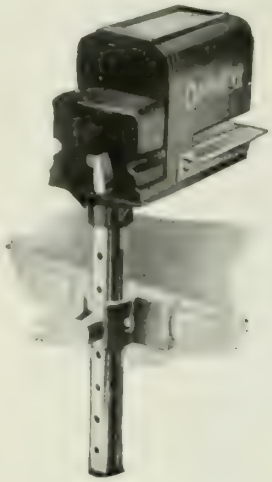
HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

MONTREAL

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7 Charest St., QUEBEC — Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS — Metropole Building, SHERBROOKE
503 Mercantile Bldg., VANCOUVER



CLOTHOMETER CLAIMS

The New Model Clothometer, Improved and Reduced in Price, excels all other Measuring Machines in point of

Absolute Accuracy **Simpler Operation**
Greater Efficiency **Lower Cost**

Measures Materials of any width or weight and accurately computes the amount of every sale.

Clothometer claims are easily proved. Its decided advantages are plain to see in actual test with machines of any other make. The cost speaks for itself.

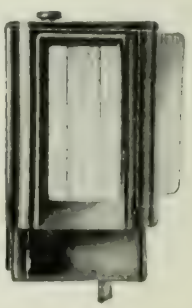
Simplicity of Construction Key to Clothometer Accuracy

The measuring and computing devices in all machines are operated by sets of gears and wheels. These are controlled by a spring which brings the indicator back to zero after every measurement. They must run freely and loosely in order to function. Every multiplication of gears and wheels tends to slackness and consequent inaccuracy. Clothometer gears and wheels far fewer than in any other machine—are limited to the point in numbers which insures absolute accuracy.

Automatic Return Insures Efficiency

Removal of the fabric from the rollers automatically returns the indicator to zero. This does away with errors and loss of time through sales clerks measuring goods, when the machine is already registering the yardage from a previous sale. This is constantly occurring where the return of the machine to zero is dependent upon the clerks.

Computation and Yardage Read at a Glance



On the Clothometer the same indicator registers both the yardage and the price computation. This simplifies operation and eliminates all possibility of under or over-measurement through inaccurate co-ordination, where separate indicators are used.

The device measures from 1 to 12 yards in $\frac{1}{8}$ yard units and gives instant computation at 48 different costs per yard. You have your choice of 116 different sets of price cards.

You Need a Clothometer to Save Wastage and Loss in Your Piece Goods Department.

It Costs Only $125.^{00} **Just about Half the Cost of any other Machine on the Market.**

This is an advantage over all other machines which requires no demonstration. There are other exclusive features and advantages of the Clothometer. Let our descriptive folder tell you all about them. We will send you a copy by return of mail on receipt of your name and address. Every Clothometer is sold under a one year guarantee of satisfaction. Test it on your own counter, under your own conditions. Machines sent on one week's approval.

SOLD DIRECT TO THE TRADE WE USE NO AGENTS

Send your order to-day or write for further information direct to

The Clothometer Sales Company, Ltd.

44 Princess St. **Winnipeg, Can.**

Sole Distributors

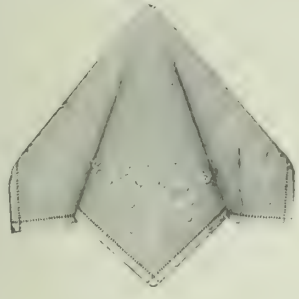
SHAMROCK BRAND
REGD
TRADE MARK
REAL
Irish Linen

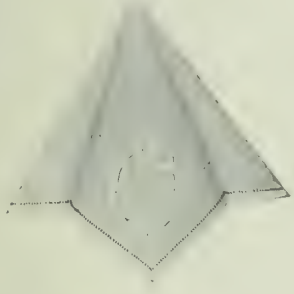
A Seal that is Ever Reliable

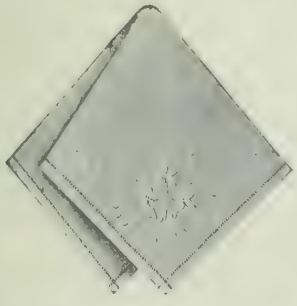


It Means

superb, lustrous texture, beautiful designs, and long, faithful service—combined to create the finest grade of Linens obtainable.







True economy reckons the service rendered. The long service that SHAMROCK LINENS give makes them a genuine economy and a recognized leader. The product of one of the oldest, largest and best known Linen Manufacturing Plants known to the Trade, SHAMROCK Linens have for many years demonstrated their worth.

HANDKERCHIEFS

At present we can offer you a wide range, comprising all the newest effects in plain lines or colored, and a good variety of all our established best sellers—for Ladies, Men, Boys and Kiddies.

DAMASK TABLECLOTHS and NAPKINS, BATH and HUCK TOWELS and TOWELLINGS, SHEETS and SHEETINGS, PILLOW CASES, QUILTS—complete range—in **SHAMROCK LINENS** and **COLLEEN COTTONS.**

We cordially invite you to visit our Show Rooms when on your Fall buying trip.

JOHN S. BROWN & SONS (CANADA)

LIMITED

LINEN MANUFACTURERS

80-82 Wellington St. West TORONTO

Do Not Starve Your Stock

Foresight is the essential factor in the make-up of a successful merchant—ability to look ahead and make provision accordingly.



It is Poor Policy

to allow one's stock to depreciate in quality, for this always means loss. Every merchant recognizes this. But it is equally fatal to permit its depreciation in quantity —when putting-off means buying at a dearer price later on.

The Spring Prices for 1921

as exampled in the new range now being shown by the manufacturers, are away ahead of prices to-day. No persuasion or argument is necessary, therefore, to convince you that it is to your advantage to buy adequately now that you may retail still more advantageously later on.

A good stock is good insurance.

ALPHONSE RACINE, LIMITED

MONTREAL



Our Knit Goods for Fall Wear

mark the pinnacle of achievement in the manufacture of

Men's Underwear, Sweaters and Socks

and are backed by our

Reputation for Quality and Good Service

A Representative Selection

of soundly-becoming style, of true quality, of uniform standards, and of real service value

Is Ready for your Approval

We have no doubts as to the issue, and

We Anticipate your Verdict With Confidence

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Big Display

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"MONA LISA" VEILS

LACES

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New Goods Arriving Daily

Our Buyer has been in Europe for months

We will endeavor to make your visit profitable

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TORONTO

MONARCH-KNIT

SWEATERS

HOSIERY



MONARCH KNIT

for Style, Quality, Finish and Value in Sweaters, Hosiery & Yarns.

The range for Spring 1921 is now nearing completion. Watch for the Special Announcement in an early issue.

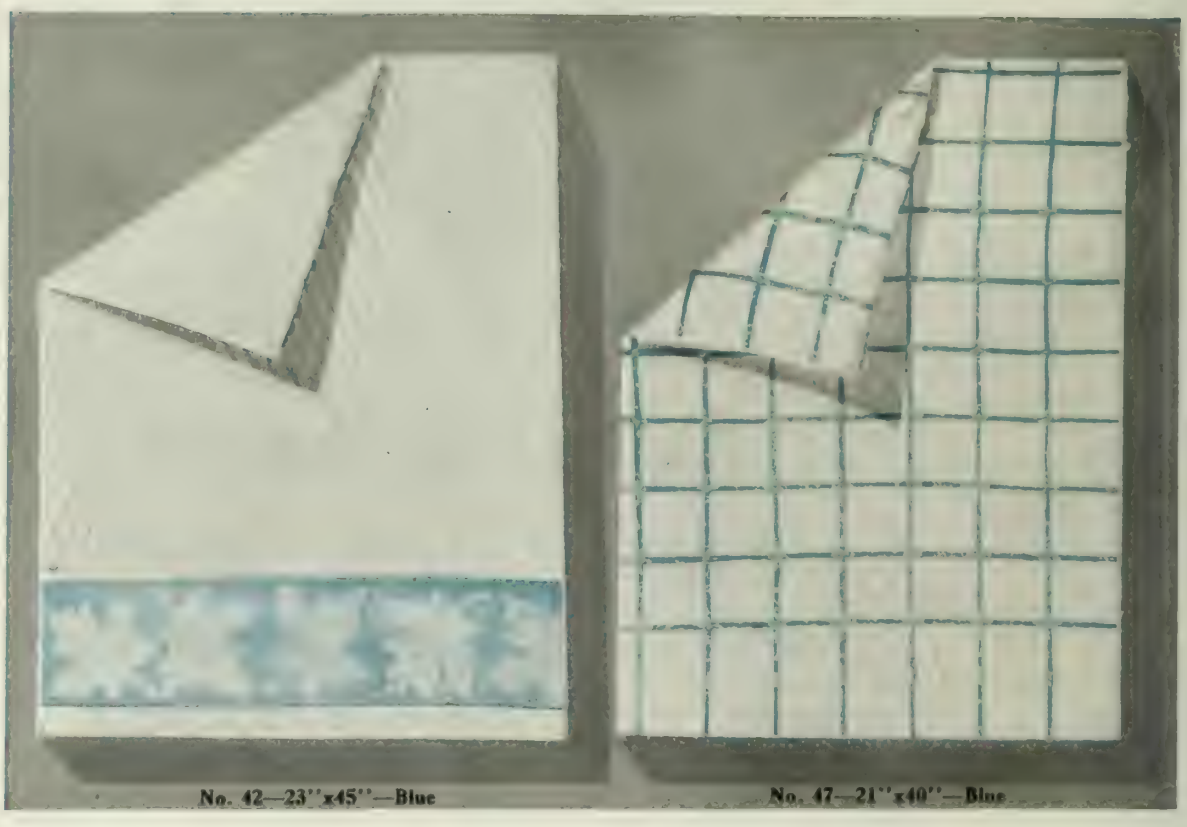
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MADE IN CANADA

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YARNS

GALT TOWELS

Over thirty designs



In the Galt range unusually appealing designs are to be found—from those well known patterns that have become established and are ever in demand, to the newest effects which are being constantly created by our own Designers.

In the Galt range you will find exceptional wearing qualities that could only be obtained through the careful supervision to the smallest detail, that is paramount in their manufacture. Made of 2 ply yarn instead of the usual single thread pile—hence twice as sturdy as ordinary Towels.

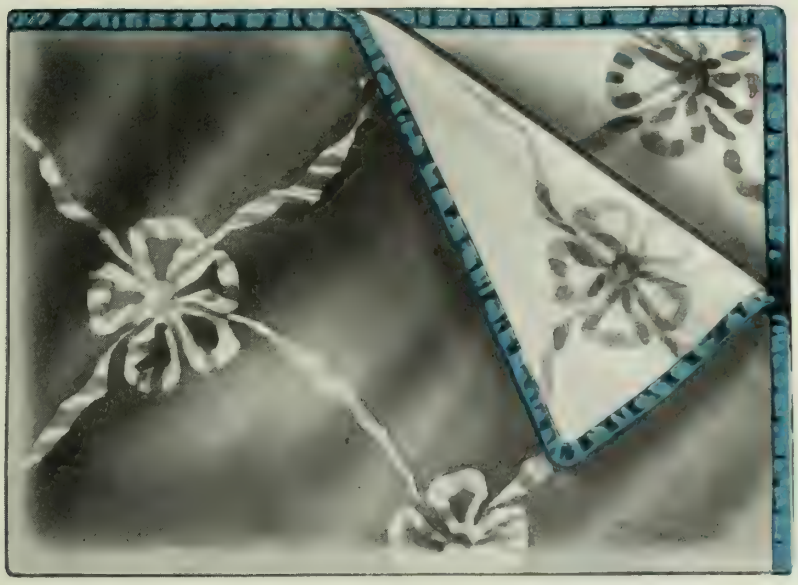
These commendable features have created an enormous demand for GALT TOWELS—and at the present time our Fall range has been completely sold up. In October our Travellers will be out, showing a complete, superb line for SPRING delivery.

STAUFFER-

Galt

"BONNIE DOWN"

Comfortables



Many Pleasing Patterns and Colors

Now taking orders for SPRING delivery.

Comfortables, Couch Throws, Baby Blankets, in artistic color combinations. —Large range of patterns.

Galt Baby Blankets

made in sizes 30″ x 40″ and 36″ x 50″—the latter being our "Oversize" Blanket, which was designed to meet requests for one of that size to "tuck in all around." This line has proven immensely popular.

Comfortables

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Winsome Maid Pure Thread Silk Hosiery has a big sale in all seasons, because—

It has quality, style and perfect fit.
It has beautiful, even weave.
It has a patent anti-ladder stitch, which prevents garter runs.
It has reinforced feet.

Therefore, it is the hosiery every woman wants.

Comes in wide range of twenty lovely shades. Sizes, 8½ to 10.

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Are You a Judge of Good Stockings?

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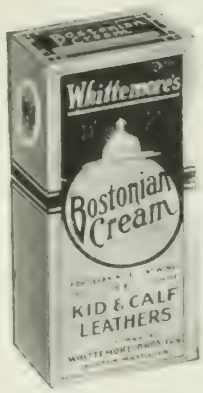
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ONE DYE FOR ALL FABRICS **Sunset** dyes both animal and vegetable fiber fabrics Cotton, Wool, Silk or Mixed Goods **all** in the **same dye bath**, and produces the same shade and depth of color in each fabric. This saves taking garments apart, reworking button holes or replacing trimmings. **Sunset** dyes everything dyeable heavy goods as well as light, flimy materials.

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FOR FALL

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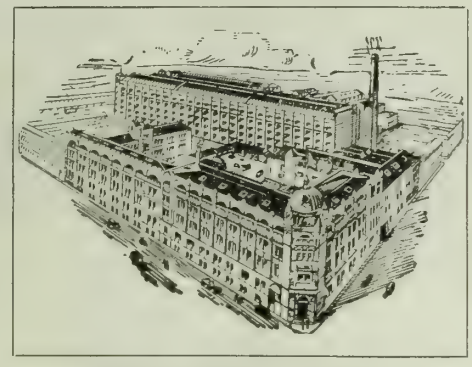
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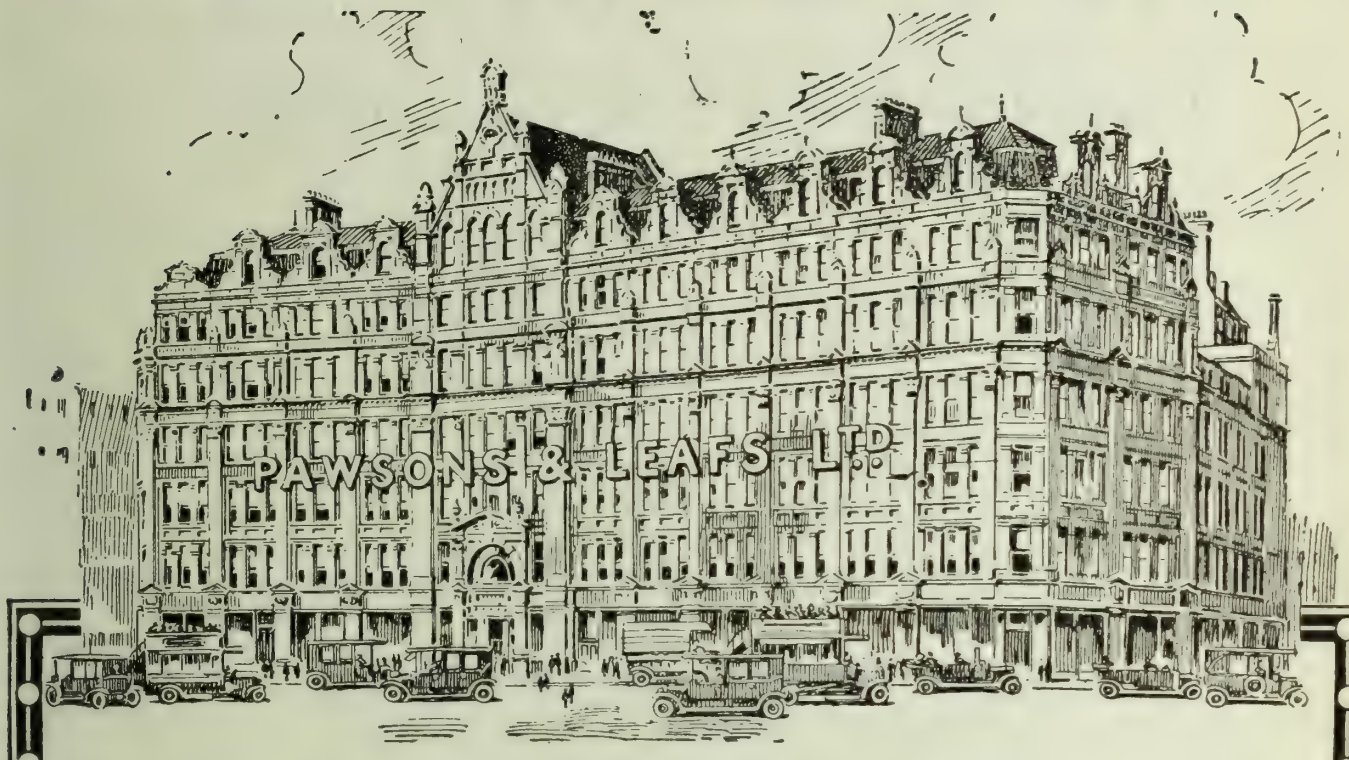
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Bonnets, Matinee Jackets, Mittens, Socks,
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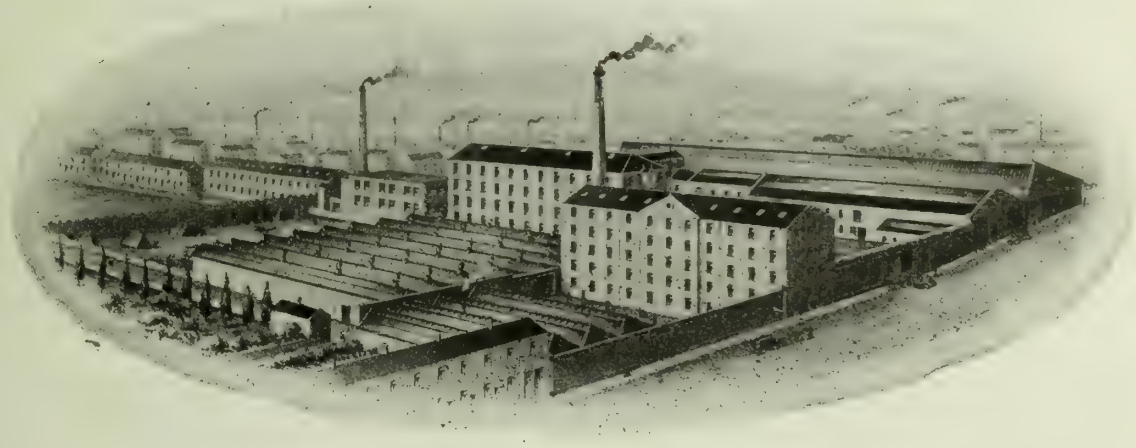
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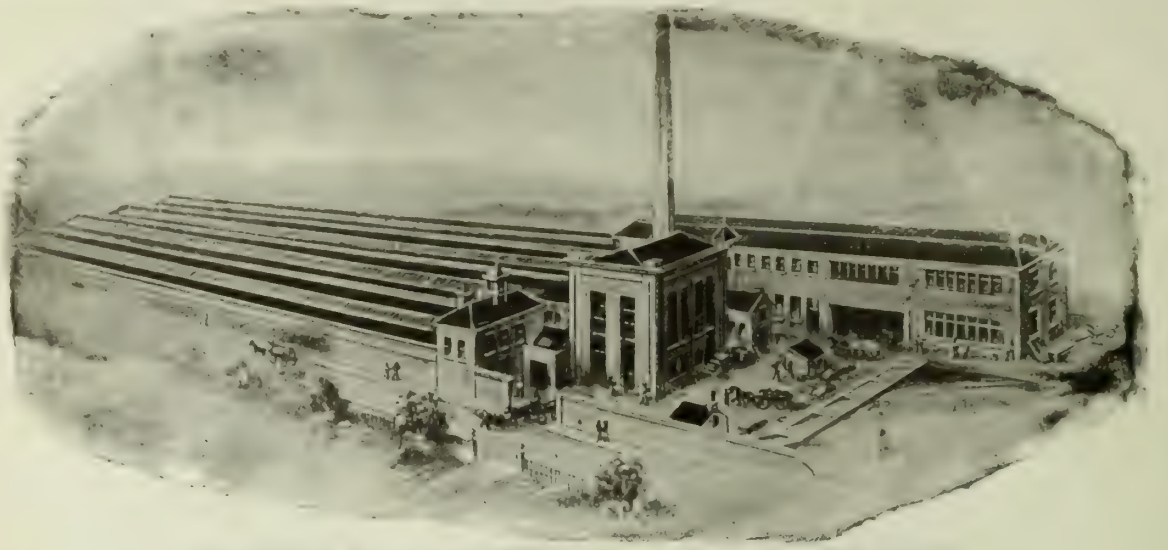
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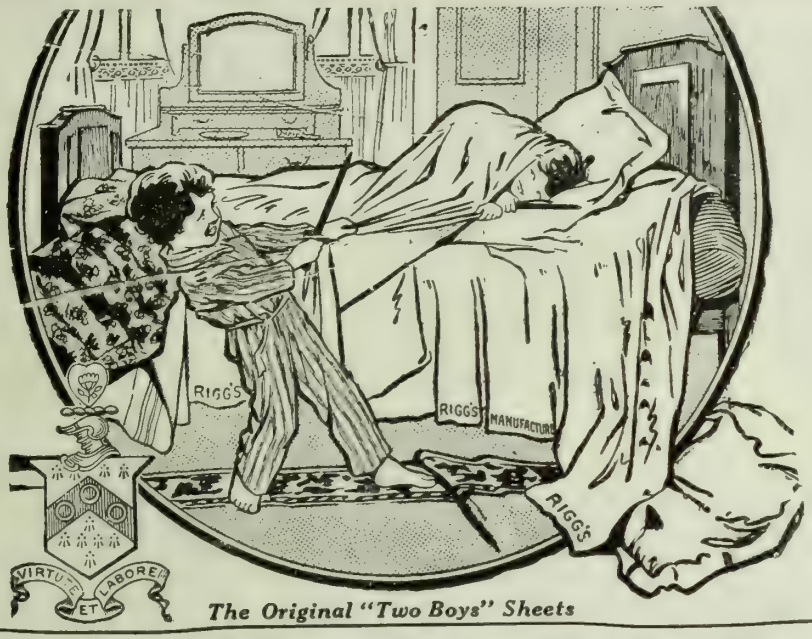
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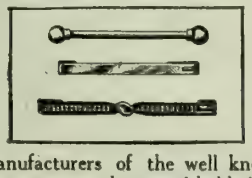
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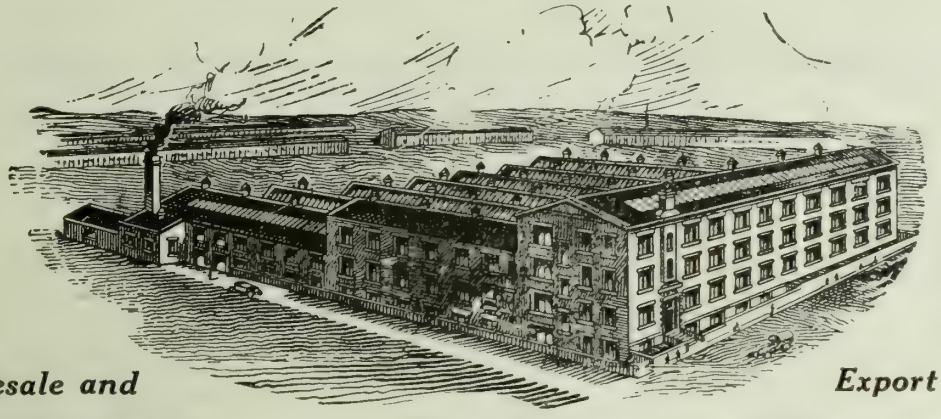
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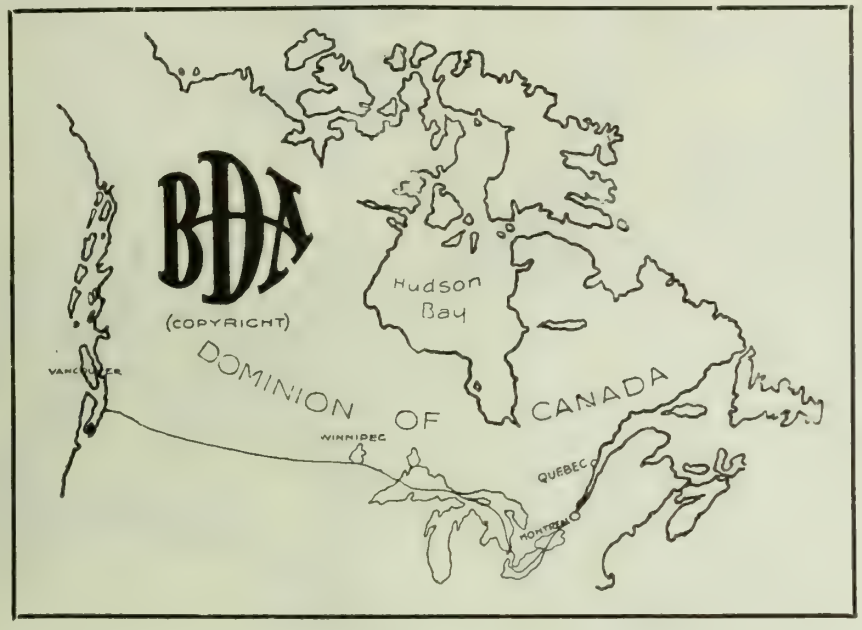
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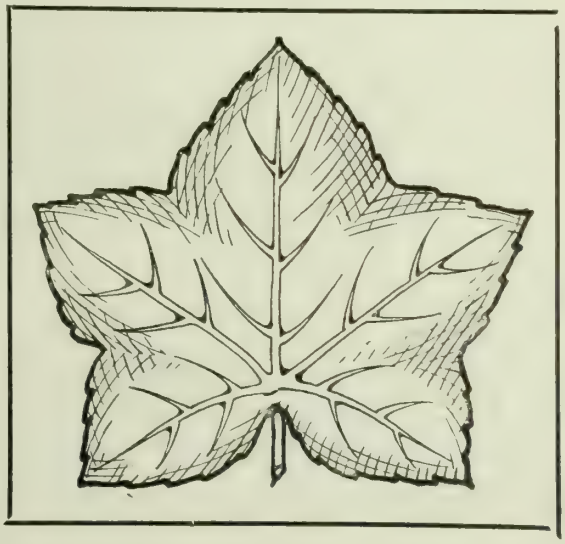
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Pesco

See next page for range of productions and other particulars

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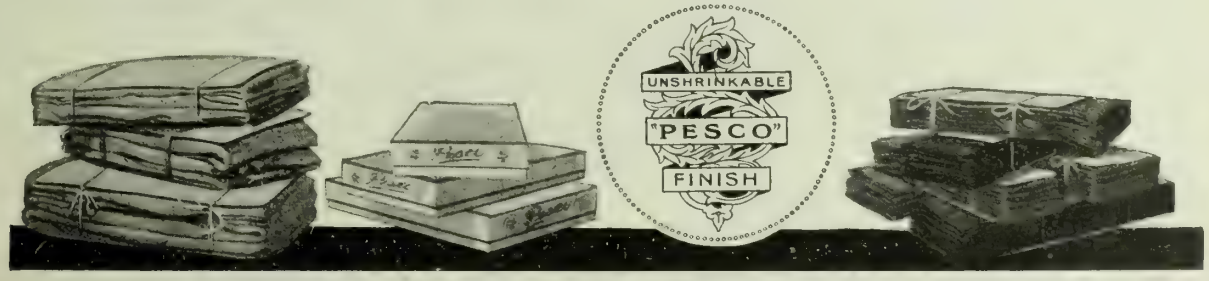
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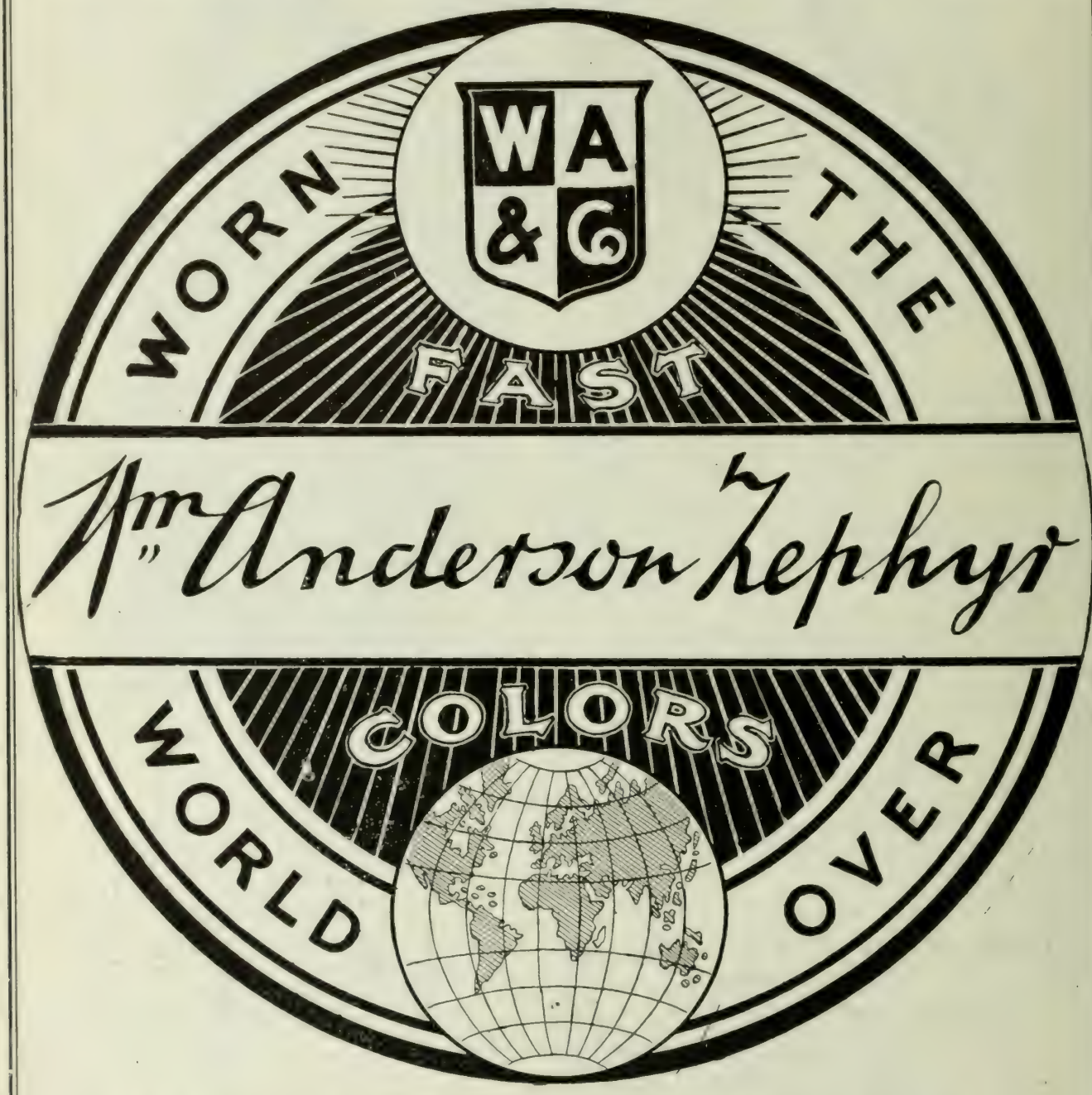
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Right—Swagger costume seen at Longchamps races, showing side panels of rich brocaded ribbon.—Courtesy of Johnson, Cowdin & Co., Inc.

Left—Tunic frock designed by Lucien Lelong, Paris, exploiting metal brocade with overdraperies of taffeta. Posed at Longchamps races.



Silk Fashions for Fall

—*Exclusive to* DRY GOODS REVIEW

Dry Goods Review

ESTABLISHED 1887

Issued the 15th of Each Month

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FALL FORECASTS

THIS is the Dry Goods Review Annual Fall Fashion Number presented with our compliments to the trade with the sincere desire to be of service. If the Annual Fall Number succeeds in straightening out any problems or acquainting any of our readers with information along any line that they particularly wished to know, we will feel the utmost satisfaction. All the contents of these pages were secured for this express purpose, and if we have been of use, we are more than pleased, for there is no greater joy than that found in service.

Though the whole world of fashion admits frankly that it has been very tardy this year about declaring itself, a colossal effort has been made to place before our readers the correct indications of the modes which are to be. The forecasts from Paris include a review of the novelties and staple lines in fashionable silks and fabrics. The new colors for day time and evening wear are discussed. The last word in French hats is pictured by our own artist; and the most stunning fur models which will be seen in the Canadian market this year are illustrated. The best market information available is presented and a special insert, including a complete list of articles in the dry goods trade which are liable to taxation under the new budget is included.

The tendencies in coats, suits and costumes are reviewed, but it must be remembered that apart from learning the general lines that will be followed this Fall and Winter, the season is yet too young to place the final seal of approval on any one style.

Certain innovations sponsored by the French designers will weather popular criticism, while others that apparently have started out with strong sponsors will go down in the first flurry of snow. So it must be repeated that the modes discussed at this time are general—there has not been time yet to single any one vogue out of the host of delightful creations offered by those who devote their talents and brains to the interests of "Milady's Dress." But here are the facts so far as we have them, and we are delighted to pass them on to the trade.

THE BUDGET

SIR HENRY DRAYTON'S new budget is, by no means, a knockout blow to the trade. Had it stood as first introduced on May 18th, the consequences would have been most serious. The tendency would have been to lower the standard of the Canadian production, a result that would have far-reaching consequence both at home and abroad. Moreover, it would have caused serious losses to both retailers and manufacturers to the detriment of the general financial condition of the country. Now, however, it has been put in better shape, though there is still room for improvement by raising the exemption price on some lines.

The Government has decided to give Canada a trial of direct taxation; by the time the next election rolls around there will be well-formulated views on the question and, doubtless, political parties will have their ear to the ground. Dry Goods Review believes that the memory of the people is a very short one. Every day one gets away from the introduction of the final budget, less is heard about it on the streets and in the stores. In a few months the people will have forgotten and will pay it without murmuring or questioning. At the same time, it will probably have the tendency to keep living costs from, at least, going higher. We believe the Government has properly sensed the attitude of the people that higher prices cannot be brought down with safety. It looks to us as if manufacturers and retailers alike are going to meet this attitude in a sane way by shaving profits a little.

BRIEF EDITORIAL COMMENT

THERE is a general improvement felt in all branches of the trade. Wholesalers and retailers alike are anticipating big business. Now that the consumer knows where he's at with the Luxury Tax he will help them to realize their hopes.

Why I Shop at Bailey's

A Regular Shopper Tells How Indifference and Over Enthusiasm Can Kill a Sale—Some Experiences Are Related That Prove There is Room for Human Interest Behind the Store Counter—If You Are a Successful Storekeeper You Will Endorse Her Ideas

"WHAT on earth makes you stop at Bailey's?" asked a friend of mine when I met her at a movie after an all day shopping tour. "It's a long story. Would you really like to know?" I asked. "Of course I would," my friend answered. So here is my story just as I told it to her.

First of all, however, let me tell you that I am not any different from Mrs. Jones or Mrs. Brown who sometimes comes to your store. I darn my husband's socks, and rush through my dinner dishes to go to the movies, just as Mrs. Brown does. So you can readily understand that what appeals to me in a store would appeal to eight-tenths of your customers. The other two-tenths I eliminate. One-tenth is the type of woman who likes to hear the clerk say: "Oh, my dear, that hat suits you elegant!" and the other tenth is the type who insists upon the clerk treating her like an iceberg and who must be addressed as "maddom."

Unwelcome Pity

I started out early on my shopping tour, as there were a lot of things I had to buy. There are quite a number of splendid shops in our town but I always go to James street. I entered one large department store and went up to the infant's department. I had to buy a sack for a six weeks old baby. I asked for sacks and the clerk, very condescendingly took out several samples from the case. "Is it for a girl or boy?" she asked. "Boy," I answered. She immediately shoved all the pink sacks out of sight and showed me some pretty blue ones. "I would like to see something in pink,"I told her. "Blue is for a boy," she answered without making a move to do as I asked. "But I don't want blue, I want pink," I insisted. She gave me a very pitying stare, and brought out the pink sacks. I didn't like any she showed me, until she brought out one costing a little over nine dollars. I couldn't afford to pay that and I told her so. She immediately stuck it back in the case and waved her hand towards the ones she had showed me before, and said, "These are all we have." I thanked her for her trouble and walked off. Now perhaps you think after reading this, that the clerk had done her duty nobly, but she hadn't. In the first place, she insinuated that I ought to take blue instead of pink, and in the second place—but really this reason should have first place—she showed an intense lack of interest. If this clerk had only shown a little bit of interest I am sure I would have bought something from her, but she showed plainly from her manner that she didn't care whether I bought or not.

No Time to Think

I left that store and went into another store where I have a charge account. I went into the hat department. It was still early in the morning and the clerks were standing with nothing much to do. I stopped at one counter and looked at a hat. I was immediately asked by a clerk if there was anything I wanted. I said, "No, I was just looking." I went a few steps and stopped at another counter. Just as before, I had



not a chance to glance at a hat before I was asked again. I gave the same answer. These clerks were to eager to make a sale. They went to the other extreme. I am not unreasonable. If you ever stand in a hat department, you will notice how the women like to pick up a hat here and there, turn it over, look at the price, put it down, and keep this performance up for a few minutes before they take off their hat. If there is one thing a woman hates, it is to have a clerk bother her while she is deciding whether she can afford another hat or not. The idea struck me when I entered the hat department that I would like another hat. If the clerks had given me a chance to think of the new dress that I might possibly need a new hat to go with it, than to think that I couldn't afford a new dress and hat both, and finally to remember that my grocery bill had been smaller than usual because of green vegetables grown in my garden, I would have bought a new hat. As it was, I didn't have a chance to think, so I didn't buy the hat.

From there I went to the art department to see the new embroidery machine demonstrated. While there I remembered that I needed a new pillow for my porch hammock. There were some pillows on sale that were covered with some kind of thick ugly material. very unsuitable for a porch in summer. I asked the clerk if these were all she had for that price, and she answered yes. This clerk had no imagination, as I shall prove later.

Greeted With Scorn

I went to the dress department and looked at some summer dresses. They all had short sleeves, and I wanted a dress with a sleeve that was at least three-quarter length. I told the clerk this. Her answer was very enlightening, to say the least, "Short sleeves are all the style now, Madam, and we don't carry any dresses with long sleeves. You like them long, you say? Well, of course, it is only a matter of taste." I left her properly chastened. For once in my life, I realized that my taste was not all that could be desired.

So in disgust, I went to Bailey's. Now if this were a story, I would say that Bailey's was cool and inviting, and the girls spic and span in black and white. But as I am dealing in facts instead of fiction, I must say that the store was crowded and rather hot.

I went immediately to the infant's department. I asked for sacks. "Is it for a girl or boy?" the girl asked, and inwardly I groaned. "For a boy, but the baby's mother likes pink better than blue." The girl smiled sympathetically. I looked over several different styles, and had just decided upon one, when she brought out a sweet little sack without any sleeves. "But can an infant wear this out doors without a coat?" I asked rather dubiously. "You see, I don't know anything about babies, as I was the youngest of the family and I have none of my own." The girl smiled again, and said she knew a lot about babies as her three sisters had three young ones, and she assured me that a baby would not be able to go out doors (in the district I am sending the sack to) without a coat anyway, and the sack without sleeves would be just the thing for cool mornings and evenings when a sack with sleeves might be too warm. Can you imagine the clerk in the other store talking like

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Trade Conditions Greatly Improved

Business Getting Back to Normal After Period of Great Uncertainty — Men in the Trade Look for Excellent Fall Business—Conditions in the Silk and Fabric Markets Present Complex Situation.

THAT the whole tone of trade conditions in Canada is improving, is the general believe of business veterans. A very trying period has been passed through and confidence is gradually being restored, and many of the men longest in the trade believe that the day is not far distant when normal conditions will be resumed.

Three months ago a feeling of pessimism emanated from New York and spread rapidly over the whole of the United States—clearing sales were put on, cutting of prices started, banks and financial institutions became apprehensive, and the country was perilously near to panic.

Canada was undoubtedly affected, but with the Dominion it was only a reflection. There was a noticeable slowing up, a good many cancels came in, according to the books of all big businesses. A few cut-price sales were staged but there were no signs of hysteria or panic.

At this stage the Budget was sprung with its new and complicated burdens, including luxury taxation which put another temporary crimp in trade but which is being quietly and gradually overcome. It is to Canada's credit that greater disorder did not prevail, and it is the fact that the people of the Dominion kept their heads that has saved a very difficult situation.

Everyone in the trade is now reporting a decided improvement. There are still certain branches of business more or less dislocated that became actually stagnant where improvement will be slower, but as one big wholesaler expressed it a few days ago, "Nothing can now hold Canada back.'

"Our orders are picking up again splendidly," said the head of a big silk firm. "Our customers were uneasy for a few weeks and a good many orders were cancelled, but just as soon as the Budget got straightened out so that every one understood where they were at, we noted a big improvement in business and our sales are gradually getting back to normal."

"As to the main staples in dry goods, it is hard to presage with any degree of certainty what the trend will be, but it is the general opinion that fall business will be excellent, and one member of the trade who has been in the wholesale dry goods business for nearly forty years stated to Dry Goods Review that it was his belief that this autumn would see the commencement of a saner business era. "I believe that the boom days where extravagance and speculation were rampant are on the wane," said this man, "and I think we can expect trading to be conducted on healthier and more normal grounds."

Linens

Glancing over the dry goods markets at this time it looks as if linens are still to be shrouded in mystery. No one yet knows what may be expected from Russia but it is safe to predict that the world's supply of flax will not be greater in 1920 than in 1919 which was much the lowest on record for many, many years.

MORE THAN THAT IS NEEDED

The fact that there has been a drop in the quotations of raw materials — wool, cotton, jute, silk, etc., is not to be accepted as an indication of lower prices. While the cost of manufacture is what it is to-day, and while the present schedule of wages to operatives and all classes of labor exists, a flutter here or there in the price of raw materials will not do the trick.

Cottons

Cottons show no signs of decline though quotations for futures in raw material have dropped considerably lately, due in part to the improvement in crop prospects since the last very bad Government report, but mainly owing to speculation. Any such decline, however, is more than offset by limited production and increased cost of labor.

Woollens

Woollens are very firm and at the highest point yet reached, but manufacturers are not booking largely on the present basis and cannot expect to while they have numbers of orders yet to fill at a much lower level, and while merchants both wholesale and retail, hold stocks at shillings a yard lower than to-day's quotations.

Silks

Silks have had their knock and are now quietly coming back according to the best reports available. The silk men themselvese are wearing more cheerful countenances and the retailers are reporting an increase in sales which is improving from day to day.

There is one feature, however, which must be taken into consideration this fall, and that is, that the season will not be as early as in former years. "We are not thinking of our fall goods yet as far as our customers are concerned," stated the silk buyer in a big departmental store. "We won't begin to show our fall lines until well on in August as the spring season has been so backward this year, and we have only just got nicely into our summer business.' '

All the stores are facing the problems of stock-taking—they have unusual quantities of goods on hand owing to the conditions referred to above and many Mid-summer sales will have to be resorted to, it is believed, to rid the larger stores of Summer stocks and clear the way for Fall business.

WHY I SHOP AT BAILEY'S

(Continued from page 68)

that? I can't. This girl was human and she took a vivid interest in selling baby clothes, and she knew what she talked about.

A New Dress

I felt better after spending some money, so I went immediately to the dress department. I asked for a dress with long sleeves. The clerk very sadly told me that long sleeves were not being worn this year. Before I realized what I was saying, I asked, "Oh, do you hate short sleeves, too?" She answered she detested them, because her elbows were so scraggy. So we had a discussion that had nothing to do with dresses but took in cold cream, olive oil and long silk gloves. When I left that counter I had left quite a few dollars behind me, and made for the silk glove counter, and from there to the "beauty counter" which only goes to prove that I had bought a short sleeve dress after all.

A Timely Compliment

As I had another dress, I quelled my conscience and made for the hat department. I took off my hat, after looking at a few prices, and tried on a big black hat. The clerk came up but didn't say a word. I asked her if she had one of softer straw. She brought it, but still said nothing. I took up a mirror and turned this way and that and then turned to the clerk. "You're tall, you can wear big hats. Tisn't every one that can wear them." That was all that was necessary to persuade me to buy the hat. No unnecessary talking.

So I went from one department to another, not always meeting with my previous successes but at least not being snubbed.

These are the reasons I buy at Bailey's in spite of the fact that I have a charge account somewhere else. The girls are friendly, but not too intimate. They don't give advice unless it is asked. And they seem to take an interest in what they sell.

In closing, I might add that this friend of mine, who by the way has a millionaire taste, and a school teacher's pocket allowance, now buys often at Bailey's. Bailey's may not be any cheaper, but it certainly is a soothing place to shop in.

How Luxury Taxes Will Be Collected

System of Inland Revenue Stamps

All Stamps Must be Affixed to the Bills of Sale and Properly Defaced—Licenses Will be Issued to Merchants and Government Will Know Who Are Buying Stamps—No Refunds of Old Taxes—The Sales Tax

NOT only was the principle of the first budget brought down by the Minister of Finance on the 18th of May, changed in one very important respect, but the method of collecting the taxes has also been changed. By so changing the method, a good deal of bookkeeping has been saved to the retailers throughout the country; and, what is perhaps of more importance to the Government, thousands of dollars will be collected in taxes that mig not otherwise have come in. Under the system as first outlined, it was necessary for a retailer to make out his sales bill in triplicate so that one copy might be available for the Government offices.

The New System

The system that has now been adopted is much simpler, though it will entail on the part of the retailer an outlay of a considerable amount of money in the purchase of revenue stamps. Revenue stamps in denominations of from 1 to 10 cents inclusive, 13 cents, 15 cents, and all multiples of 10 cents up to $1.00. In addition there will be one, two, three, four, five and ten dollar stamps issue These stamps will be ready by the first of August.

These stamps, of course, will be used the same as they are used at present in drug stores or those used on cheques. They will be affixed to the sale slip or invoice at the time of the sale, and, as they act as a receipt for the payment of the tax, will have to be defaced when the sale is made. Thus, if a man sells a $70 suit of clothes there will be a tax of $3.75 and it would be necessary to place a $3.00 revenue stamp, a 70 cent stamp and a 5 cent stamp. This excise stamp must in every case be affixed to the sales slips at the time of the sale and cancelled. Ample precaution has been taken by the department at Ottawa to make it impossible to use these stamps a second time.

Collections of Taxes Slow

It has been found at Ottawa that the collection of the taxes imposed by the budget of May 18th has been very slow, due, perhaps, more to the method of collection and the confusion that arose, than to the opposition on the part of retailers to the tax. Many merchants did not know what was expected of them and there was no way of checking up merchants who did not make returns except through a very tortuous route. For instance, in the Montreal district where $3,000,000 a month was expected, only about one-fifth of this amount was forthcoming, and if the same proportion only came in from the other revenue-collecting centres of the Dominion, the budget from a revenue-producing standpoint would be a grim failure.

As it stands now, however, every merchant will be required to have a license which he obtains at a nominal fee of from $1.00 to $5.00. If merchants fail to apply at revenue offices for these luxury stamps the department at Ottawa will be aware of the fact and can look into the matter without delay. Each revenue office will have a complete list of the retail merchants in his section. If, on looking into the matter, the department discovers that a merchant has been evading the payment of the taxes —and they can easily discover this by an examination of the invoices—they will cancel the license of such a merchant until he pays the taxes, or they might even take such action as will put him out of business for a certain length of time.

No Refunding of Taxes

As is pointed out in another section of this issue, the bringing down of the second budget was an admission on the part of the Government that a grave error in principle had been made in the first budget. As a result of this, many thousands of dollars were collected from the people of this country which should never have been collected, and which t Government admitted should never have been collected. There was some talk about refunding of these taxes, but such a course was quite impossible. Sir Henry Drayton, in speaking of this point in the House, said: "It is absolutely impracticable to give refunds in connection with a series of small taxes like these.' The only justification for these taxes is that it has always been the custom to collect taxes immediately the new tax provisions of the budget are known. When during the last few years, most of the crowned heads of Europe lost their thrones it seems strange that a slight amendment cannot be made to the constitution whereby the country may have a chance for a short time, at least, to discuss a proposed budget before it becomes operative. Canada had to pay thousands of dollars for the mistake which the Government made in bringing down its first budget.

Returns From Head Office

A matter that has been considered by the Government is that where a firm has a number of stores either in one city or throughout the country, all returns may be made from the parent concern.

George W. Taylor, Assistant Deputy Minister of Customs at Ottawa, made the following statement with regard to the collection of taxes:—

"There has been a great deal of uncertainty in the minds of merchants as to the taxes. They gained the impression that there would be modifications and they have, therefore, been delaying returns until the situation should be somewhat clarified. I have no doubt that as soon as they know definitely what is required of them, the great majority of manufacturing, wholesale and retail merchants will promptly comply with the provisions."

The Sales Tax

So far as the Sales Tax is concerned, this will be collected by the wholesaler or the manufacturer at the time of the sale between these two. If goods are bought direct from the manufacturer, the tax is 2 per cent.; if from a wholesaler, the tax is one per cent.

Price-cutting Is Only Temporary

Wave of Special Sales Due to Keen Competition for Years to Secure Goods. Underproduction Still a Problem

An advice from New York this month states that some department stores have even cut the price of food in their restaurants. Shoes, cotton and woollen goods, silks, and furs are also said to have met with important reductions, and as an indication that extravagant buying has somewhat diminished jewelry and other luxuries even show a lessened demand at the lower prices.

For more than three years, the report states, retailers have been competing with each other to get goods, and this competition has resulted in an inflation of credit.

Not too much should be expected, however, from the sporadic price-cutting of the moment. The United States as well as Canada and the rest of the world is suffering from an under-production of essential goods, and a permanent lowering of prices is dependent upon the deflation of credit and currency and a reduction of industrial costs by a scaling-down of wages and of the cost of primary materials. These operations require time, and until they are accomplished and until production is notably increased it is improbable that a lower permanent price level will be maintained.

Belleville Steps Ahead

Thriving Centre Benefits by Trade From Farm and Town — Wide-awake Business Men Build Up Splendid Dry Goods Store Ready to Cater to All Tastes—Luxury Tax Does Not Bother Sinclair's or Ritchie's.

IT'S a wise dry goods merchant who knows his own locality, especially when it combines the diverse elements of a prosperous railway centre and splendid farming district. Belleville merchants are wide awake to the needs of every class of customer and are keeping pace with trade expansion to a degree remarkable in towns of similar population.

A representative of Dry Goods Review recently paid a short visit to this busy town and was agreeably impressed by the up-to-date methods of the merchants in all classes of trade. Two dry goods firms, especially Sinclair's and Ritchie's, are deserving of special mention, the one for its growth and optimism and the other for its magnificent equipment and excellent management, unique in detail and result.

Sinclair's To Move

The former business has expanded so much that it will shortly be necessary to secure entirely new quarters, and this change, it is anticipated, will be effected by next spring, when Sinclair's will occupy one of the finest sites on Front Street with a depth of nearly 300 feet.

Mr. Sinclair is a believer in Canadian-made products and buys nothing but native manufactured lines. The special feature of his store is the linen department which has become widely known to connoisseurs in this fabric.

Ritchie's Modern Ideas

A little further down Front Street, behind triple plate glass windows, an artistic display of household furnishings, flowers and plants attracts the eye, and invites you to enter Ritchie's.

Although well over half a century old, the firm of Ritchie's believes in modern efficiency, both in store equipment and management. The entire store covering three floors, radiates a modern spirit. System is the keynote of this establishment and to this end the management has adopted many unusual features such as using glass front cabinet, cases and drawers for the display of hosiery, ribbons, gloves, buttons, notions, etc. This arrangement does away with the piles of boxes so detrimental to the appearance of a store.

The departments, some twenty in number, are known by a letter of the alphabet. The ground floor includes the staples and dry goods, and the women's and children's ready-to-wear departments. The walls in the latter section are lined with glass cases with several fitting rooms at intervals. A rest-room is also a popular feature of this department. An elevator connects all floors so that the millinery department and wookrooms and the furniture and curtain sections are easily accessible. On the third floor are the carpets and draperies and in the basement are the linoleums and oilcloths.

Apart from the rest of the store there is also a flourishing men's wear section which carries a full range of men's and boys' clothing, haberdashery and headwear as well as baggage.

The entire store is served by a Lamson cable cash carrying system. Ritchie's are ever anxious to adopt novel and practical ideas, the better to serve their increasing custom. One feature noted by Dry Goods Review was the duplex metal edged lace display cards which have two sections for winding, edging and insertion to match, side by side, so that no time is lost searching for the match to one or the other.

Ritchie's are also contemplating extensive alterations to their present premises and are anticipating no loss of business, either from the luxury tax enforcement or shortage in stock.

General Conditions Still Uncertain

Increasing Demands by Labor and Lower Production Made Shortage More Apparent and Keep Prices Up

There is no denying the fact that the consumer has grown more cautious with his pocket-book during the past few months. With the decision on the part of the banks all over this Dominion and throughout the United States to shut down substantially on advancing further credit, the general public became aware of certain very obvious conditions. There followed a general lull in retail demand, which of course was resultant from a combination of after-the-war conditions, including the one created by the decision on the part of the banks to jealously guard the funds in hand in case of a greater emergency later.

This turn-about attitude on the part of the consumer who had been spending freely in spite of rising prces has been considered a matter of vital importance n the trade situation, and retailers are exercising the utmost care in replenishing their stocks for late Summer and Fall requirements. In many lines it has been noted that the consumer has chosen to reject the highest priced goods and turn to lower grades. Many believe that the Luxury Tax is already achieving beneficial effects along the line of reducing reckless buying in quarters where the spenders can ill-afford to continue the war-time pace of extravagance which originated from high wages, bonus systems and other work conducive measures.

This disposition to exercise caution on the part of the consumer will not affect in the slightest, prices for Fall, according to the wholesalers, who declare that in spite of the admitted drop in some lines, they are obliged to pay higher prices than ever for their season's stocks.

"The manufacturers and mill owners, both here and abroad, are independence itself," stated one buyer to Dry Goods Review. "Even though orders may be cancelled in large numbers and there are rumors that there will be a certain amount of this practised, the manufacturers will remain unruffled, for according to their own statements, they are not encouraging orders and they would welcome a lull that would enable them to catch up with production, which is still far behind."

The woollen merchants handling the lower grades of yarn have been seriously affected through wholesale cancellations of orders for some time, but the demand for high-classed weaves is gaining impetus with the approach of the Fall season, and there is no doubt whatever in the minds of importers of high-class British and French woollens that prices will remain firm at the advances which have already been noted. A noticeable drop in silks, lower grade wools and hides and leathers has been widely reported in the United States, but already silk is coming back and a gradual adjustment is looked for by the trade in the other lines which have suffered temporarily.

On the one hand there are the still advancing wage schedules, on the other, the world-wide shortage, due to the long war. Although it is now generally believed that pre-war prices will never again be seen, it is expected that a somewhat lower level will have to be established eventually, but how or where no one cares to predict.

Brockville's Biggest Store to Celebrate Fiftieth Anniversary

Long Established Dry Goods Firm Makes Wonderful Strides Since Its Founding Half a Century Ago—Employees Benefit by Bonus System, Splendid Social Club and the Encouragement of Proficiency—Customers Satisfied With Quality and Good Service.

BROCKVILLE, ONT., is to be congratulated upon being the home of the Robert Wright Co., Ltd., said to be the most progressive departmental store between Toronto and Montreal. In a few weeks time, this firm, the oldest in Brockville, will celebrate its fiftieth anniversary, and in no case will heartier expressions of congratulation be more deserved than by "Brockville's Biggest Store."

There is not a family in the whole population of ten thousand who does not share this feeling. Why? Well, primarily, because the store grew up with them, and their own wants, and those of their children and grandchildren have always been supplied in every particular with the sole exception of groceries and footwear, the only departments not included in the Robert Wright store.

Robert Wright, the founder and head of the present firm, began his career at the age of fourteen in a very humble position. He finds himself to-day controlling a sales staff of over 65, every one of whom esteems and honours him.

It is a simple matter to analyze the secret of Mr. Wright's success. It is two fold: First, a thorough understanding of the needs of the community, and, second, a capacity for getting the most out of life, especially the pleasurable side and making others share it with him.

Firm Acts as Banker

To comprehend how thoroughly Mr. Wright understands his community, it is only necessary to note a few of the features of the store. For instance, as is well known, Brockville is an important divisional point on the Grand Trunk Railway, and in consequence several hundred engineers and other railway men reside there. Twice a month, therefore, on pay days, a regular regiment of G. T. employees line up at the Robert Wright store and have their pay checks cashed. This service is of the greatest convenience to the men on account of the early closing hours of the banks, and is handled entirely by the regular sales staff. The entire arrangement is carried out with the approval and co-operation of the G.T.R. Again, all about Brockville, are situated many of Ontario's most prosperous dairying districts. In consequence, these farmers naturally look to the Robert Wright Co. for the latest thing in separators and cheesecloth, not to mention the thousand other utensils essential to an up-to-date dairy or farm house. As the greater number of these



Mr. Robert Wright

people are unable to come to town frequently, the Wright Co. send travellers to them and also operate two motor busses for the prompt delivery of goods. All this, of course, in addition to a flourishing mail order business.

Apart from the rural and industrial population, there is a tremendous volume of tourist travel during the summer for Brockville is the gateway to the Thousand Islands and Rideau Lake section. Therefore, especial attention is paid to linens and Canadian manufactured staples, which always appeal to Americans, in addition to the usual lines of ready-to-wear, etc.

The Social Club's Place

So much for one aspect of Mr. Wright's success, but he does not stop with studying the needs of his customers, he goes further still. He is above all things a believer in that some what over-worked phrase "esprit de corps" among the staff, which means, according to him, "one big family." This spirit finds a practical interpretation in the "Robert Wright Social Club," which is purely a staff organization conducted by the employees, with officers, and a constitution based on purely social lines. This club holds monthly social gatherings which on account of their size, require the entire second floor of the store for their accommodation. Dancing is a popular attraction and a committee sees to it that the hardwood floor is waxed. and also the club's own orchestra pro-



Employees at Meeting of Social Club



The Robert Wright Store in Brockville

vides an excellent program and has become so professional that its services are constantly sought for elsewhere. Talks on topics common to all the departments are, of course, a strong feature of these entertainments, after which refreshments are served to the staff and their guests. Every summer the club holds an outing, which, without doubt, has a remarkable influence towards preserving this fine spirit. Some 30 motors usually convey the staff to their destination, which this summer was at Beverley Lake, a three hour's drive. Sports and competitions filled the day from eleven to six, including a sumptuous dinner, and then the entire party motored to Athens where dancing and supper were enjoyed.

The Store's Appearance

A walk through the store discloses several features worthy of note. Its general appearance, is light, spacious and intensely attractive. On the right of the entrance is situated the salon where women's ready-to-wear clothing is attractively displayed on sliding racks under glass. Lingerie of all kinds is displayed in the rear store, while the main lower floor is devoted to many different departments, including books and stationery supplies. In the basement is found the millinery section, which, on account of the quiet, and excellent lighting arrangement, is doing a larger volume of business than when situated up-stairs. The models on display in the cases when Dry Goods Review representative called, were extremely lovely and an indication of the type of clientele to which the store caters. Also in the basement sections are found the toy and fancy goods, the tinware, the china and glassware and the paint departments.

The Housefurnishing Department

The second floor is devoted entirely to kitchen and parlor furnishings, dairy requisites, carpets, etc., and also to the music department. This latter section is a very important one and comprises pianos of the best known make, phonographs, with six record demonstrating rooms for the complete comfort of customers, sheet music of all kinds, with a talented pianist in charge to show you "how it goes." Above, on the top floor are to be found the dining room and bedroom furniture and the dressmaking and upholstering departments. In connection with the last named. a staff of four are constantly employed, repairing and restoring antiques, upholstering chesterfields and arm chairs or making over-curtains and portieres of every description. Elsewhere a general repair shop attends to the more intricate mechanical work, such as phonographs, etc., and is in charge of a very skillful mechanic.

Thinks Bonus System Best

The spread wire cash system is used throughout the store with perfect satisfaction.

The Robert Wright Co. believes that a bonus based on sales records is better than a stated increase in salary per annum. The bonus increases efficiency and is an infallible method of making the sales records up to the highest standard. The staff concerns in this opinion and in consequence, there is no idle bandying of gossip going on behind the counters while the customer waits unnoticed by indifferent sales clerks.

No Refund of Tax

In regard to the luxury tax, the Wright store makes it a rule never to refund the amount paid by a customer should she decide to return an article on which she has paid the tax. No approbation of any kind is allowed and therefore it has been found wiser to refuse to refund the tax as well.

Such are some of the features of this successful firm, which has prospered greatly by reason of its whole-hearted and sincere effort to be of service in its own community, and which has justly earned the confidence and patronage accorded by the customers at large.

Fall Placing Business Equals Last Year; Recent Advances Show More Moderation

Advances in Fall Staple Cottons 20 to 25 Per Cent. Higher—Signs That Silk Market is Settling Down—Shortage of Printed Cotton Goods and Some Lines Cut Off — Spot Business Fairly Brisk.

THERE are not wanting evidences that Fall business for the retailers will be good. A canvass of the wholesalers goes to show that in most lines of dry goods placing orders for Fall have been up to those of a year ago and, in not a few lines, even better than for the Fall of 1919. The unsettled condition in the trade caused by the slump in the silk market and the rather general outcry for cheaper goods which resulted in a number of cut-price sales is rapidly being dispelled and business is getting back on a solid foundation. While there is a feeling that prices have nearly reached the peak, if, indeed, they have not already done so in many lines, there is a sane outlook into the future which does not lend itself to the belief that prices are coming tumbling down. Far from it. New prices in cotton goods are higher and printed lines exceedingly scarce. The silk market is getting firmer and business is opening out again very nicely. Prices for woollen goods are certainly not lower and the independence of the British houses so far as Canadian trade is concerned does not encourage the view that they will be appreciably lower for some time to come. On the whole, trade is very good; wholesalers are expecting that with encouraging reports of the Western crops and the opening of the National Exhibition next month, sorting business will be heavy. Their stocks are in good shape to meet the demand.

COTTONS

Prices of cotton staples from the Dominion Textiles that were expected in the last week of January came out the second day of July. While there is an average increase in Fall prices of from 20 to 25 per cent., it is doubtful if these prices are as high as was expected by many of the retailers. The announcement is also made that deliveries will be made by the mills from September to December but just how this is going to be done when some of the deliveries are still almost a year behind is not made so apparent. While these back orders are not yet completed, wholesalers state that the mills are catching up with them pretty fast. Wholesalers state that, from opinions expressed by their customers, these Fall prices are lower than they anticipated. It appears, however, that the men of the trade have been fully seized of the situation in regard to staple lines of cotton goods and have placed orders freely for Fall.

COTTON DRESS MATERIALS

Prices of cotton dress goods are very firm. The Canadian productions are so much cheaper than either the British or those from the United States that they are being freely bought and there have been many cancellations of the British and American lines. The Canadian goods are cheaper in prices than either of the others in their own home markets and by the time the duty and the transportation charges are added they become almost prohibitive.

Placing orders for wrapperette, kimona clothes, etc., have been heavier, in some houses, than even a year ago. In these lines there have been practically no cancellations from merchants throughout the country. The deliveries of printed cloths from the mills for Fall are going to be disappointingly small. According to one large wholesale house the allotment of the No. 3 print is only going to give 90 pieces to each traveller, and they will have to doll out three and four pieces to their customers where they could easily take the entire 90 pieces. The allotment of steel-clad galateas will be about the same from this source, that is, the Dominion Textiles. On other printed lines such as No. C standard print, chintz and quilting prints there was absolutely no allotment at all. Wholesalers had hoped that there would be an allotment of Canadian ginghams for Fall but they state that they have been doomed to disappointment. There is a big sale of English gingham that, in price, is some 50 per cent. higher than the Canadian gingham but it is being picked up owing to the extreme scarcity of the Canadian make.

LINENS

There is still no change in the linen situation looking to better conditions. Any quotations that are being received are always higher in price than the former ones. There was a feeling for a long time that when trade was resumed with Russia there would be found enormous supplies of flax which would avert a further famine. But it has been found that any stocks that were in hand have been spoiled owing to lack of transportation. Russia, Australia and Belgium were the most fruitful fields for flax, and these have been practically cut off from the markets altogether. There is little hope for any improvement in the linen situation until new crops can be harvested in these countries, particularly Russia; and only a prophet could foretell when such crops will be forthcoming. And even when they do, it will take years to catch up with the world demand for linen goods. Present quotations are higher than ever.

LINOLEUMS AND FLOOR OILS

Deliveries from the Canadian mills are still bad and wholesalers have very incomplete lines on their floors. They are quite unable to fill out any of their former lines, either as to sizes or quantities. While new prices are not yet announced, buyers are looking for advance in these lines when they are announced. The deliveries

from the British mills are about the same as those from the Canadian.

CARPETS AND RUGS

From the Canadian mills, deliveries, so say wholesalers, are showing some improvement; the Canadian mills are better in this respect than the British. The mills are still incapable of turning out the usual quota of goods on account of the scarcity of weavers and skilled labor. Neither do the mills seem to be worrying about cancellations; they frankly tell wholesalers that any cancellations received are immediately placed elsewhere which is an indication of the scarcity of these lines. Business in the wholesale houses is slow, but shows signs of recovering from the confusion that was caused by the luxury taxes. Stocks in the wholesale houses are in fairly good shape for sorting business.

SILKS

As one manufacturers' agent remarked to Dry Goods Review, to make any prediction as to the future of the silk market is pretty much of a guessing competition. It does seem certain, however, that the shaking up which the silk market received a few weeks ago as a result of the Japanese panic is well over and that the whole thing was more or less of a local affair, that is, local to Japan and the United States. For some years the United States has tried to corner the Japanese raw silk market, and they seem to have succeeded in doing so. European countries have been going to Italy during the last year or so, leaving Japan to the United States. Consequently, when there came a poor season's business in the United States, an overstock resulted which, in turn, operated seriously against the interests of the Japanese raw silk markets. A financial panic resulted—it was really more of a financial panic than a breaking in the silk market. European countries have responded but faintly, almost not at all, to this flurry on this continent; and business is so good with them that they are quite independent of the Canadian trade. A buyer informed Dry Goods Review that a confirmation of an order was accepted from him by a Swiss house with promise of delivery next March which will, in all probability, mean next June.

"While it is quite likely," said a buyer, "that we have seen the top or nearly the top of high prices, there will be no slump or anything in the nature of a slump. Quite a normal trade would eliminate any of the prevailing stocks and replacement of these same stocks would certainly cost no less and probably more. Silk mills both in the United States and to a similar extent in Europe are not producing any more, but rather less, partly on account of the demands of labor in England; and, in the United States, because of short working hours. In some cases, the mills have closed down altogether because buyers have shown no inclination to place orders. All this will tend to create a shortage when the demand does come, consequently keeping prices at least steady. Raw silk has dropped tremendously in price since a year ago, but this has little affect on the situation on account of the increased demands of labor which show no inclination to weaken. Manufacturers will be able to quote a firmer price when the demand does come because of the drop in the price of the raw material; a thing they were unable to do when the market was continually rising."

So far as the Swiss market is concerned, it is full of European buyers, among them many from Germany and Austria, whose payment of cash for goods is regarded as a safe bet by the Swiss. This market, therefore, has not responded at all to the panic in the United States and is quite independent of Canadian trade on which they need take no chances.

LACES AND EMBROIDERIES

Spring prices, so said one manufacturers' agent to Dry Goods Review, of lace, nets and embroideries, are going to be higher still. Nets especially are showing advances; each succeeding price list bears this out. Labor, the cost of materials and the tremendous cost in coal are factors which enter into the increased costs. Colored silk nets are to be popular and there is a big demand for malines. Orders that have been placed for Fall business have been quite up to normal, but spot business is quite inactive.

NOTIONS

Business in notions is improving after the confusion that was caused by the luxury taxes. Trade during June was very unsettled on this account; there are also signs of a revival of trade in the West as recent orders from the trade coming from there are very heavy. While there is a greater supply of cotton goods on hand, there seems to be no easing up in prices. Business in jewelry is only fair; celluloid goods are still advancing in price and seem increasingly hard to get. There is a fair demand for crochet cottons and a good demand for the large-sized wooden knitting needles, being used for knitting the fringes on sweaters. Wholesalers state that there are indications that retailers are beginning to stock up on notions; this they do not appear to have done during the last year when they were continually advancing in prices. Art needlework is moving well and there have been good placing orders for Fall.

WOOLLEN DRESS GOODS

At the present time, the trade seems to be doing little buying in woollen dress goods, but wholesalers state that placing orders for Fall were quite as heavy as a year ago and, in some cases, much heavier. They further state that they are looking for a good sorting business when Exhibition is on in Toronto and when the Western crops are an assured success. One house told Dry Goods Review that their present stock, in spite of the fact that they had larger placing orders for Fall than last year, was over $100,000 heavier than last year at this time.

Buyers for Spring, 1921, are now across the water.

Methods By Which Merchandise Flows In and Out of Retail Stores

Alfred Koch, Addressing Ad. Men of the World at Convention in Indianapolis, Points Out the Value of Truthful Advertising and the Necessity of Efficient Salesmanship in Order to Give Satisfactory Service to the Consumer—Asks Co-operation Between Newspapers and Merchants.

Alfred Koch, of La Salle & Koch, Toledo, was formerly the president of the National Retail Dry Goods Association in the United States. At the 16th annual convention of the Associated Advertising Clubs, held in Indianapolis, in June, Mr. Koch gave the following address on "The Flow of Goods Into and Out of Retail Stores." Dry Goods Review publishes the address almost complete, with a view to passing on to the trade the many good points brought out so clearly in Mr. Koch's address, that of necessity was only heard by a very small representation of the people who are vitally interested in what he had to say at the convention. —Editor.

THERE are two methods by which merchandise flows into the great retail distributing institutions. First, by means of the buying organization, known as the merchandising feature of any great store. Secondly, goods flow into retail stores by means of a demand created by the great advertising agencies of the country. This demand which advertising creates in the ultimate consumer forces merchandise upon the shelves of the merchant, and too often owing to this forced sale by the manufacturer, the merchandise remains on the shelf and is sold only to the consumer who makes a particular request for a particular article.

"The reaction in the first case is this. When the merchandise man and the buyer have selected and purchased merchandise, they realize immediately the full responsibility of the sale of that merchandise, for they are responsible to the organization by whom they are employed for the turn-over in stock.

"However, the lack of responsibility on the part of the merchandising organization, when there really is no point of contact between them and the nationally advertised line, except so far as a demand had forced them to place the goods on their shelves, is a phase that seems to me to be the most important.

"Where the merchandise comes in without the desire of the merchandising organization, or their personal selection, it is human nature for them to place the responsibility for the sale of that merchandise, back upon the manufacturer.

"The advertising men of the world, I appreciate, have had a big job on their hands in trying to take certain lines of merchandise, most of which were good, but some of which were rather indifferent, and to try to sell in the lines of their advertising, the story of this merchandise and the service which it would render so that the ultimate consumer would come in and ask for it.

"Think then of this consumer, as she arrives in the store, enthusiastic about some particular article, of which she has read, who is met by the human element known as the sales force, connected with that institution. in an apathetic state of mind with regard to nearly everything, and especially when it comes to answering any vital question about the goods on her shelves, whether advertised or not advertised.

"I am sure you will agree with me, that the greatest of advertising writers in the world are apt to suffer when the consumer runs up against a sales organization of this sort, and of which there are too many in the United States.

"I feel that you are to be complimented that you have gone as far as you have with the printed message, which is the cold type contact between the buying public and the manufacturer and which necessarily must suffer, by comparison to the warmth that one human being may give in his expression and understanding of the articles on sale.

Policy, Then Advertising

"The most important feature of our business, after our policy, is advertising. The policy of an institution, dictates its methods,—the advertising mirrors them to you. Wherever it touches you, wherever you meet it, it must stand for the best in the organization. It is always news, truthful news—at least it should be—always the combination of information tempered with editorial censorship.

"I have this vision, that the day will come through this advertising club of the world, which you will make the manufacturer of an article, which is to be specially advertised, understand his responsibility to the merchants of the country, in that they will be sold, before they are forced to place merchandise on their shelves, through personal contact of some sort, and not merely by letters sent to them through the mail. I believe further that the day will come when a force of salesmen will start across the country in advance of any great advertising campaign and will drill the sales force in that particular department, in a school if you please, on the merits of the line. Then will come the millennium—the merchant will be satisfied, the manufacturer will be satisfied, the advertising agency will be satisfied; and though I have named it last, first of all the consuming public will be satisfied, because a distribution will be effected for these various lines, so far in excess of the present day distribution, that the cost will be materially lower from the time the article is manufactured until it reaches the consumer.

The Flow of Goods Out of the Store

"Now let us see how merchandise leaves the store. In the study that I have given to this subject, I believe that there are four methods by which merchandise leaves the store.

"The first, I choose to call the method of necessity, the necessity on the part of the consumer to buy certain staple merchandise during the four seasons of the year, and the only act that is necessary on the part of the institutions, is to keep up the stocks.

"I believe in the ordinary store, that has not gone sales promotion crazy, that this represents about 25 per cent. of the store's business.

"The second field is divided into three parts, and is known to me as that part of the business which is created. In other words, in this modern age, the biggest part of our business is a created business.

"For example, the wonderful sale of furs in summer and the especially great demand that has been created for summer millinery in winter. In fact, it is not an uncommon sight to see the ladies who promenade Fifth Avenue in summer, all bedecked in furs, with high shoes or spats, while in the dead of winter they wear low neck shirt waists, the thinnest of silk hoisery and pumps.

"This will show, I think, perhaps better than any other way, the force of advertising. Human nature likes to be different. Therefore, when you present such an idea as winter things in summer and summer things in winter, it appeals to the devotees of fashion.

"The first of these three parts, it is the business that is created by means of our advertising in the newspapers, the bill boards and the street cars.

Window Big Sales Factor

"The second division is the use of window display and interior display which creates a great demand for merchandise, if properly handled. Let me say right

here, when the newspapers of our city asked us to co-operate with them in not using as much space as formerly, owing to the shortage of print paper, it did not take us over five minutes to make up our minds to double our window trimming force, making it possible to change our windows twice as often as we had in the past, thus affording the public the further opportunity of understanding our merchandise, through actual contact with it in our windows. We advertised the fact that certain merchandise on sale, as shown in our windows, would not be allowed space in the newspapers, owing to the number of departments which needed publicity, and which we could not afford to give both a window and advertising in the newspaper, at the same time.

"I do not believe we shall ever come back to changing our windows as few times as we did before the necessity of our curtailing space in newspapers brought on this idea.

The Sales Force

"Third, and last, but perhaps as important a feature as there is connected with our type of institution, is the sales force itself. The potential possibilities of this great human force for the distribution and for the creation of a demand for merchandise, is beyond anything that I can describe to you here to-day, and is an absolutely untouched and undeveloped part of the scheme of distribution. In the average store to-day, the customer practically waits on herself. It reminds me of the great undeveloped resources of Russia and China; and in but a few organizations has any attempt been made to develop this possibility. I shall come back to this point a little later in my talk.

"75 per cent. of the business—or that which is created, is divided among these three divisions—differently in every store according to its type. By this, I mean that in some stores that have sales promotion ideas as their ideal, perhaps 60 per cent. of the 75 per cent. remaining is created by the presentation of that sales idea, but in other stores where this feature is not so prominent, a lesser per cent. is created by advertising and a larger per cent. by the use of the windows and educational work with the sales force.

"In our own institution, I think it would be fair to say about 33 per cent. of the 75 per cent. is created by advertising and about an equal amount of the remaining 42 per cent. is divided at present between our sales force and our window trimming department. Of course, it is to be remembered that the store merchandising organization which had to do with the purchase of the goods in the first place is responsible for the outflow of same.

Better Business Commission

"Up to the time of the establishment of the Better Business Commission, the foregoing methods were, in my opinion, the ways and means by which merchandise left the stores. At practically the same time that the Ad Clubs of the World were asking themselves "What is the matter with advertising?" a number of merchants were asking themselves the same question, and the answer always came, "It must be the newspapers."

"When this matter was taken up with them, the newspapers showed us the facts that circulation had increased, and that therefore it could not be their fault. In other words, neither group of men, the newspapers or the merchants had given very much thought to the kind of advertising that was being done, and in many cities I think both the newspapers and the merchants at practically the same time agreed around the table, that the reader's confidence was being destroyed.

"So when the Advertising Clubs of the World decided to have the Better Business Commission as a clearing house for truth in advertising, it was decided in many cities to try out the experiment because business ethics did not permit one merchant to call up his competitor and tell him that he did not believe the statements in his advertising were true. but by means of this commission we could call the Commissioner on the phone and place our case before him.

Checks up the Boss, Too

"The big thing the commission does, besides securing facts, in every case, regarding an advertisement is that it checks the chief executive of the various great establishments in a community; and in my opinion, this is the first time that the Chief Executive, who has been censoring the executives under him all his life, has been brought on the carpet in a diplomatic way and told in language not to be misunderstood that there are certain facts about his institution that he has not had the courage to face before. By means of this commission, readers' confidence has absolutely been reclaimed.

"In my humble opinion, it is absolutely necessary for the merchants and the newspapers to clean house together, for advertising, even though it be ever so truthful now-a-days, is judged more or less by the company it keeps and in cleaning up together, both the newspapers and the merchant, I am sure. would get greater results.

"In conclusion, let me say that after the goods have been secured and the merchandising division does all in its power to see that a percentage of the goods goes out through the demand of necessity, and that the windows are of the very best type possible, and that the advertising is absolutely truthful, there remains this one fact in which you ad. men of the world are as deeply interested as should be every merchant in the country, namely, if that great human force known as the sales force is not in a position to handle that customer, after necessity brings her in, or the windows beckon her in from the street, or the advertising appeals to her to come into the institution, then the whole proposition falls of its own weight and fails dismally.

"It is upon this subject that I want to talk a few moments in order that you might see from one merchant's viewpoint, the necessity of working with this sales force organization, and to give it some sort of a goal in life in order that each person might be as enthusiastic about his day's work as the manufacturer is when he gets out some wonderful article,—as the advertising agency is. when it secures the right and privilege to advertise it nationally, and as the merchant would surely feel after he had received that article upon his shelf, if the human factor in his institution could also be enthusiastic in selling it to the great consuming public.

"After all, what we are selling, in the last analysis, is service. If the management of great stores, would only apply those things to them, and which make them enthusiastic about their business, to the rank and file, we should have a different kind of retail distribution.

"By this I mean that the manager of every concern knows exactly what business was done a year ago, what was done during a certain month a year ago, and what he did on every day, a year ago, and the thing that keeps him enthusiastically on his job, is the desire to beat that record.

"Pray tell me how can you expect the average employee, who knows very little, if anything, about what she did a year ago, to be enthusiastic unless you apply the same principles, and how easy it is to put an element of sport into the average day's business.

"When one goes to a football game, he knows what the rules of the game are. He knows that one eleven is going to try to place the ball at the extreme end of the field, and that the other eleven is going to attempt to place it at the other end of the field, and there is a time limit on the game, otherwise, there would be no interest in the game of football. Just so is it with the sales force of the ordintry organization. They come down every day to battle. If they had some means of knowing when they had battled well, some means of knowing when and how they could establish an increase in their salary, through their own effort, I believe that retail distribution would be increased, in fact I know that, from experiments.

"In conclusion, if we can get the boy and girl behind the counter to feel enthusiastic about his merchandise, to have a love for it, and to realize fully that the customer who approaches them at the last moment in the day is a new one (no matter haw many times they have described the merchandise before,) then shall we have a sales force that is moulding intellect, and selling service, instead of merely selling an article for a price, and we shall have accomplished, I think what the ad. men of the world and the retail merchants who are giving some thought to their business should try to accomplish, namely, the best kind of distribution."

Getting into Budget Harness

Merchants Are Still Reticent About Discussing Effect of Tax on Business -- Policies of Large and Small Shops Vary Widely -Some Think Lower Priced Goods Will Be Order of the Day.

THE majority of dealers who are in any way affected by the luxury tax are unwilling to express their opinions yet as to its effect upon business in general. In conversation with a number of prominent merchants this month, Dry Goods Review learned that up to the present the Tax has affected trade to a very small extent, in fact, in one instance, to only one half of one per cent. of the sales in one of the biggest departmental stores. Little or no effect is felt in the silk, ribbons, or lace departments now that the novelty and initial difficulties have worn off, but there is a noticeable demand for lower priced goods in silk stockings, carpets, corsets, and silk underwear. The tendency for Fall will be that buyers will purchase heavily on the untaxed lines of merchandise, to meet the popular demand, but at present all dealers are playing a waiting game insofar as buying is concerned, until the public is better acquainted with the text of the tariff changes or amendment of the Budget.

In Toronto where business in some lines was almost halted, after the first budget announcement was made, sales are now reported to be decidedly brisk. The large stores are holding the usual mid-summer sales as is to be expected at this time of the year, and lovely materials, including silk dress nets of $4 value are selling as low as fifty cents a yard. But this is no sign of a depression.

"We are merely clearing our shelves for fall stock and are obliged to put our goods out at attractive prices," said the buyer for one dress goods department in a large departmental store a few days ago. "We expect these silk dress nets will be higher than ever when the social season commences."

Everywhere the same opinion as to the prices of high class novelty lines is expressed. It is expected that the demand for popular-priced goods will increase, but for those who choose to buy in exclusive lines there will be a variety of exquisitely manufactured materials at giddy prices. Those who wish it will still be able to pay prices in which the luxury tax will figure conspicuously.

Refunding the Tax

With regard to refunding the tax to customers who return unsatisfactory merchandise, all the Montreal department stores are favorably disposed towards the idea, provided the customer can produce her sales slip or bill, recording the amount and date of the purchase. This courtesy entails a certain amount of extra work on the part of the retailer, but is undoubtedly the only way to cope with this aspect of the situation.

"We impress it upon our customers that they should save their bills," stated the head of one large store in Toronto. "We do not hesitate to refund in the case of returned goods, and if an exchange is made we just make the difference either way. It entails considerable work of course, but we feel that the convenience to our customers is of greatest importance, and there has been enough delay in business through the placing of the tax as it is."

Smaller stores, both in Montreal and Toronto and elsewhere, have not as yet the same uniform view regarding the refund. In fact, the majority state that once the tax is paid, they absolutely refuse to consider its return. That, of course, is a question of bookkeeping, and few of the smaller stores are equipped with sufficient staff to permit this extra work which is really a loss to the business.

However, if the smaller merchant takes a tip from the bigger store he will ask his customers to save their bill and in this way prevent himself from being considered disobliging, and indirectly responsible for loss of business. It is expected that matters will gradually be adjusted so that no one will have to suffer unjustly. In the mean time merchants will have to work out their problems as best they can and determine their policy according to the size of their staff.

The consensus of opinion on all sides, as regards Fall prices, is that the Tax will undoubtedly tend to popularize moderate priced goods, and that manufacturers will endeavor to meet the demand, with a beneficial result upon the high cost of living.

Other Features of the Budget; Other Taxes to Be Collected

Stamp Tax Must be Placed on Bills and Notes—Must Also be Placed on Transfers of Stock—Licenses Will be Issued at Nominal Fee—Tax on Sales.

IN addition to the information given in the insert in this issue, there are other points about the budget that must be taken into consideration by the retailer. These points are given below:

Stamp Tax on Bills and Notes

Subject to the provisions hereinafter set out no person shall transfer a bill of exchange or promissory note to a bank in such manner as to constitute the bank the holder thereof or deliver a bill of exchange or promissory note to a bank for collection, unless there is affixed thereto an adhesive stamp or unless there is imposed thereon by means of a die a stamp of the value of, if the amount of the money for which the bill or note is drawn or made.

(i) does not exceed $100...two cents,

(ii) exceeds $100, for every $100 or fraction thereof .....two cents.

(b) If a bill of exchange transferred or delivered to a bank or issued by a bank is payable on demand, or at sight, or on presentation, or within three days after date or sight, such bill shall, for the purpose of the value of the stamp to be affixed thereto or impressed thereon, be deemed to be drawn for an amount not exceeding one hundred dollars.

(c) Whenever a promissory note, payable on demand, is transferred or delivered to a bank in such manner as to constitute the bank the holder, for an advance made or to be made by the bank, a stamp of the value of two cents only is required to be affixed to the note or impressed thereon, whatever the amount of the money for which the note is made.

Stamp Tax on Transfers of Stock

No person shall sell or transfer the stock or shares of any association, company or corporation, by agreement for sale, entry on the books of the association, company or corporation, by delivery of share certificates or share warrants endorsed in blank, or in any other manner whatsoever, or accept the transfer or delivery of any stock or share unless in respect of such sale on transfer there is affixed to or impressed upon the document evidencing the ownership of such stock or shares, or a document showing the transfer or agreement to transfer thereof, an adhesive stamp, or a stamp impressed thereon by means of a die of the value of two cents for every one hundred dollars or fraction thereof of the par value of the stock or shares sold or transferred. Provided that in case of sale where the evidence of transfer is shown only by the books of the company the stamp shall be placed or impressed upon such books; and where

(Continued on page 80)

Canada, Commercially, Requires Sane Leadership; Big Business Looking to Crop Conditions

Panics, Depressions and Slumps Expression of Chronic State of Adversity and No Such State in This Country—Says Country is Sound—Help Retailers From Being Overwhelmed by Conditions That Are Entirely Artificial.

THERE never was a time when the commercial community of Canada so strongly demanded well-defined, sane leadership, and if there ever was an opportunity for credit men to help stabilize the situation, that time is now. Gentlemen, the country is sound, sound agriculturally, sound industrially, sound commercially. It is sound economically, and it is sound financially.

These are the days in which we hear much about panics, slumps, depressions. There is an air of dangerous expectancy abroad, we stand at the threshold of uncertainty, and very largely upon credit men will devolve the task of guilding the commercial community at the present juncture. This will require rare judgment, sound thinking, keen understanding, and a full appreciation of the whole circumstances.

Insofar as Canada is concerned more depends upon the crop outcome than upon anything else, and, if, as the evidences at the moment show, we are successful in this country in reaping an abundant harvest there is no cause whatever for alarm.

The situation in which the country at the moment finds itself is almost entirely artificial. It is a created deflation brought about by deliberately concerted efforts to try and stabilize conditions and reduce the cost of living. It is moreover in opposition to fundamental economic laws, and while it may be justifiable from the standpoint of the object which it seeks to attain, at the same time it is very questionable if it will accomplish what is desired.

Trade does not pass from periods of unprecedented prosperity to that of nothingness in the twinkling of an eye. Panics, depressions, slumps, or such like phenomena which at one time or another afflict the body of business are usually the ultimate expressions of a chronic state of adversity, and we are in no such state in this country.

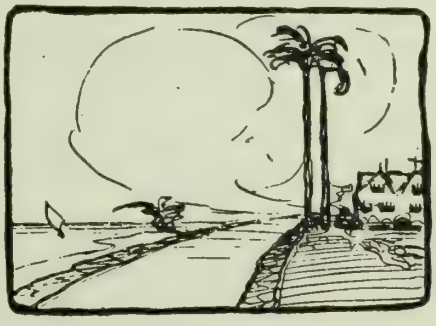
The country is sound. Buyers are paying more for most lines of raw material than have hitherto paid. Labor is asking more in wages, and is not willing to accept less. The world's shelves are destitute of supplies of all kinds. Till these are refilled and reserves again created there will be a demand for the staple commodities of the world, and Canada is largely interested in the production of staple commodities. Where there is lots of work, and willing workers, there can come no panic, no commercial catastrophe; and while continental finance makes trading difficult, this is being gradually overcome, and the world will go on serenely to the task of reconstruction and readjustment. What we need is courage. Courage to prevent our retail friends from allowing themselves to be overwhelmed in the present situation, and to assist them to a full realization of the fact that the present stress is created by man, and is not founded upon the inexorable laws of natural economy.

Are there any sound reasons, economically or industrially, why Canada should be passing through a period of uncertainty in her business outlook? Looking at the elements which enter into the finished product—raw materials and labor—is there any sound reason for believing that lower prices are coming? Is there any cause for alarm that there is going to be a prolonged period of depression?

These are questions of vital interest to the retailer. It might be pointed out that periods of depression invariably follow over-production, when the world's shelves are overflowing with goods. Does such a condition of affairs exist now? Thomas W. Learie, of the W. R. Johnston & Co., Ltd., Toronto, and president of the Canadian Credit Men's Association, is giving the advice contained in this letter to credit men of Canada. It has in it many useful suggestions for retailers.

To credit men I would urge the closest scrutiny of crop conditions during the present season. Upon the crops hangs the success or failure of our whole commercial structure. Most merchants have built substantial surpluses into their business, but unless there is a crop, and the indications are that there will be a good one, they will have little opportunity of realizing anything like the surpluses which they feel they have accumulated.

At the moment a changed fiscal policy for Canada adds somewhat to our burdens. At the same time the merits of the government's policy, looking to the elimination of national borrowing, commends itself to sound judgment, and no matter what our individual opinions may be as to the merits of the sales tax, luxury tax, or other forms of taxation as compared with those of the past, or any other that may be suggested for the future, let us like loyal Canadians stand by whatever policy may be adopted by our elected representatives, and co-operate with them in the fullest measure to to make the working out of the new situation a national success.



The new Bankruptcy Act comes into effect on the 1st of July. The general rules governing same are at the moment being completed. Some small essential revisions in the Act are before the House, these being necessary to make the general rules applicable in certain sections. Let us join in the strongest endeavor to make the Bankruptcy Act the most satisfactory legislation of the kind in the world, and a large measure of this can be attained by entrusting the conducting of our insolvency affairs to the organization which we ourselves control.

Finch Bros. Join Early-closing Ranks

Hamilton Firm Takes Progressive Step in Interest of Staff—Announce Saturday Half Holiday

The Saturday half holiday policy is gaining in favor all over the Dominion, and it is to be hoped that the whole trade will some day ere long participate in this humane practice, and one which should meet with the hearty endorsation of the consumers as well as employees and employers.

Finch Bros., Ltd., of Hamilton, Ont., are the first firm in the Ambitious City to inaugurate the Saturday half-holiday, and inserted a smart and attractively-worded little announcement to this effect in the daily papers of July 8. During July and August this firm will close on Saturdays at one o'clock and the public will undoubtedly approve this progressive step on the part of a reliable firm which deliberates carefully in the contemplation of every innovation before it is put into practice. Finch Bros., in asking the support of the early closing, also state that the store will open at 8.30 a.m. Saturdays instead of 9 o'clock as on regular shopping days.

Stacey's for Students and Tourists

Smart Shop in the University Town Believes in Up-to-date Methods—Cash Carrier System Employed—Bonuses Paid to Entire Sales Staff—Great Success Experienced With Special Sales for Clearing Stocks.

STACEY'S, LTD., of Kingston, is one of Eastern Ontario's most successful dry goods business, situated ideally in a University city and frequented by a very large number of American tourists as well as holiday-bent citizens from other parts of the Province.

"We have no room for old-fashioned methods in our business which must have a very up-to-date appeal to our customers," said the head of this firm recently, when a representative of Dry Goods Review called at the Stacey store. "Kingston is a famous educational centre as well as the home of the Royal Military College and a place of interest for travellers from many parts, and we have therefore been obliged to make a careful study of the needs of the students at these institutions in order to be of service to them." Mr. Stacey declared that he owed much of his store's success to the huge student custom with which he is favored.

In addition to catering to students and tourists this smart Kingston store reaches out to the outlying districts beyond the city by means of circulars, and is thus increasing its custom month by month.

Stacy's ambition is to be the most liberal of any store in Kingston and endeavor to make no distinction between classes but to quote the lowest possible prices. Securing in all instances the lowest market prices, for the reason that they always buy for cash, Stacey's can meet the keenest competition because they do more than the ordinary thing.

Only Import U. S. Ideas

An instance of this is apparent in Stacey's resolve to sell nothing but Canadian-made products. To this end, they visit the American style centres but import nothing except ideas, which are later developed by Canadian manufacturers for Stacey's exclusive sale.

By August 1st, Stacey's, Ltd., will occupy 1,500 square feet of floor space and will feature in popular-priced varieties of dry goods and women's ready-to-wear clothing of the higher grades, as well as house furnishings of every description

Use Basket Cash Carriers

Stacey's, Ltd., is the only Kingston store to employ a basket cash carrier system with a central station. This method does away with the necessity of parcel wrapping behind the counter and ensures accurate change making and sales records. A staff of four girls and an inspector and cashier operate the central cash station, which is situated midway between the first and second floors.

Regarding sales, Stacey's have found that monthly economy sales when prices are reduced 25 to 50 per cent. are a strong attraction. Goods are specially purchased for these special sales. At certain times Stacey's allow 20 per cent. off everything with greater concession on ready-to-wear, and this they find, enables them to dispose of every article of stock before the next season is underway. By allowing a 5 per cent. discount to regular customers for cash the firm suffers no loss through bad debts.

Fall Forecasts

For the fall trade, Stacey's do not forsee any great advance in prices, on account of the enforcement of the Luxury Tax. Coats, for instance, will be sold as near to the $50 limit as possible and will tend to popularize the moderate-priced garment. Stacey's are of the opinion that the manufacturers have kept prices up unnecessarily, and it is now up to the consumer to decide whether he will pay high prices or not. High-priced luxuries are already showing a marked falling off, especially in evening dresses, cloaks, slippers, etc.

Business, according to Stacey's, is excellent and to stimulate their sales staff, they are inaugurating a bonus scale of salaries in order to bring down the overhead expenses as low as possible. The more sales they can record and the lower they bring down their overhead, the more they can participate in the bonus. Once a month efficiency classes are held by the manager, which are aimed to assist the sales clerk to overcome his or her peculiar difficulties.

A very popular feature of Stacey's store is the lady's underwear department on the second floor, where a trained corsetiere is constantly demonstrating the finest lines of Canadian corsets. Fitting rooms are provided for the purpose and this section is proving to be a real asset to the store.

In general, the atmosphere of Stacey's, Ltd., is inspiring and infectious. Its managers are alive to every possible means of expanding their business, and believe firmly that nothing succeeds like success.

OTHER FEATURES OF THE BUDGET

(Continued from page 78)

the change of ownership is by transfer of the certificate the stamp shall be placed or impressed upon the certificate; and in case of an agreement to sell or where the transfer is by delivery of the certificate assigned in blank there shall be made and delivered by the seller to the buyer a bill or memorandum of such sale, to which the stamp shall be affixed or impressed; and every bill or memorandum of sale or agreement to sell before mentioned shall show the date thereof, the name of the seller, the amount of the sale, and the matter or thing to which it refers. Provided that the first delivery by a corporation or company of such shares, or debenture stock, in order to effect an issue, shall not be subject to the tax imposed by this subsection.

(2) Any person who violates any of the provisions of this subsection shall be liable to a penalty not exceeding five hundred dollars.

Licenses

Every person selling or dealing in the articles upon which taxes are imposed as prescribed by this section may be required by the Minister to take out annual license therefor, for which license a fee not exceeding two dollars shall be paid.

Tax on Sales

In addition to the present duty of excise and customs a tax of one per cent. shall be imposed, levied and collected on sales and deliveries by manufacturers and wholesalers, or jobbers and on the duty paid value of importations, but in respect of sales by manufacturers to retailers or consumers, or on importations by retailers or consumers, the tax payable shall be two per cent; that the purchaser shall be furnished with a written invoice of any sale, which invoice shall state separately the amount of such tax to at least the extent of one per cent. but such tax must not be included in the manufacturer's or wholesaler's costs on which profit is calculated; and the tax shall be paid by the purchaser to the wholesaler or manufacturer at the time of such sale, and by the wholesaler or manufacturer to His Majesty in accordance with such regulations as may be prescribed, and such wholesaler or manufacturer shall be liable to a penalty not exceeding five hundred dollars, if such payments are not made, and in addition shall be liable to a penalty equal to double the amount of the excise duties unpaid.

Provided that a drawback may be granted of the tax paid on goods exported or on materials used, wrought into or attached to articles exported.

Further Steps Toward Dominion Organization; Attitude of the Daily Press is Criticised

Executive Meeting of Ontario Retail Clothiers Meet in Hamilton—R. F. Fitzpatrick, Vice-President, to Attend Vancouver Meeting and Inaugurate Organization Steps In Western Provinces.

A VERY important meeting of the executive of the clothing section of the Retail Merchants' Association, Ontario branch, was held in Hamilton on June 21st, 1920, with president E. R. Fisher of Ottawa, in the chair, and Messrs. Ed. Mack and R. F. Fitzpatrick, Toronto; W. H. Blair and D. E. Johnson, Ottawa; and W. C. Miller, Provincial secretary, present. Such matters as a Dominion organization, false advertising, the necessity and approval of clothing manufacturers' publicity campaign to enlighten public opinion on clothing costs, and appreciation of the amendments made to the budget by Sir Henry Drayton were discussed and passed upon in a series of resolutions.

Strengthening Provincial Organization

A resolution was passed that the provinical secretary, Mr. Miller, assisted by a committee composed of Messrs. Ed. Mack, E. R. Fisher, D. E. Johnson, J. C. Begg, secure the names of the prominent clothiers of each town and city in the Province of Ontario and if found that any of these firms are not members of the Clothiers' section of the Retail Merchants' Association, that an effort be made to make them members not only of the Retail Merchants' Association, but also of the clothiers' branch, and that a letter be sent by the president to each member notifying him that his fees are now due; also that a membership card be sent upon receipt of fee as an official receipt.

Looking Toward Dominion Organization

Further steps toward the formation of a Dominion organization of clothiers were taken at this meeting. R. F. Fitzpatrick, vice-president of the Provincial organization, was, by resolution, appointed a delegate to the Vancouver Dominion Board meeting in July to represent the Ontario Retail Clothiers. Mr. Fitzpatrick left for the west on July 12th, and on the way out to the coast he will confer with the secretaries of the retail merchants association of the Western province with a view to laying the foundation stone of the Dominion organization. At an early date, a full report of this trip with the results that have been obtained will be made.

Appreciate Finance Minister

By resolution, it was decided to forward a communication to the Minister of Finance, Sir Henry Drayton, expressing appreciation on behalf of the Ontario clothiers "of the consideration and subsequent amendments to the luxury tax as it affected retail clothiers which they believe will be to the mutual advantage of the Government and of the consuming public, as well as to the trade generally, and that this meeting pledge its unanimous co-operation to the Minister of Finance in complying with the regulations governing same and that a copy of this resolution be sent to Sir Henry Drayton."

Action re False Advertising

The executive decided to take action in a matter which was drawn to their attenion by an advertisement appearing in Toronto papers on June 21st, headed "Manufacturers' Overloaded Sale." A resolution was passed as follows: "That whereas, ... attention was drawn to an advertisement appearing in the Toronto press of June 21st, 1920, headed "Manufacturers' Overloaded Sale," and which was deemed of a fraudulent nature, and as the Clothing Manufacturers were identified in the same, that this meeting disbelieve that they would be a party to the same and request that immediate action be taken by the clothing manufacturers to investigate the authenticity of same, and hereby pledge the unanimous co-operation of the retail trade in suppressing this apparent violation of the False Advertising Act, and that the following committee be appointed to act in conjunction with the clothing manufacturers with the view of giving immediate effect to the purport of this resolution. Committee, Messrs Mack, Fitzpatrick and Begg.

Resolution on Attitude of Press

The executive took into its consideration the attitude of the daily press in giving space in its news columns to items regarding clothing sales conducted by certain retailers. The resolution is as follows:

"Whereas the press of Canada have given undue prominence as news items to so-called sales and reductions made by some merchants, although it has not hitherto been the custom to consider such items as news; and, whereas, in view of the fact that no general reduction in wholesale prices has taken place, but on the contrary prices quoted on recent purchases placed by merchants for fall delivery have shown ten to twenty per cent. advance.

"Now, therefore, be it resolved by the Ontario Retail Clothiers' Association, formed for the purpose of bettering trade conditions, that it is in the judgement of the executive of this association that the attention of certain fundamental principles of merchandising be called to the attention of the Canadian Press Association, viz:

"That supply and demand regulate prices. That up to the present time production has not caught up with demand. That Canadian merchants are selling at prices consistent with fair dealing and present costs. That a universal reduction of prices brought about by articles of agitation can lead only to harmful results commercially and, perhaps, in many instances to bankruptcy. That in the course of general business many sales occur and price reductions follow at the close of each season; this decreases to a material extent the general average profit. That merchants rents, taxes and salaries paid have not decreased but have advanced. That no general reduction can be expected at the present time except at a loss and financial peril to the retailer or by causes that create a panic.

"Therefore, be it further resolved, that the press be urged to avoid causing unrest in the mercantile field by giving notoriety to spasmodic sales in other cities, as such reports create additional unrest with buyers and uneasiness wit merchants.

"These resolutions have been drawn up and acted on only after assurances have been given to this executive board by our merchants and members that prices will be reduced to the consuming public as rapidly as conditions will warrant.

"And that a copy of this resolution be sent to each member of the Ontario Retail Clothiers' Executive asking them to see that their local press take action."

Other Resolutions

A further resolution was passed in which the executive recommended to the trade generally the object of the publicity campaign being conducted by the Clothing Manufacturers' Association, the object of which is the dissemination to the consuming public of facts and conditions as they exist in the clothing industry today from a wholesale and retail point of view, and request their hearty co-operation in the purchases from such firms as are identified in this campaign and that the manufacturers be requested to notify the Association of the firms who have taken the matter up.

The regrets of the Executive were expressed over the resignation of R. D. Cameron of Lucknow, from the executive board. The members of the Dominion Board and Executive Council where commended for the very able and comprehensive memorandum submitted to the Minister of Finance dealing with the affects of the budget on the retail trade.

Recent Declines Part of Gradual Movement

New York National Bank of Commerce Comments on General Business Conditions, Outlook for Crops, Possibility of Lower Prices, And the Seriousness of Labor Shortage in Settling Back Needed Production.

THE service department of the National Bank of Commerce in New York issued the following bulletin on industrial conditions this past month. While the remarks deal in a very general way, the statistics dealing with consumption of materials in various productions will be of considerable value, and the gravity of the labor shortage will be better appreciated by reading the summary which deals very clearly and correctly with this factor:

"Recent declines in the prices of a few commodities are not to be regarded as isolated instances, but are part of a gradual and general movement that has been under way for a considerable time.

Movement Evident

"The statement says: 'It has generally been conceded that prices would ultimately seek a lower level than that maintained during the war and immediately thereafter. Such decline has always followed the overstimulation of commerce and industry produced by war. Under these circumstances a downward price movement, if gradual and orderly, is to be welcomed both as an evidence of the return of more orderly conditions and as a factor in accomplishing that return. Such a movement in the prices of basic commodities is now clearly evident. Sharp recent declines in a few commodities, however, are likely to cause the business public to lose sight of the fact that in a number of other commodities a gradual decline has been under way for a considerable time. The prices of copper and zinc have been at low levels ever since the armistice. Hogs declined over $9 per hundred, or about 40 per cent. from July to December, 1919. Since that date they have recovered slightly, and have continued fairly steadily near their present level since January, 1920. The price of cattle declined from October, 1919, to May, 1920. The prices of best packer hides and No. 1 city calfskins have declined steadily and fairly regularly since August, 1919. Thus it will be seen that recent declines are not to be viewed as isolated instances, but as a part of a gradual and general movement, the time at which each commodity responds and the degree to which it is affected being determined by conditions in the national and international market for that specific commodity.

Must Produce

Even at this time it is well to emphasize once more that the abnormal price level has been the result first of actual physical shortage of goods in relation to demand, and second, of expansion in the volume of credit and the various forms of money. It is thus clear that a decline in prices can only be brought about by a falling off of demand, an increase in the physical volume of production, a decrease in the volume of credit and money, or by these and various other causes working together. The armistice automatically destroyed the specialized demand which the war



had created, and removed the artificial support which had sustained the buying power of Europe during the conflict. While the stimulated domestic demand in the United States and elsewhere at first appeared to offset this, this influence could not possibly be permanent.

"In many lines consumption is not immediate, so that the rate of purchase after every abnormal period inevitably declines to a normal level or below it. It is primarily this tendency which has been reflected in the refusal of buyers to accept additional price increases, or indeed, to buy in undiminished volume at the levels which had prevailed for months.

Industrial Reaction

'It was not to be expected that the industrial community could maintain the high tension under which it had worked during the war years, and it is very doubtful as to whether the maintenance of this tension would have been desirable. Despite numerous and widespread complaints as to the unsatisfactory condition of production in the United States, the fact remains that since the recovery from the temporary hesitation following the armistice, this country has increased production in certain directions. During May, American cotton mills consumed 541,080 running bales of cotton, an amount exceeded for the corresponding month in 1916, 1917 and 1918, but exceeding May consumption from 1913 to 1915 and 1919. Total consumption for the first five months of 1920 was 2,792,942 running bales, or at a rate of 6,700,000 bales per year. Returns for wool consumption are not available later than for April, when 66,900,000 pounds, grease equivalent, were used.

"It is certain that consumption for May and June will show a heavy decline. At the same time, total consumption for 1919 was 622,218,000 pounds, grease equivalent, and for the first four months of 1920 the total was 272,000,000 pounds. Although exact data are not available prior to the war, annual consumption for the five fiscal years 1910-1914 averaged about 510,000,000 pounds per year, and consumption in 1917, the maximum year for the industry thus far, was 768,000,000 pounds. Bituminous coal production for May was a little over 38,000,000 short tons, and for the first 134 working days of 1920 it was 221,043,000 tons, compared with 184,004,000 tons for the same period in 1919, and 240,973,000 tons in 1918. While it is true that in many lines production in 1919 and thus far into 1920 has been against great odds, and in many cases disappointing, it is nevertheless true that production has been gradually filling up the gap between demand and supply, not only in the United States but in every country in the world except those yet in a state of internal disorder.

Further Advances Unwise

"In the face of these conditions, discernible to all far-seeing business men, the unwisdom of further credit expansion became apparent some months ago. Efforts to prevent such expansion have resulted in a considerable strain on credit, and this has been much accentuated by retarded transportation and consequent tying up of a large volume of credit.

At the same time, the fact must not be lost sight of that the credit position of the United States is essentially sound, and that there will be credit for enterprises prepared to oc-operate intelligently in the work of bringing manufacturing, commerical and financial operations to a stable and conservative basis.

The Labor Situation

"A factor not to be overlooked at the present time is the increasing unemployment. In some districts large numbers of men are out of work as a result of disorganized transporation. This effect has been especially noteworthy in the coal regions and in the great centres of automobile manufacture. Refusal of the public to accept increased prices, or even to maintain a volume of purchase equal to that of recent months at the level of prices then prevailing, has reacted sharply on some sections of the textile industry and on the garment trades. Considerable unemployment in these industries has resulted. If this is of brief duration, it need have no serious effects, but prolonged and widespread unemployment rapidly destroys buying power and produces social unrest, so that a far-seeing policy will indicate its avoidance if this is at all possible.

Continued on page 86

Walkers Win at Fort William

Former Toronto Firm Now Established at Gate to the West Makes Great Progress With Customers of All Nationalities—Nine Well-equipped Departments and a Unique System of Merchandising Have Increased Business 400% in Five Years.

RIGHT at the gate to the Golden West—in the heart of Fort William—is a real live dry goods store that ranks with the best that East or West can offer in the way of up-to-date retail businesses. "Walker's" is universally known in both Fort William and Port Arthur and is owned by the firm of R. E. Walker and Company. A short time ago a representative of Dry Goods Review interviewed Mr. G. E. Walker of this firm and learned some of the reasons to which the success of the business may be attributed.

Nothing Overlooked

In the first place, the store is equipped to look after the entire dress needs of the feminine world of Fort William and Port Arthur and the surrounding country. There are nine well organized departments handling all items of the well appointed wardrobe. The store itself is a two storey, airy building, occupying an area of 55 x 120 feet and has a balcony floor set apart for offices and an accommodating rest room for shoppers. Great importance is attached by the director of this business to the location of departments.

"Each department should have some relation to the one situated next it," declared Mr. Walker. "No woman wants to have to run all over the store looking for this item and that she wants the accessory sections conveniently arranged, and not mixed up with kitchen utensils. We have endeavored to arrange our department to give the greatest satisfaction to our customers, and also to encourage the most effective displays in each instance."

Where Departments Are Found

In carrying out this idea, the Walker store has placed the glove department at the very front of the store running parallel with the panelling at the back of the right hand window. Directly next is the corset department, which always requires prominent display; and in this instance the department is in the hands of an expert corsetiere. The balance of the right side of the store is given up to staples and fabrics. Directly behind the other front show window, to the left of the main entrance, is situated the hosiery department. Under the balcony to the left are the eye-needlework and pattern departments, while to the right are the draperies and curtains. In the centre of the store are two forty-foot circles carrying the white-wear, underwear and notions' stock and the top of these circles is advantageously used for special display purposes.

The Second Floor Departments

On the second floor are situated the ready-to-wear and millinery departments. These are excellently fitted and conducted on very up-to-date methods. Of the 140 feet of wall casing lining these two departments, 70 feet is given to suits, coats and frocks, 18 feet to ribbons and flowers, and 54 feet to millinery. There are, in addition, nine large tables fitted with drawers in which stock for immediate use is kept fresh and attractive, and in addition there are three specially built pillar tables that add considerably to the appearance of the whole floor, which is in charge of Miss C. MacDonald, formerly head of the ready-to-wear department of the Hudson Bay Company in Fort William.

Service Makes Money

In general conversation with Mr. Walker, Dry Goods Review learned that this business had increased 400 per cent. in the past five years.

"How did you do it," was the natural question.

"By giving service that satisfied the people," was Mr. Walker's reply. "Everyone on my staff knows that satisfactory service is the only thing that will induce customers to return."

Mr. Walker further stated that his idea of correct merchandising was in having the right goods at the right time, at the right price and in the right quantity.

Cater to all Classes

Before moving to Fort William, the late Mr. R. E. Walker owned a dry goods business for many years at 450 Spadina Avenue, Toronto. "When he moved out here he had a different proposition to face," said Mr. Walker. "There is no such thing as an unknown tongue in Fort William and we have all had to learn that in order to increase our business we must cater to all tribes and classes. The unusually mixed population here has made merchandising a different proposition from what it was at the old Toronto site when the late Mr. R. E. Walker first commenced business."

This condition keeps the sales force very alert and requires them to have plenty of initiative in making their sales. They have to have a reason ready for all customers, and the responsibility is profitable according to the present head of the business. Mr. Walker makes the head of each department responsible for the buying of that department. At the beginning of each month the heads of the departments are apportioned an amount which will cover their especial requirements based on the floor space occupied, turnover, etc.

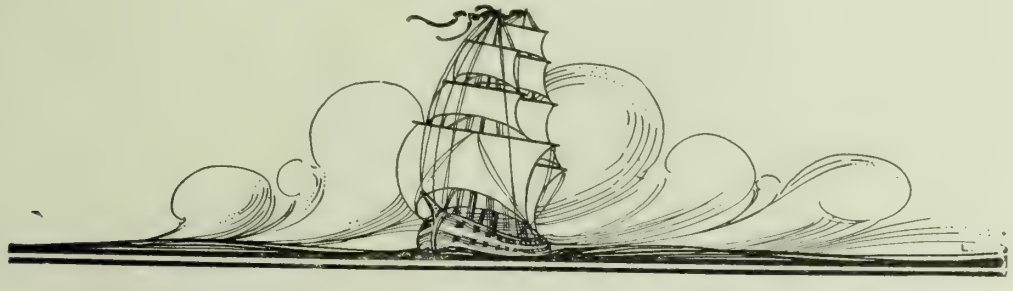
At the end of each month statements are made by the heads and the entire sales force. Everything possible is done to stimulate genuine competition between the clerks.

In May posters were prominently placed announcing a special Progress Month with the aim of a $15,000 increase in business. Every department strove to make this a reality.

"Will you make it?" Mr. Walker was asked. "Oh, I don't expect so, but we will beat May, 1919, by at least $10,000. If I had expected $15,000 I would have placed the goal at $20,000. The scheme is good for my staff and I haven't one who is not right with me."

"The only way we ever lose any is when our girls leave to be married," added Mr. Walker. Asked as to the outlook for fall business, Mr. Walker said: "Up to date this year business has been good. It's good now and we are anticipating it even better this coming season."

Walker's are stupendous advertisers. They carry full page ads. in both the Fort William and Port Arthur papers and from a half to full page in the Finnish paper published there.



Ways of Building Up Mailing Lists That Have Been Successfully Adopted

Up-to-date Merchant Keeps His Business Stimulated With Increasing Number of New Customers—To Get These His Mailing Lists Must be Built Up by Various Methods—Papers, Official Records and City Phone Directories Are All Useful

EVERY dealer, no matter in what line of business he is engaged, sooner or later faces that most important problem in retailing—how to get the most out of the sale possibilities of his particular territory.

The progressive business man is not content to let his thriving business sleep on it present prosperity. He knows that sooner or later he will have to attract a new clientele, so to speak, to keep pace with the growth of his establishment, and he must replace those customers that have drifted from his control.

The dealer must utilize every possible resource at his command to build up an intelligent list of live prospects. The list is to be used for follow-ups letters and for other literature, such as announcements of special sales and other events.

The Mailing List

A perfect mailing list deplete of "dead wood," and carefully prepared represents the purchasing capacity of the community in which the dealer conducts his business, and forms his goal for future business. It is the best safeguard against the encroachments of the mail order houses.

Every progressive dealer realizes the importance of a workable mailing list, but his chief problem is how to keep his list constantly up-to-date, with additional "live names." Another problem he is constantly up against is how to classify the prospective customers according to their respective purchasing needs and capacities.

It is the purpose of this article to outline a number of methods employed by progressive business men in various parts of the country, methods which have resulted in good mailing lists. A number of these are passed on to the readers of this publication in the hope that they will be aided in compiling lists suitable for their own use and profit.

Where To Find Names

The first thing to take into consideration is that there is no limit to the sources from which the dealer may obtain good names of prospects in his territory. No city or town is too big or too small to limit the dealer's ingenuity in discovering new sources of names. By looking around and keeping eyes and ears wide open the dealer can discover sources that have been neglected by his competitors, and even by the large mail order houses.

In compiling a mailing list a dealer has the opportunity to exercise a great range of ingenuity and considerable foresight and judgment.

A common source for live prospects, that some dealers neglect almost entirely, is the daily or weekly newspaper. A number of progressive dealers known to the writer have made excellent use of this source in building up their mailing lists. One dealer keeps a systematic file of newspaper clippings, especially those which give the names and addresses of residents of the particular community. In the small city or town the local newspaper is an especially good source. Names of local residents count a great deal more with a small town newspaper than with a metropolitan daily, and the names are generally spelled more correctly than in the big town newspaper.

In The Smaller Towns

Generally speaking the dealer can determine the social and financial standing of a resident of the town by the perusal of the local newspaper recording the meeting of a society of which the prospect has been elected an official, or items to the effect that Mr. John Smith had recently engaged in a successful real estate venture, or that Mrs. Mary James has increased her social activities and has formed the habit of conducting frequent sociables at her residence.

From such almost trivial information the dealer can determine just how anxious Mr. John Smith would be to buy things for himself and for members of his family, in view of his increasing prosperity, and just how Mrs. Mary James would be thinking at the time of buying new things for herself and for her home, in view of her increasing social activities in the town.

Enterprising dealers are in the habit of watching the newspapers for announcements of association meetings, for church and school activities, for local elections, for excursions. for real estate transactions, for removals and for names of visitors to the city or town.

Armed with such names, and by using good judgment, the dealer can shape his follow-up letters so they will carry the most appropriate appeal to the people they are intended to reach. By constant reference to the newspapers the dealer can build up a pretty good list of prospects, and by using a little judgment can classify these names so as to determine the kind of letters to send them and the time to send these letters.

Hob-Nobbing With The "Postie"

Another has been able to get up a neat little "live" list without budging from his place of business. He has made it his business to be on very friendly and intimate terms with his letter carrier. The carrier periodically furnishes the dealer with names and addresses of people on his route, giving their full names correctly—and letter carriers are reputed for this virtue—and other necessary and useful information, such as the standing of the prospect, his or her personal habits, the size of the family, the ages of the children and other interesting sidelights than can be utilized by the dealer to good advantage.

Getting After Owners of Cars

Another profitable source are the records of the state and county officials whose duty it is to record the number and the names and addresses of automobile owners in the particular community in which the dealer is chiefly concerned. This has become a very important source, not only for the dealer but also for the manufacturer and for the mail order houses. The manufacturer can gain a pretty good idea of the buying capacity of the particular territory by learning the number of automobile owners in the community. The retailer can profit even more from such information.

The fact that a man owns an automobile stamps him, and members of his family, as a very desirable customer. For one thing, it indicates the resident's buying power. The purchase of an autobile tends in the long run to raise the standard of living of the family. Traveling a good deal and visiting other homes brings a desire for new and better things for the house and members of the family.

There is not a retailer who cannot increase his business to a large extent by catering to automobile owning families. The purchase of an automobile is accompanied by an active demand for accessories, for clothing and for a variety of other articles.

Families owning automobiles naturally travel a great deal more than the ordinary family. That creates a desire for better homes, and even for new homes. The family spending budget is automatically increased with the purchase of an automobile.

Lists of automobile owners are kept by state and county officials, and can be inspected by any citizen without charge. The names can be copied or the dealer can have copies made for him by the payment of a fee.

State and county officials are very good sources for the dealer to cultivate. We need hardly mention the records of

the marriage license bureau, and the birth records kept by the county clerk.

Where The Tax Department Helps

The tax assessor's office can furnish names of home owners in the particular community. Here is another fertile source. The dealer can determine the purchasing power of a taxpayer by the amount the latter has paid in taxes, and the regularity with which the taxes are paid.

In the small towns these lists are often published in the local newspapers and can be clipped for ready use.

Voters' Lists Useful

The dealer can also refer to the lists compiled by the election officials. These lists contain full information about the voters, the nature of their businesses and occupations, and such other personal details. These lists are on file, free for ready inspection. A lot of retailers have made profitable use of this source.

There are other equally profitable sources that the dealer ought to cultivate. They have been used by progressive business men with success, and that is the reason they will prove of value to others.

The Telephone

Take the telephone book in your town. Some dealers attest that the telephone book is the best source for local names. The fact that a family possess a telephone privilege marks it as a good purchasing family. In some cities and towns, in fact in the majority of them, the telephone companies publish classified directories. The prospects are already classified for the dealer according to business and occupation.

The telephone directory gives the dealer another advantage. After addressing a number of telephone subscribers, these can be followed up on the telephone without consequent loss of time and effort required in hunting for telephone numbers.

Another good source is any of the public service corporations in the community. A dealer might get a list from the local gas or electric corporation. It is not an easy source to cultivate, however, for the service corporation officials are not very anxious to expose their records to public inspection. The dealer can get good results, however, by cultivating an employe of the organization. Sometimes the dealer can get results by paying this employe a fee for his services.

It stands to reason that a family paying bills for electric lighting in the home will furnish better trade for the dealer than the family that hasn't gone further than gas illumination. A complete list of people using the electric lighting corporation service is therefore an important asset for the dealer who makes it his business to follow up prospective customers.

The Banks Help, Too

Likewise, the dealer can get good results from a list of residents carrying savings accounts in the local banks. He can procure the names of those carrying checking accounts. As is the case with the public service corporations the dealer has to exercise considerable discretion and diplomacy in order to obtain the desired co-operation of the bank officials, but the results fully warrant the special effort.

A bank list reveals a lot of interesting data about a man's standing in the community, and serves as an excellent guage for judging purchasing power.

A dealer should also secure a list of the families that have moved into the city or town, and the names of new businessmen. These can be gotten from the files of the local newspaper, or in some manner from the postmaster direct.

A standard way of securing names of prospects is by advertising in the local newspapers. Dealers offer prizes to correspondents furnishing one or more names, with addresses, of prospects. A lot depends, however, on the way the advertising copy is worded, and the nature of the business in which the dealer is engaged.

Holding a Contest

One Ontario dealer succeeded in securing a large number of "live" prospects merely by advertising in the local newspaper.

"I want the name and address of every person within 20 miles of this town who contemplates buying any of the articles on sale in my store," is the way his copy runs. "The one sending in the most names by July 1, 1920, will get the first prize, next highest, second prize, next, third prize. With each name sent in it may be stated about when party will be ready to buy, with correct name and address. Name must be sent in by mail or person —don't phone; and when you have a name to send in don't wait, because some one else may have the same name and the one reaching me first will get the credit. Names that I already have will not count—must be new ones. Get busy."

Another method is to have school children secure names and addresses of prospects, promising one cent for each name. The school children can also furnish additional information. These names, however can be fully checked up by other lists, such as the voting list kept at the county office.

Dealers Exchange Lists

In several communities dealers have discovered a novel way of securing lists of live prospects. Especially in those communities where local rating bureaus exist because the dealers have found it extremely beneficial to exchange lists. It is the practice for two or more dealers who are not in competition with each other to agree to exchange their customer lists every now and then.

This is considered a desirable method and has worked advantageously to all concerned. The dealers are little inconvenienced in making duplicate lists. In exchange each receives a list of fine prospects, each name standing for proven purchasing power. The merchant also has a good idea of the financial standing of each of the prospects, and he therefore knows how to shape the letters that are to be sent to them in order to obtain maximum results.

Of course, there are other methods, but these are to be developed by the merchant's own ingenuity. The above have been used with success by others, and there is no reason why they cannot find general application.

St. John Merchant

Believes Situation in Maritime Provinces is Fairly Sound But Advises Trade to Go Slow

Less than two months ago wholesale drygoods merchants in St. John were complaining that they could not get supplies for the Maritime trade, much less for teh export trade to the West Indies. More recently there has been a falling off of orders from the Maritime retail trade, but neither the wholesalers or retailers are carrying large stocks, and while the general public is not spending so freely the workers have plenty of employment at better wages than they ever had, and a good demand for all kinds of commodities seems likely to continue. Some dry goods merchants have been cutting prices and advertising bargain sales, but many believe that the best policy is to exercise caution.

"None of us know what the future has in store," said a dry goods man, who does a representative business in Eastern Canada. "No doubt we will be affected by the general situation throughout Canada and the world, but the factors in that situation are too puzzling for me, so I have decided that the best policy for me is to work on the situation as I see it in St. John and New Brunswick. And my estimate of the local situation is that it is fairly sound and likely to continue so, if money can be obtained to carry on the various important industries being projected or put underway in different parts.

"This year I have done as much business so far as I did last year, and during the first six months of last year we outfitted a lot of returned soldiers," continued this merchant. "Now and then I have made reductions in prices in various lines, but perhaps on the whole not to any greater extent than I would have done in arranging sales in any ordinary year."

"At present business is not active, but this is the slack season anyway. I am not anxious to get rid of my stock in a hurry; on the other hand I am not putting in any orders for large stocks. At the same time I put in orders six months ago for various lines which I have not yet received and which I could sell at a good profit any day. And the only reason why I have not received these lines is that the manufacturer cannot keep up with his orders. I believe that if we could develop some system of pooling orders, the manufacturer might be encouraged to stimulate production and the banker would be given a satisfactory guarantee. When a factory slows down it is bad for business, disturbs public confidence, and has a wide reaction. But it would not be an easy problem to solve. Many retailers would not report the demand for certain lines because of their desire to sell their other lines."

Determining Your Business Profits

The Surest and Easiest System is the 100 Per Cent. Method of Figuring and Could be Used by All Merchants—The Books Kept in Business Will Help Turnovers—Good List Given Herewith

THERE is an old but true saying which applies to every conceivable business, namely, "You make money from your 'turnovers,' not your 'left-overs'." As a guide to the busy executive, superintendent or merchant, the following digest has been compiled:

"Turnover" is a term commonly used with reference to the number of times in a given period that the investment in stock in the store is turned into cash. To put it in another way, turnover is the annual business of a store, and the stock turns the number of times stock is turned into cash. In this article, however, it should be assumed that by turnover is meant stock, and by stock turns—turnover. There are three ways in common practice of determining the rate of turnover; but only one real way from the auditor's standpoint:

1. Divide the total sales by the average inventory at cost. This method has little to commend it as a part of the sales represent gross profit margins.

2. Divide sales at selling price by inventory at selling price.

3. Divide sales at a cost by average stock on hand at cost. The third method is to be preferred by far. Suppose a concern does a business of $18,000 a year, and suppose his gross profit is 35 per cent. and therefore that the cost of the goods is 65 per cent., or $11,700. It is a very easy matter then to determine that with an investment in stock of $5,000 this concern has turned stock a little better than twice

Profits Come First

Of course, in making your "turnover" you want to make a profit, so let us take the 100 per cent. per 100 part method of figuring because it is the easiest, best and safest.

In this method, the selling price equals 100 per cent. for 100 parts. Of this total the cost forms so many parts, the cost of doing business so many parts, and the net profit you wish to make is the remainder. The sum of all the parts must equal 100, no matter how the parts be divided.

For example, let us say, the goods cost $6 per dozen. Your cost of doing business, we will say, is 18 per cent., and you wish to make a net profit of 7 per cent., or a gross profit of 25 per cent. One hundred per cent. the selling price, minus 25 per cent., the cost of doing business, plus your net profit, leaves 75 per cent., the cost. Therefore 75 per cent. equals $6. Now to find the selling price, 1 per cent. will be 1-75th of $6, or 8 cents; 100 times 8 cents, or $8 per dozen. Now, the selling price per article will be $8, divided by 12 is 66 2-3 cents and as articles are seldom marked at an odd figures, they might be marked at 70 cents; this will increase your per cent. profit to 28 4-7 per cent. In order to find what your per cent. of profit may be on any article, subtract the cost from the selling price and divide this amount by the selling price. For instance, marking goods at 79 cents each will bring you in $8.40; subtracting $6, the cost, from $8.40 gives $2.40 the profit; dividing $8.40 into $2.40 gives you 28 4-7 per cent.

While there remains another method of figuring profits, the above is the most satisfactory way and by far the safest method, and if all merchants would stick to that method there would be fewer profit-figuring troubles

What Books to Keep

Extracted in part from a reliable booklet issued by a Trade Commission, the following are the books to keep which are best suited for business houses in general.

Journal

The ordinary two-column journal can be used. The opening entry is an inventory of the assets and liabilities.

The totals of the charge sales as shown by the charge tickets should be entered in the journal. The totals of the credit sales tickets are also entered in the journal

Journal entries affecting trade customers' and trade creditors' accounts will also have to be posted, respectively, to Accounts Receivable and Accounts Payable.

General Cash Book

This book is for recording all cash transactions. The total cash receipts of each day should be deposited daily in bank and all payments should be made by check.

Petty cash disbursements, such as car tickets, telegrams, and such minor items for which it is not expedient to draw checks should be handled as follows: A check should be drawn for an amount sufficient to cover petty cash disbursements for a definite period. At the end of the period the cashier should prepare his petty cash statement, which should be supported by vouchers, and a check drawn for the exact amount of the statement, thereby restoring the petty cash fund to the original amount. This check should be entered in the cash book in the regular way, charging the various expense accounts as shown by the petty cash statement.

The balance of the general cash book at all times should check with the balance as shown by the check book plus the amount advanced for petty cash.

Invoice Book

This book contains the record of the invoices or purchases of merchandise only. Where the business is departmentalized, a more elaborate form of Invoice Book should be used, giving departmental sub-divisions of purchases.

Ledger

The accounts in the ledger should be arranged in the following order:

1. General accounts. 2. Accounts with trade creditors. 3. Accounts with trade debtors.

Accounts with trade creditors and with trade debtors should be arranged alphabetically, using preferably a loose-leaf ledger.

Where the volume of business permits, it is advisable to use three ledgers, a general ledger, a purchase ledger, and a sales ledger, keeping controlling accounts of the purchase ledger and the sales ledger in the general ledger.

Where only one ledger is used, it should be divided into three sections corresponding with the above.

RECENT DECLINES PART OF GRADUAL MOVEMENT

Continued from page 82

The Cotton Crop

"The agricultural districts continue to suffer from labor shortage, but it is now believed that reasonably adequate help for the harvests will be secured. The agricultural outlook is on the whole quite favorable for the grain crops. However, a large part of the wheat crop is now in its most critical stage, and considerable variation from the present estimate is not unlikely. Corn is late through wide areas, but it is yet too early to draw any conclusions as to the crop. The estimate of condition of cotton as 62.4 per cent. of normal, the lowest on record, is not of so much concern to the South, which is each year less dependent on cotton, as it is to the cotton textile industry of the world."

Salesmanship is Key to New Difficulty Created by Collection of Luxury Tax

Not Wise for Salesmen to Sympathize With Customer Who Objects to Payment of These Taxes—A Tax Levied by the Government, Not by the Retailer—Include Tax In Total Quoted Price.

"THE key to the situation stands there."

The manager of a haberdashery store pointed to one of his salesmen standing behind the counter, in answer to a question as to the best way to overcome the new difficulty created by the Luxury Tax, the difficulty that has faced the retailer time and time again during the last few years—that of getting higher prices for their merchandise. In discussing matters of the trade with a retailer in Ottawa some time ago, he regretted that clothing and haberdashery men were not better organized so that they could protect themselves more from attacks which seem to be coming from all sides. The reason for it, so this retailer said, was that the retailer was the point of contact between manufacturer and wholesaler, and the public, and that was why the burden of work or criticism fell on his shoulders. It was the case with the Board of Commerce; now it is again the case with the new Luxury Tax. The retailer, being the point of contact, is saddled with the responsibility of collecting the tax. But he is saddled with another responsibility which the Government, apparently, never took into its consideration, namely, the additional task of disposing of goods at a higher price, said higher price not representing anything or not represented in the quality of the goods. In other words, a man buys a $4.00 shirt but the retailer has to collect $4.40 from him; he sells him a $70.00 suit and has to collect $73.75; he sells him a $10.00 hat and has to collect $11.00 from him; he sells him a $3.00 necktie and has to collect $3.30 from him. And so it goes on all down the line.

Customer Wants to Know Why

There has been a rumor going the rounds that the Union Government, in an effort to meet the demand of the West, decided to give Canada a trial at direct taxation, believing that the country would be sick of it inside of a year and glad to go back to the old methods. But in putting this measure of direct taxation into force, the big end of the job is left to the retailer. There are hundreds of thousands of people throughout this country who never read the budget and know next to nothing about it. There are other hundreds of thousands who understand it but very imperfectly. And there are among these latter some retailers too. Dry Goods Review knows of one merchant who sold a suit of clothes for $16.00 and collected $1.60 taxes from the customer. It is left to the retailer in a vast number of cases to explain to the customer the idea of the Luxury Tax, and an explanation that carries with it (to the customer) the shelling out of extra cents or dollars. Such explanations are usually hard to give. And they make the sale that much harder to make.

A Salesman's Job

"It is a salesman's job," said this haberdashery man to Dry Goods Review, in discussing the best methods of collecting the taxes without losing a sale. "For instance, a man comes into my store to purchase a shirt. He selects one at $4.00.

"We will have to charge you ten per cent. luxury tax on that shirt, or 40 cents," says the salesman.

"Well, I won't pay it," replies the customer.

"Well, I don't blame you," answers the salesman, "I wouldn't want to pay it, either."

Then, of course, follows a long conversation in which the Government is roundly abused for putting such a burden of taxation on the necks of the people, and the man walked out of the shop without the shirt that I had sold him till I had mentioned the luxury tax."

This retailer cited the case of a man who had come into his store and purchased a bill of goods amounting to some $20.00 and on which there was a luxury tax of a couple of dollars. When the customer learned of this, he strenuously objected to the payment of the same and started to walk out of the store without the goods at all. The clerk turned the customer over to the manager, and the manager proceeded to discuss the matter with him, told him quite frankly that the imposition of this tax was no affair of the retailers', that they were simply the custodians for the Government in the collection of the tax. Moreover, he pointed out to him that as a loyal citizen, he should abide by the law of the land and help to pay the tremendous war debt that had been incurred during the last few years. The customer saw the logic and force of the argument and paid the luxury tax without a murmur.

"$55.00 Inclusive of Luxury Tax"

Speaking with a clothing man on the same subject, he stated that he was following the practice of avoiding the mere mention of the tax, if possible. For instance, if a man came into his store and bought a suit the cost of which, with the tax, amounted to $55.00, he would say "$55.00 inclusive of luxury tax." If the customer asked for any explanation, it would be given; if not, nothing was said about it.

It is quite evident that, from the retailer's point of view, the whole matter of the luxury tax becomes one of salesmanship, pure and simple. Dry Goods Review talked the matter over with many retail men and they all expressed similiar opinions with regard to it. No doubt, it makes the sale of many lines of men's wear harder than before, but there is no reason why the full explanation should not be given. If the customer objects to paying the tax at all, you can easily tell him that he will have to pay the tax wherever he goes; a least, that is the opinion of retailers who refer to what had been done by some in paying the tax themselves; they claim that other retailers are including the tax in the selling price. Or again, if he objects, refer him to cheaper lines of goods. One retailer mentioned the case of a man who objected to paying the luxury tax on a silk shirt. He told the customer, quite frankly, that if he could afford to wear a silk shirt he could also afford to pay the luxury tax on it; and the customer saw the justi of the claim. Retailers may object to the tax, they may object to collecting it, But there it is, and it has to be paid, and it has to be collected. His problem is to collect it without losing a sale; and that problem is a problem of good salesmanship.

Gambles on Prices Dropping

"Buying at any time is a gamble" says W. A. Watson, of the Watson Clothing Co., of Sarnia, "and we are gambling on prices coming down. We believe the peak has been reached and are regulating our buying so that instead of having a surplus at the end of the year we will have the money in the bank. We cannot help but feel that the restricted buying by the retailer will have its effect on the manufacturer and jobber; and while the immediate outlook is not for reduced prices, the ultimate result is inevitable. Just as soon as the manufacturer catches up he can be more independent with the employees and that is when the real reduction will commence. That is our opinion of the situation and we are backing it up in our buying."

Spring Hat Prices 1921 Likely to Be Higher; Shapes Still Small, Colors to Be Lighter

Mr. Dineen, of Ansley-Dineen, Believes Prices Will be 10 to 15% Higher From Manufacturer —Quality Hat Will Win Out in Long Run—Men Will Wear Hats Longer—Greens Going Out.

WHETHER or not the trade will sell felt hats in the spring of 1921 at the same prices as those which obtained during the spring of 1920 depends, perhaps, more on the profit the retailer and the jobber are willing to take than on anything else. At least, that seems to be the opinion of Mr. Dineen of the Ansley-Dineen Co., Ltd., of Toronto, for he does not see much liklihood of a reduction in price from the manufacturers' point of view. As a jobber, Mr. Dineen handles many lines of English and Canadian and American hats, and he bases this opinion on information he gets in coming in contact with these manufacturers. His belief is, judging from present conditions, that prices of spring hats 1921, will be between 10 and 15 per cent. higher than they were a year ago. If the wholesaler or retailer shave their profits a bit, the trade may have a hat for the same price as during the past spring when spring hat business was practically cut off by the inclement weather.

The Raw Material

There is, however, more or less of a speculation in arriving at prices six months hence. The European supply of rabbit skins used in the manufacture of felt hats is still an almost negligible quantity on account of the devastation wrought by the great war. The two other sources are Russia and Australia. Even though trade relations were again active between Russia and the rest of the world it would likely be some time before any considerable quantity of furs from the rabbit could be obtained; Russia, therefore, can hardly be considered.

So far as Australia is concerned, it is still too far away to arrive at any very safe conclusion with regard to the catch. What information has come is none too favorable, for the catch has been disappointing. There is still time, however, for a better one; and, as the fur situation is the key to the whole matter, that field will be watched with keen interest during the next few months. Retailers, in fact, have been watching the fur markets for some time and have noted that there have been substantial decreases in prices. As a matter of fact, furriers recently pointed out to Sir Henry Drayton that fur prices had come down, in some cases, 60 per cent. It was this which, largely influenced Sir Henry in refusing to put hats in the 15 per cent. class where an excess tax was levied instead of collecting a tax on the whole amount. Certain hat manufacturers, so Dry Goods Review has been informed, told Sir Henry that the reduction in these furs had little to do with the hat situation because it was an entirely different fur that was used in felt hats; and while Sir Henry promised to give this aspect of the case his consideration, he apparently refused to put hats in the same category with clothing. Hatters' furs may have dropped slightly in sympathy with the reductions in other lines and may continue to do so, but, relatively, the two have little in common.

The price of the raw material will also be influenced to some extent by the trend of women's fashions. During the past season, furs have been largely used by the fairer sex with the result that much of the available supply has been used by them. If there chould be any change in fashions for women, hatters would have just that much more at their disposal and the prices would, undoubtedly, be somewhat affected downward.

Nothing Cheaper than $48

While it is possible to get the fur used in the making of hats for $7.00 a pound, Mr. Dineen said, yet this fur, of itself, could not be used for making the hats. The grade was too poor for that, and the clippings from the better grades were mixed with this cheaper fur, called sides, to make the $48 a dozen hat. B. C. B., a Belgian fur, was recently quoted at $16 a pound, the same fur last March was quoted at $14.

"Felts for next spring," said Mr. Dineen, "will, I believe, be between 10 and 15 per cent. higher than they were last spring, that is, speaking for English goods. I think that, so far as the Canadian hatter is concerned, the increase will be the same. Of course, this is subject to revision the same as it was last year when there was a difference between the prices first asked and those which were accepted."

Mr. Dineen said there had been many cancellations of fall orders, but he did not see that replacement prices would be any easier because there was still an insufficient quantity of hats on the market.

Effect of the Budget

Discussing the effect of the budget on the hat trade, Mr. Dineen declared that he believed it would create a temporary demand for cheaper hats, but, in the long run, the better hat would sell. "I am not so fearful that men will buy cheaper hats," he said, "but I believe they will make them wear longer than they did before. The result of this, of course, will be that production will ultimately catch up with the demand and prices will come down. For the present, however, we are having difficulty in placing orders." Mr. Dineen felt that hats should have been placed in the same category with clothing because it was impossible to disassociate a man's hat from the rest of his outfit. He, with other hat men, tried to get this concession from the Minister of Finance, but were unable to get more than the increase from the $5 to the $7.

Styles for 1921

Outlining the styles for 1921, Mr. Dineen stated that in both soft and stiff hats, but noticeably in soft hats, shapes would still be small, though away from the extremely small hat that has been seen. Many raw-edged hats, unbound, will be shown, and there will be some welt edged as well. In colors, greens are going out almost altogether and light greys and pearly greys are to be strong. Some relief will be afforded in certain lines by having the bow of the hat at the back. The volume of stiff hats worn will be heavier than heretofore.

Velours, as has been said before, will be strong for fall, and there will also be a quantity of rough-finished hats. Iron greys, blacks and champagne, and golden browns will be good in colors. The prices will be from $120 a dozen up, some going as high as $16 each.

STYLE

Style is an effect. It cannot be affected. Style in advertising, as in dress, cannot be achieved by anything physical or mechanical. Style is an intangible quality, the natural, unaffected expression of the man in his dress and in his thoughts and words.

Be yourself and you will have a style all your own. You don't develop a STYLE of advertising by odd layouts, fancy borders, or decorative type. You merely make your advertising monotonous. Do it your own way, the simple, obvious way. That way becomes your style.

Furnishings and Summer Goods Fairly Brisk; Belief That Fall Business Will Be Good

Clothing Manufacturers Believe That With Bumper Crops in the West There Will Be Re-instatement of Cancelled Orders—Straws Higher for 1921 and Felts About the Same —The Markets at a Glance.

TORONTO.—Furnishings and summer goods are providing the usual early summer business in the wholesale and retail houses; cancellations in many lines of men's wear still continue to be rather heavy, although there has been a dropping off in this during the last week or so. Reports from Western Canada regarding the crop outlook are very sanguine, and the affect of such reports on trade in general is to create a wholesome optimism looking toward fall trade. Except for the smaller houses, manufacturers and wholesalers are sitting tight in spite of the cancellations, believing that a bumper yield from the western grain fields will change the whole complexion of the trade outlook for fall and that their "cancellations" after all will prove to be only "temporary hold-ups" of orders booked during the last few months.

Clothing

Business is still very quiet in the clothing line, though houses are refusing to sacrifice their stocks with the rising markets in piece goods. Short hours are in force in a number of the manufactories in Toronto and Montreal, and other clothing centres. Manufacturers, while accepting many cancellations, believe that fall business will be good and that many of the orders that have been cancelled will be re-instated during the next couple of months. Efforts have been made by some interested parties to put on a manufacturers' sale of clothing, and are still being made; but Dry Goods Review knows that these parties received short shrift from many houses in this city. Retailers have also fought against them as they fought in Montreal.

The sale of summer straws has been very good and continues so with jobbers and manufacturers. The effect of the budget has been to create demands for the exemption prices as fixed by the luxury tax, and there have been many cancellations of fall orders by retailers who hope that there may be still further amendments to the budget whereby the tax may be collected on the excess of $7.00 rather than on the entire cost of the hat, or that they may be able to get more of the cheaper lines which come within the exemption price. Higher-priced hats have been hit the hardest, but many manufacturers and jobbers believe that quality will tell in the long run and that customers will be willing to pay a little more and get quality. Looking to 1921, Dry Goods Review has been informed that straws will be about 20 per cent. higher and that felts are likely to be about the same price as the last quotations. Further advances are unlikely. Caps have been put in a better light since the advance in the exemption price from $2.00 to $3.00 and the orders for fall have been very good.

Shirts and Collars

There is still a marked scarcity in shirts and soft collars, though the supply of stiff collars is easier. Makers of the finer lines of shirts are not greatly concerned about the luxury tax on shirts, because they cannot supply lines that come within the exemption price. The manager of one large house told Dry Goods Review that it would take their firm a full year to fill all the orders they had at present on their books. Retailers state that they are meeting with less and less opposition from the public on the tax on shirts and they expect that, by fall, there will be little said about it. On the other hand, efforts are being made to get lines that near the exemption prices fixed by the budget. There will be some lines for fall that will be able to be sold to the public for the $3.00 exemption price.

Neckwear men say that business is quiet and that there have been many cancellations. The fear is, they say, that these cancellations may ultimately work to the disadvantage of the retailer. Some of the mills in Paterson have closed down, the manufacturers believing that prices of the raw material will come down; also because a large element of the labor is rather inclined to extremes and they would rather close down than continue to operate under adverse conditions. If a scarcity arises in neckwear again on account of the closing down of the mills and the cancellations of orders, the old situation of a greater demand than supply, so manufacturers say, will recur with the result that prices will shoot up again. Manufacturers will not buy silk at $9.00 a pound and it is almost impossible to get Swiss silks before 1921, and then only by paying 50 per cent. of the amount of the order at the time of ordering. Dry Goods Review has been informed that prices have, in the opinion of many manufacturers, reached the peak; but they do not see that the immediate future can see any great reduction in the price of neckwear.

Peak Has Been Reached

"I believe clothing prices have reached their peak," says Harry Brimmell, of Lindsay, Ontario, "and from now on we may look for a series of adjustments; and a very important one which is now quite discernible is that supply seems to be rapidly catching up with the demand. I think that those merchants who do not believe the drop in prices, reflected by the various retail sales, will be permanent and are not going to do much business if they practice what they preach.

"I also believe that the day of the sixty-five to one hundred dollar ready-to-wear men's suits is over with. I also find that the falling off in retail trade has been more marked in the men's wear department than the women's goods. I do not concur in the opinion that some manufacturers have expressed that the prices of fall clothing will show an increase of from 15 to 25 per cent. Clothing is worth only what the public will pay for it, and the price reductions which have been made through the country will be a sure way of educating the public toward lower prices.

"I do not think it good business to place extensive orders for fall clothing as I believe we will not have any difficulty in getting all the goods that our trade requires which is borne out by the fact that labor is not now fully employed in the clothing trades and as a result lower costs in manufacturing will result. This condition of affairs will have quite a lot to do with the lowering of prices of fall merchandise."

OFFICERS AND DIRECTORS OF JOHN W. PECK & CO., LTD.

At a meeting of the officers and directors of the John W. Peck & Co., Ltd., of Montreal, the following elections took place: President, A. H. Bethune; vice-president and general manager, E. H. Smeed; secretary and treasurer, P. Bowden; board of directors, the above officers with H. W. Lethbridge, R. L. Peck and D. A. Young.

R. L. Peck is a son of the late John W. Peck, whose death occurred a few weeks ago; and D. A. Young has been, for many years, the manager of the shirt department of the firm.

NEW CUSTOMERS BECOME STEADY ONES

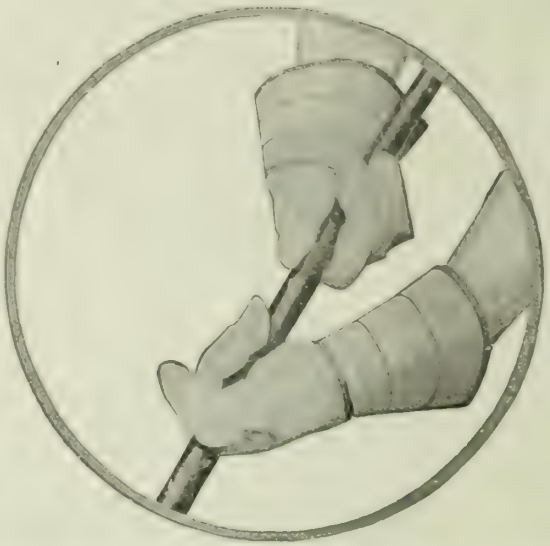
The surest way to convert a new glove or mitt customer into a permanent one is to sell him

TAPATCO GLOVES AND MITTS

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are made to serve almost every purpose

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FLANNEL SHIRTS
BOYS' WAISTS
SATEENS
OXFORDS
TWEEDS
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Belleville Ontario

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"Through Commission Merchants"

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds

Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK ASSOCIATION **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

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WEARS WELL
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COTTON FABRICS
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NOVELTIES
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PLAIN and PRINTED VOILES
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DAY & NIGHT WEAR
Trade Mark Regd.
The Mark of Fine Merchandise

Fabrics That France Will Favor

Velvets and Tartans Already Very Fashionable Shortage in Broadcloths, Serges and Gabardines Neat Black and White Serges For Early Autumn — Handsome Cheviottes Appear—All Colors Seen.

Paris, France,
July, 1920.

EDITOR, Dry Goods Review.—The characteristics of Autumn materials are the following:

(a) Serges, gabardine and similar class of goods would be very fashionable if procurable in quantities. Unfortunately in every big house one goes to, one meets with the same answer, "We have stocks very limited, and the demands are stronger than ever."

(b) Broadcloths.—The same applies to this cloth, which is very scarce, and accordingly high. It is therefore used only in exceptional cases, for cape manufacturing for instance, and even when these capes are made for people who can afford to pay high prices. In such cases the trimmings are valuable furs.

(c) Bures.—Under such circumstances the class of woollen materials mostly sought after are all those that have a rough ground, such as bure. This does not mean that such goods are cheap, for they have been made very fanciful, as you will see by the enclosed sketches.

(d) Tartans and all sorts of plaids will be very fashionable.

(e) Velvet, already much in favor, ought to have a large place in the cloak department during the next season.

(f) Velours de laine are still in demand, like in fact all those thick cloths will also be in favor, and Velursine, which is much more glossy and becoming, will follow.

Neat Stripes for Autumn

Amongst the enclosed samples you will find for early Autumn dresses:

1. A narrow striped black and white serge, which might as well make coats to be worn at the seaside over a white dress.

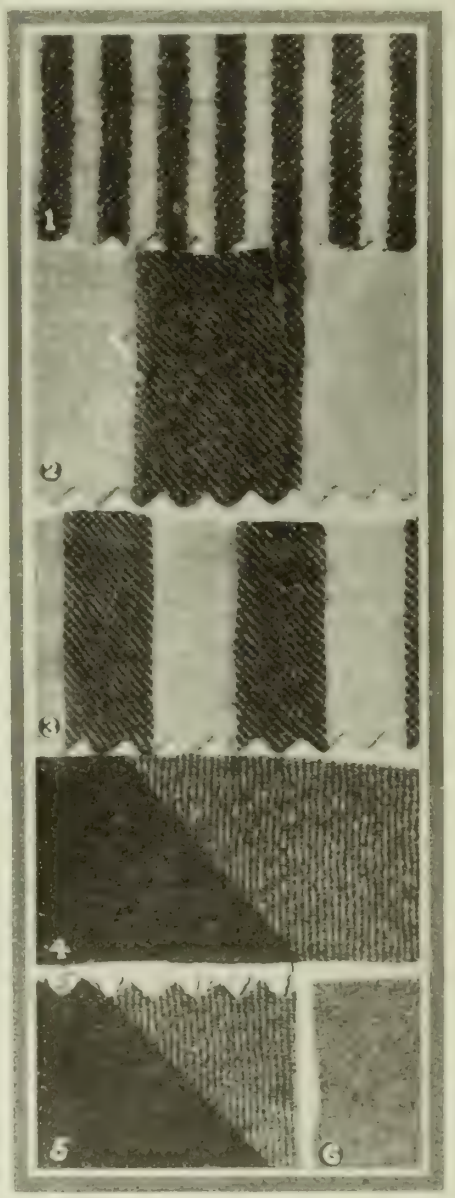
2. A similar material, with broader stripes, suitable for the same purpose and for half mourning tailored costumes.

3. Serge with stripes tan and black on a white ground, is more youthful than the former and would match plain tan skirts.

4. Is a pattern of plaid in navy, white, green with a tinge of red that will be found very nice to make pleated skirts with a plain navy jacket, whose collar, revers, pockets, etc., will be plaid.

5. Is similar, but with tan in place of green.

6. Is a kind of cloth, which, although different from the broadcloth we were used to, might still be found useful for plain dresses for everyday wear. In the enclosed shades, salmon pink, yellow, grey and tan, it would not look bad.



Black and White

Five of these materials illustrated are fine French serges for early Autumn wear —one is a soft Broadcloth that is represented in pastel shades.

The Fall Shades in Bure

The following are with the Bure ground:

7. Is a very fine pattern, bure-like, but which has some resemblance to broadcloth. It would make some delightful costumes, which, with a bit of embroidery would look really splendid.

8. Is the real bure. I have seen a coat made of the light blue pattern and trimmed with the deeper shade of blue as per sample. It was as neat as could be and most elegant.

9. Another type of that material, but coarser and almost transparent. You will also notice that there is a kind of rib in its weave. In yellow, chestnut, light grey or red, it will do for early Autumn wear as it will match the colors of dying leaves, while navy and tete de negre colors will be chosen for Winter garments.

Bures have also been scraped, to be made more fancy and like velour de laine. In these cases they are woven into plaids, checks or stripes.

10. Large blue squares surrounded by a black band and a white fillette, may be made into whole coats, or be used in connection with black or plain blue of the same shade in costumes. In brownish grey, with black and white it is effective, too. The grey shade of sample is rather fashionable this season.

11. Black ground with tan fillette, is a medium check design of a very staple style. Can be used alone or with a black or tan skirt, or similar cloth of course.

12. Also scraped bure; is different from the former for it is woven in black and brown, which does not prevent the black stripe and white fillette.

13. It pretty much the same as No. 11 only it is devised so as to be used slanting.

14. Is a kind of cheviotte, grey and black plaid.

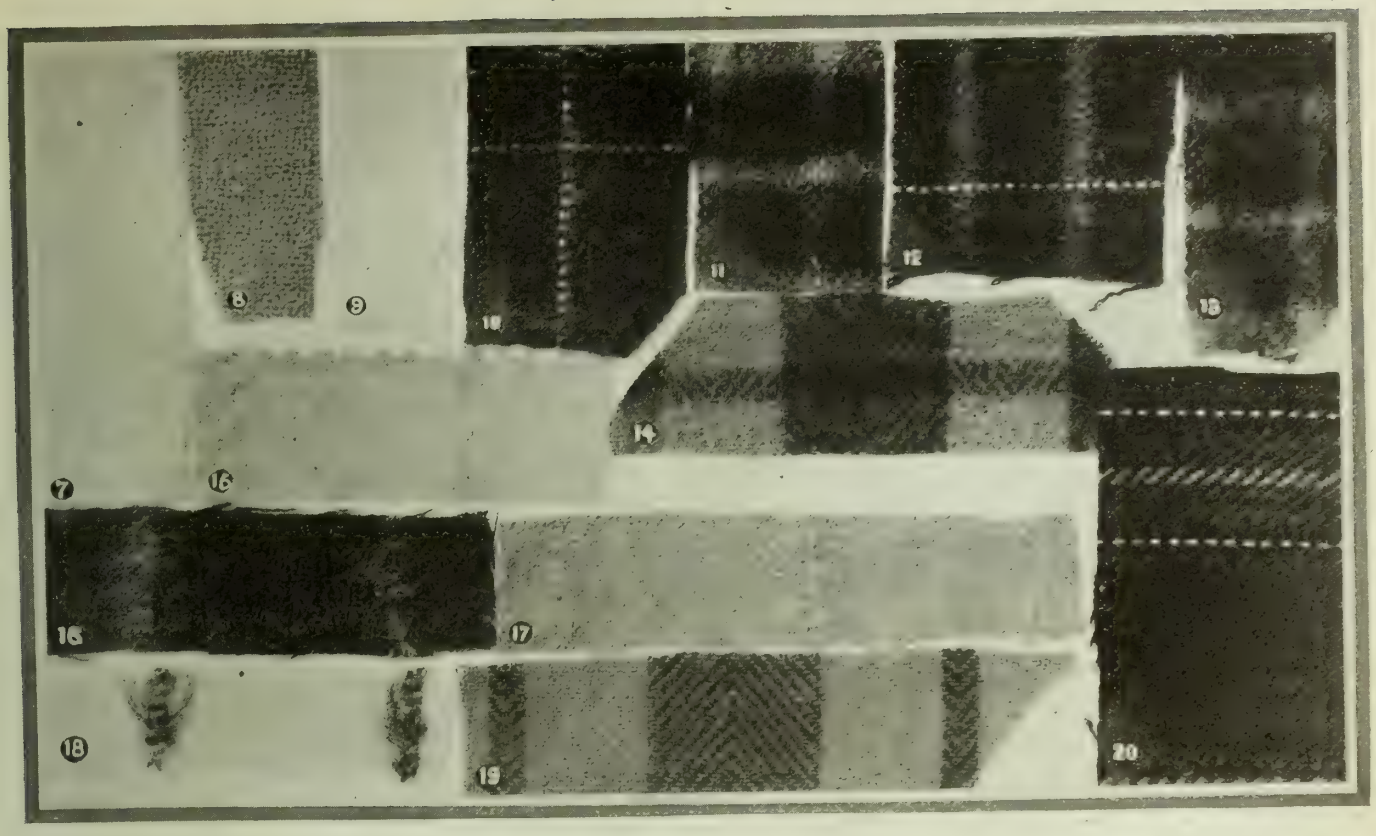
Novel Effects Hinted

15. Silver grey cheviotte, with a velour de laine appearance on the other side, to be used in connection with the same shade cloth that has a red fillette stripe with long hair. It should be very effective, especially if the striped material is used only for trimming purposes, or to make just the skirt. If, as it may be supposed, the fashion develops into a short narrow skirt with a wide jacket somewhat "en forme," the striped skirt would look very dainty.

16. Is the same material, but in navy, with a green fillette. Both shades being very staple, there is no doubt that it will be difficult to get large quantities at a time, as the demand will be very great. You will notice that this cloth can be used either on one side or the other.

17. Greenish brown, with green stripes, is similar, but I should use it mostly for hunting suits rather than for walking costumes; the shade, here at least, would not agree with the light of the Paris sky!

18. Is a very pretty sample of



Stripes and Checks

A number of the latest manufactures of French origin, described in Paris letter, and illustrating the vogue for contrasts, as well as bures and broadcloths. Some of the smartest designs feature white and black effects.

cheviotte, similar to above, to be worn in late Summer. It is woven partly in white and partly in beige, and the striped patterns are similar but with white and beige fillette in one instance, and a black one in the other case. Both are very nice. One could very well have a skirt (the quantity of material for a skirt nowadays is so small!) in each of these patterns at little expense.

19. Has some resemblance to No. 14 but it is only striped; one very large black one and a much smaller. Either in grey and black or brown and black it will make some comfortable travelling coats.

The Staples Include Stripes

20. Is amongst the fancy staple cloths that will be fashionable next season. It is a thick cheviotte with multicolored stripes (yellow, green, red and mauve on a navy ground) it will make nice dresses and children's garments as well.

21. Another style of cheviotte with a stripe of several colors; in this instance yellow, black, red and green hairy over a green ground. I see it mostly for children or young ladies. I would, however, use it only as trimmings, for instance as mufflers, if as it is probable, such collars are still in favor for the Winter.

22. A sample of checked material, yellow on black ground, to be used as plaid. This sort of cloth will be in favor.

The Favored Plaids

23. Is the real plaid, sky blue, tan and black, suitable for girls' coats, and for trimmings on ladies' costumes. As you see, we still have one side very fluffy, which gives a warm appearance to the material, which is very light at the same time.

24. Similar in design, but altogether different in shades; deep blue, brick and green, is more showy than the former, but will make some very nice trimmings on a brick ground.

25. Black, blue and green is staple and will certainly win many suffrages. I would have it made into a travelling coat or used as trimming on a green one. However, to have something really stylish it will be necessary to get exactly the same shade in plain material.

Amongst the cloths of a fanciful nature that can only be used in small quantity we have also:

26. Which is striped green, blue, yellow and black combination on a grey ground.

27. Similar but more staple, there being no yellow in it.

As you see, bright shades seem to be wanted for trimmings. If moderately displayed they will brighten up Autumn garments, but there must not be too much of them so that they be in accordance with the light.

28. Is a pattern of the usual velursine, which is soft as velvet, and extremely light. As it suits the complexion very well indeed, it will be adopted by a good many people in every shade.

29. Shows you the corduroy we are using at present, which is not the usual corduroy but a chiselled velvet, which is much more dainty and elegant. Velvet is always fashionable, and while ladies will have some dresses made of it their children will look nice in coats trimmed with fur.

Next month I will tell you about silk fabrics for the Autumn and Winter dresses.

Yours truly,

Jeanne Gault

Gauzes, Silks and Satins for Fall Are Rare in Shade and Texture

Chiffons, Crepes and Voiles Are Brocaded in Velvet, Metal or Silk — Colors Are Vivid For Evening Wear and Sombre When the Sun Shines—Prices Are Way, Way Up.

GAUZES and silks in a wide range of beautiful colors and designs are ready for the Fall trade. Dry Goods Review has seen them in great profusion, and it is going to be a difficult problem to choose between a perky radium taffeta, a soft drapy satin, and one of the exquisite new brocaded chiffons.

Asked as to what would lead in dress silks for formal wear, the wholesaler's universal rejoiner was "everything."

"The fact of the matter is that the present style tendencies have created a demand for all kinds of silks," said one importer. "Some models require the draping possibilities of satin, others the bouffant billowness of taffeta, while still others resort to the distinction of either of the materials clouded with overdraperies of net or chiffon."

The Oriental influences and the 1880 period tendencies claim entirely different types of material, and the manufacturers have seen to it that the modistes' oddest caprices need not be curbed through any shortage of suitable dress materials.

The Beautiful Gauzes

Among the loveliest of the gauzes are the new Georgettes in large floral patterns of fanciful coloring. Crepe de Chine, mnon, and all types of voile are also shown, and the loose figured designs are exploited on them all. One lovely new voile is known as Voile Pheraon, and permits of the most vivid floral patterns. Mousseline Imprime is also among the very newest of the gauzes and comes in large floral designs combining on a white ground, rose and green, tango and biege, yellow and orange, cerise and green, royal and fawn, etc. Shades that almost clash are effectively combined in this season's novelty fabrics, while a very popular idea on the part of the designers of these novel dress silks is to combine two shades of one color on a contrasting ground without permitting them to offend the artistic eye.

The Novelties in Crepes

This is a difficult achievement but has been successfully done in many instances according to the beautiful color contrasts seen to date. Crepe de Chine Imprime is a soft silky crepe that lends itself ideally to beautiful colorings, and comes in one-toned effects in symphony champagne, argent, nattier, vesuve, jade, chardon, marine and gray. With this crepe comes another lovely version of kittens' ear or dynosis, which will be largely used again this Winter. These figured crepes will sell from $6.50 up —and considerably up, too—among the very newest designs which will sell at the higher prices being the Greek key design in self-toned effects in all the fashionable shades.

THE FRENCH TREATY IS NIL

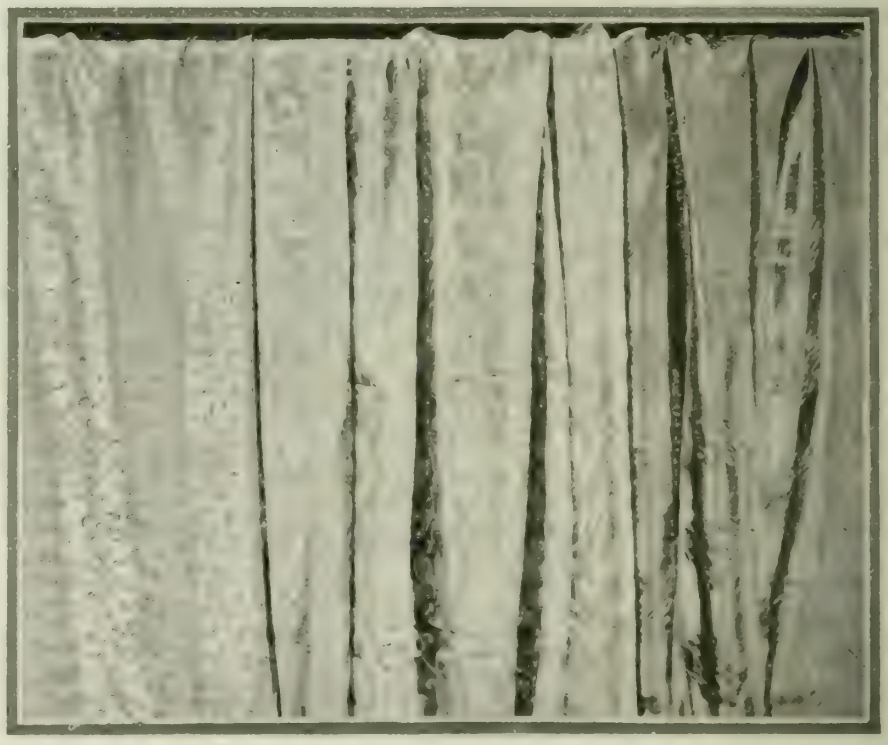
Owing to the failure on the part of the French and Canadian Governments to renew the French Treaty, which ceased to exist June 19, 1920, French silks and fabrics now come under the general tariff and will be classified as follows:

Duty on plain silks, 30 per cent.; embroidered silks, 35 per cent.; silk and cotton (major part silk), 30 per cent.; silk and cotton (major part cotton), white, 25 per cent., color, 32½ per cent.; embroidered cottons (white), 20 per cent.; embroidered cottons (colored), 35 per cent.

With the lifting of the wartime surtax of 7½ per cent. on imports from the United States, the French and American imports in these classes of goods enter Canada under the same tariff conditions, while imports from Italy, Switzerland, Holland, Japan and other European countries come in still at 27½ per cent. rate.

Brocades and Silks

As for the broche effects they are extravagance itself, and employ the most wonderful designs in gold or silver on vivid-hued grounds for sumptuous evening wraps or party frocks of rare elegance. One of these broches was fashioned of a delicate silver flower of conventional character, but finely handled on a ground of crepey white satin. This was a superb French creation which sold to the wholesaler for $24 a yard. The same firm had a similar silk in gold on "folly," silver on jade, and gold on yellow. These materials were packed and delivered to their destination as carefully as fine china or glass, and were handled, when shown to a representative of Dry Goods Review, like a jeweller would a precious stone. "We have only two dress lengths of each of them, and they will have to retail for close to $40



For the Party Frock

Three beautiful satin broches; on the left a delicate self-toned tracery in golden yellow; centre, a lovely floral design in softest pink; right, a broken disc design in taupe.

a yard," said the wholesaler who is carrying these expensive materials. "Of course we expect they will be bought by the makers of very high-class evening gowns and made up for their exclusive trade." Also included in this special collection of high-priced evening gown materials were some lovely velvet embroidered chiffons, which will retail for about $20 or $25 a yard, and some expensive gold-embroidered gold and cerise cloth, which cost the wholesaler $16.78 a yard.

The Youthful Taffetas

The taffeta radiums are lovely and recall dainty party frocks for the jeune fille. They will sell for about $10 a yard it is expected, and come in a range of exquisite evening tones, including:

Venus, a faint shell pink.
Parma, a soft orchid.
Pompeii, a salmon rose.
Topaz, a delicate tea rose.
Sevres, a lucid blue.
Lemon, a metal jade.
Azure, softest sky blue.
Jade, the wonder blue-green.

Satins for Mid-winter

"Taffeta predominates at the present time, but we expect the satins to step into the running before many weeks. The demand is always large when the Fall season is once under way," stated one Toronto wholesaler who is carrying an extensive stock in satins in the new evening shades as well as in the fur shades for afternoon costumes, for Mid-winter will be largely developed in these soft finished silks.

Corded Tricolette

The tricolette novelties cannot be overlooked, for this fascinating material, which has enjoyed such a vogue allied to downy angora all through the Summer months, is again to the fore and will be in demand by fastidious devotees through the coming months. The new tricolettes have a decided cord which is most attractive. It comes in black, navy, gray, and beige as well as tetre de negre, and will retail at $10, $12, and $15 a yard.

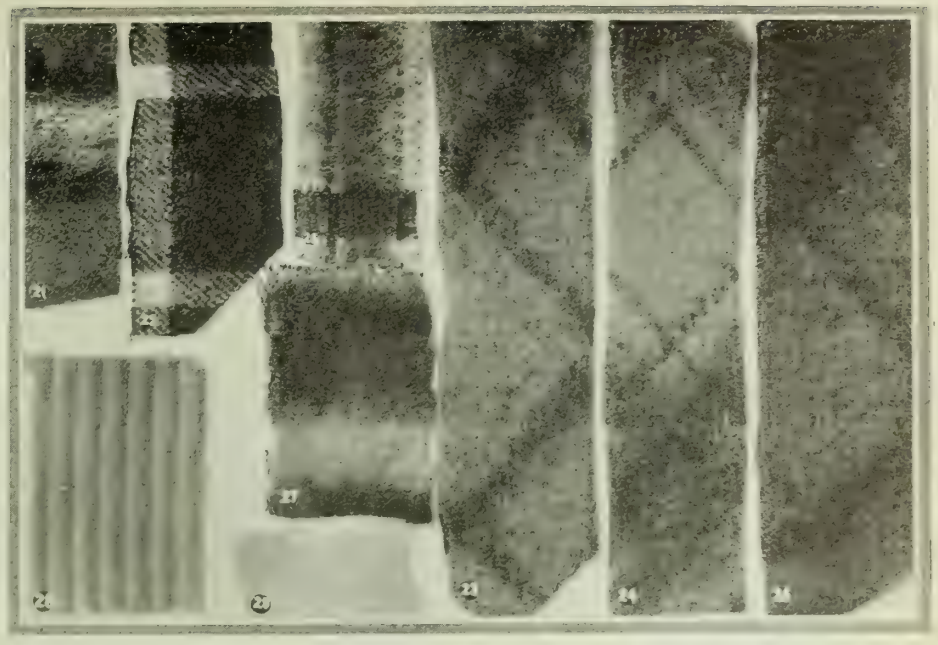
Satin oriental is another lovely material, a bright finished satin that comes 40 inches wide in tangaune, burnt orange, tuscan, and all the vivid hues. It can be seen that the fluffy little taffeta frocks with distended hips and the long-lined costumes of Eastern characteristics will both be duly recognized this Fall and Winter.

Linings For Fall Are Brilliant

Linings for Fall and Winter are radiant! They range from soft one-toned satins which will retail at about $4.50 a yard to magnificent silver-brocaded satins which cost the wholesalers carrying them $24 a yard. These magnificent materials may appear as linings in the evening wraps of the wealthy, but even those who pay anything that is asked for their raiment will delight in them as choice materials for the most fashionable of evening gowns.

Among the less extravagant novelties are a splendid range of charming printed satin linings and these are being bought by the wholesalers for $6.85 a yard, and will therefore have to be retailed at anywhere up to $10 a yard. Some of the color combinations are almost gaudy, for while many devotees prefer the quieter one-toned silks or satins for linings in suit costumes there are others who choose bright colors, and the new Fall coats will permit of the use of very colorful linings, to say nothing of the liberties taken in this line when the wrap is of a heavy pile fabric or partially or wholly of fur. Figured crepe de Chines are also strong for linings and the grounds and figures are invariably very vivid. Bright greens, purple, yellow and orange are frequently seen all worked into one design, while many unusual combinations of blues, reds and tans are introduced on light and dark grounds with equal success.

The broche linings, too, are again very strong and self-figured lines are very good. The prices in all these new lines are higher and are reported firm. Practically all the lines referred to above are French importations.



New Mixed Grounds

Nine of the materials described in Paris letter, showing a corded velvet, a velursine, which is soft as velvet; a smart cheviot and several stunning new plaids.

GOING TO NEW LOCATION

Thos. A. Lawlor, general merchant, Singhampton, Ont., is moving the best of his stock from his present premises when his lease expires on July 8th, and after a short vacation will open his business in a new location.

Belding-Corticelli Invade Oakville

Cars and Flivvers Transport Gay Throng to Happy Picnic Ground Where Beauty Displays Considerable Brawn

Six automobiles and five "Fords," loaded with members of the Toronto sales and office staff of Belding-Paul Corticelli Limited, wended their way to Oakville on Saturday, June 26, to treat the natives to one of the liveliest picnics they had ever witnessed since Hector was a pup.

The weather was fine as "silk" and the programme of sports was "reeled" off in a most successful way.

The first part of the programme consisted of the usual competition races. The envelope and ladies' balloon race caused much merriment, as also did the ladies' ball game.

The ladies' tug-of-war went to prove that looks are sometimes deceiving, and the winning side (the unmarried ladies) were made happy with long-expected diamond solitaires, presented by Mr. W. P. MacDougall, sales manager.

A well-contested ball game was won by the Toronto office team versus the Toronto travellers. While the game failed to show any immediate rivals to "Babe" Ruth or Russell Blackburne, it provided much excitement although the aftermath to some of the old boys was somewhat stiffening.

By this time all appetites were tuned to the highest pitch and everyone participated in a tasty supper.

Following supper a short impromptu dance was staged, and winners of various events were announced by Mr. R. H. Kayser, Toronto office manager, and prizes presented by Mr. C. A. Reynolds, general manager, which concluded a very pleasant outing.

Four Favorites in Wool

Velours, Duvetyns, Gabardines and Tricotines for Suitings—Cheviots and Mixed Checks and Stripes Among the Novelty Coatings—Gray, Brown, Black Chosen for Street and Day Time Wear—Black and White Favored With Brilliant Grounds—Blues to be Seen When Snow Flies.

FUR shades will rule in colors for street costumes and day-time attire this season. Gray, tan, brown and black—this is the group sponsored by the powers that be in Paris.

For evening wear the story is written in another language: Turquoise, emerald, Chinese blues, Egyptian blues, pinks and faded reds and rich, dull purples are among the chosen favorites, while a novelty is effected this year in combining a vivid shade with a neutral.

For Day-Time Wear

The wool fabrics that are to lead for day-time costumes include gabardines, tricotines, duvetyns, broadcloths, serges, Jersey cloths and wool novelties, including poplins, velour de laine, and the new Crepe Formose, a handsome new woollen dress fabric that will appear in brighter colors as well as in the accepted fur shades.

One Toronto wholesaler stated that gabardines and velours were to enjoy a very good vogue, due, of course, to their splendid wearing qualities, handsome appearance and particular suitability to this climate. These materials will all sell at advanced prices over last season's figures, and will be seen in the fur and leather shades and in handsome tones of blue and terra for certain types of wrappy coats when fur is used for trimming.

"Seventy-five per cent. of our season's business has been in tricotines," stated a buyer for one of the oldest wholesale houses in Toronto. "There is a stronger demand than ever, and tricotine leads our dress fabrics as a seller still." Tricotines in the standard shades are followed closely by Jersey cloth, and by Exhibition time this house will have shipped large stocks of serges and gabardines as well, for which they anticipate a huge demand.

Fine broadcloths are promised a good run, and of course all the velour-finished materials which make up so handsomely into one-piece costumes, and long coats for which a renewed vogue is promised this Autumn.

Pastels and Stripes

The novelty woollen materials from France present a most interesting feature, while the English wool skirtings in pastel stripes, described in the March issue of Dry Goods Review have also arrived and are very lovely. The demand for these newer, softer-toned materials is very noticeable, and although stripes and plaids of all kinds are being sent out by British and French makers there are no loud color treatments shown. Camel's hair mixtures, bures, wool velours and duvetyns in plain colors and fancy stripes figure prominently. Although there are many lovely plaids and check designs shown, the preference is to be for stripes. Stripes are no longer just stripes either—they are noteworthy innovations, for sometimes they are floral or figured in irregular lines. Sometimes they are machine made to look like strings of beads and sometimes they are grouped in several different widths in as many colors on interesting grounds.

The striped velours de laine illustrates one novelty in charming fashion. There are six stripes—three wide, three narrow—and these are placed four inches apart. The stripes are in two colors, contrasting to the ground. For instance, a navy blue ground is shown striped in gray and in light blue. There is a tendency for stripes or checks or just odd stitched designs in black and white on the more vivid grounds, while brocades in wool are considered very smart indeed and are shown in cheviots and velours. Heavy serges are frequently striped at wide intervals and gray or beige duvetyns are fond of oblong checks instead of squares.

WOOL FABRICS—SOMBRE SHADES

Novelties have been manufactured but the need for standard lines has limited the extreme vagaries.

The demand is for wool velours, duvetyns, gabardines and tricotines in suitings.

There is a revival for fine broadcloths for dressy wear.

Jerseys are to enjoy a new lease of popular favor, while serges are to be very smart.

Homespuns and loosely woven fabrics are to be emphasized.

Stripes lead in novelties, and checks and plaids have splendid showing.

Enormous checks and plaids in cheviots and duvetyns, as well as rather vivid one-toned fabrics are used for separate coats.

All shades of gray, brown and tan, black and navy, and combinations in two shades of one color are to be seen.

Prices Advance

Prices on all these materials of staple character are quoted at considerable advances. One material for which 12 shillings a yard was paid six months ago is now quoted at 15 shillings. Labor is responsible for 75% of the increase. The novelties in wool will sell as high as $15 and $20 a yard, and this is not remarkable when Dry Goods Review saw the wholesale price on a piece of duvetyn marked $10.50.

The Cotton Crop

No Improvement Over Last Year—Acute Shortage of Labor—Supply at Lowest Point in History

According to present indications, says a New York report, the cotton crop will not be any better than last year. Excessive rains in the Southeastern States have necessitated a great deal of replanting, although in Texas it is believed that they have improved the crop. Some decline in the British and general European demand for cotton has been noticed recently, the disinclination to buy being accentuated by the depreciation of their exchanges. On the continent, some merchants are seeking to cancel their cotton shipments due for delivery next Fall. The production here is suffering from an acute shortage of labor, and while some advocate a large increase in acreage, others fear that there are not enough laborers to care for the plant during its growing period, especially if the heavy rains cause an unusual growth of grass. According to the United States census bureau, the supply of raw cotton is at the lowest point in history. It is estimated that in all the markets of the world, the total supply of American cotton is about 4,000,000 bales, of which nearly one-third cannot be used for spinning. A resolution was recently passed by Congress requesting American consuls to co-operate with governmental departments in order to determine how much cotton will be needed by manufacturers abroad before the 1920 crop becomes available.

The W. R. Brock Company (Limited)

TORONTO

WHOLESALE GENERAL DRY GOODS, WOOLLENS, CARPETS,
HOSIERY, UNDERWEAR, GLOVES, SMALLWARES,
MEN'S FURNISHINGS, and WORK CLOTHING,
"HER LADYSHIP" READY-TO-WEAR GARMENTS.



LIST OF ARTICLES

THE following is a list of the articles handled in the dry goods trade that are subject to the tax under the new budget. Men's and women's wear are included. The list which is based on provisions of the Resolutions affecting the special War Revenue Act, 1915, introduced into Parliament on June 16th, 1920, and effective from June 17th inclusive, is arranged alphabetically for the convenience of the readers of Dry Goods Review and their customers. The budget is further discussed elsewhere in this issue.

ARTICLE	TAX
BATH OR LOUNGING ROBES—	10% total amount
BATHING SUITS—	10% total amount
BLOOMERS—In excess of $5 each	10% total amount
BLOUSES—In excess of $12 each	10% total amount
BOOTS—Of any material in excess of $9 a pair	15% on amount over $9
BONNETS—Women's and misses' in excess of $12	10% total amount
BRASSIERES—In excess of $5.00	10% total amount
CAPS—Except fur caps, wholly or partly lined with fur, men's and boys' in excess of $3.00	10% total amount
CAPS—Chiefly fur in excess of $15 each	10% total amount
CARPETS AND RUGS—In excess of $6 per lineal yard of 27 inches in width	10% on amount over $6
CHEMISES—In excess of $5	10% total amount
CHINAWARE AND CROCKERY—Of expensive makes such as "Crown Derby," "Lemoges," "Caalport," "Wedgewood," etc.	15% total amount
CLOCKS—In excess of $10	10% total amount
CLOTHING—Consisting of coats, vests and pants, or coat and pants, men's and boys	15% on amount over $45
CLOTHING—Consisting of coats, vest and pants if made to the order and measure of each individual customer by a merchant tailor or journeyman tailor in his employ	15% on amount over $60
COATS—Chiefly fur including repairs, in excess of $200	10% total amount
COATS—Men's and boys' sold separately (not including leather coats lined with sheepskin)	15% on amount over $25
COATS—Women's and misses', sold separately from suits except silk	15% on amount over $35
COLLARS AND COLLARETTES OF LACE—And all manufactures of lace in excess of $2 per article	10% total amount
COMBINATIONS (underwear)—In excess of $8 per garment	10% total amount
CORSETS—In excess of $5 pair	10% total amount
CORSET COVERS—In excess of $5	10% total amount
CURTAINS—In excess of $7.50 each	10% total amount
DEPOSIT WARE—Gold or silver	10% total amount
DRESSES—Women's and Misses' except silk	15% on amount over $45
DRESSES—Silk, women's and misses'	10% total amount
EMBROIDERIES—Of silk or artificial silk	10% total amount
FANS—	10% total amount
FITTED TRAVELLING BAGS—In excess of $25	10% total amount
FOUNTAIN PENS—In excess of $5 each	20% total amount
FURNITURE—Antique, carved ebony lacquered or teakwood, finished with ornamental or expensive inlays, or hand-painted	15% total amount
FURNITURE—Specially made tables for games, fancy pieces made of costly wood such as liquor cabinets, smoking cabinets, tea wagons, ferneries, pedestals, piano lamps, work tables, etc.	15% total amount
GLOVES—Except fur in excess of $3 a pair	10% total amount
GLOVES—Chiefly fur in excess of $15 a pair	10% total amount
GOLD OR SILVER PLATED ARTICLES—For household or office use not otherwise provided for	10% total amount
HAND-BAGS AND SHOPPING BAGS—In excess of $6 each	10% total amount
HATS—Women's and misses' in excess of $12	10% total amount
HOSE—Silk or artificial silk, women's or misses' in excess of $2 pr.	10% total amount

SUBJECT TO TAX

HOSE—Silk or artificial silk, women's or misses' in excess of $12 pr. 10% total amount
HOUSE JACKETS—10% total amount
HUNTING GARMENTS—20% total amount
IVORY HANDLED CUTLERY—10% total amount
JEWELRY—Real or imitation, value under $5 10% total amount
JEWELRY—Real or imitation, value over $5 20% total amount
KIMONAS—In excess of $12 10% total amount
LACE AND BRAID—In excess of 50 cents per yard 10% total amount
LIVERIES— 10% total amount
LIVERY BOOTS AND SHOES— 10% total amount
LOUNGE ROBES— 10% total amount
MUFFS AND NECKPIECES—Chiefly fur in excess of $35 10% total amount
NECKTIES AND NECKWEAR—Men's and boys', in excess of $1 50 10% total amount
NIGHTGOWNS—In excess of $3 each 10% total amount
NIGHTSHIRTS—In excess of $3 each 10% total amount
NECKWEAR—Women's, of lace, in excess of $2 each 10% total amount
OPERA CLOAKS— 10% total amount
OVERCOATS—Men's, boys', women's, misses' 15% on amount over $50
PARASOLS—In excess of $4 10% total amount
PETTICOATS—In excess of $12 10% total amount
*PUMPS— 15% on amount over $9
PURSES AND POCKET BOOKS—In excess of $2 each 10% total amount
PYJAMAS—In excess of $5 pair 10% total amount
POCKET KNIVES—Gold or silver handled 20% total amount
PENCILS—Gold or silver-handled 20% total amount
RIBBONS—Of all kinds and materials except typewriter ribbons in excess of 50 cents per yard 10% total amount
RIDING HABITS— 20% total amount
ROBES AND RUGS—Chiefly fur, value in excess of $50 10% total amount
RUGS, ORIENTAL— 15% total amount
SCARFS—Men's in excess of $1.50 10% total amount
SHIRTS—Men's in excess of $3.00 10% total amount
SHOPPING BAGS—In excess of $6.00 10% total amount
SILKS AND ARTIFICIAL SILK FABRICS—In excess of $2 yard 10% total amount
SILK CLOTHING—Including artificial silk clothing not elsewhere specified 10% total amount
SKIRTS—Separate from dresses except silk 15% on amount over $15
SKATES—In excess of $2.00 pair 10% total amount
SPORTING GOODS—In excess of 50 cents each 10% total amount
STOCKINGS—See Hose 10% total amount
SUITS—Women's and misses' except silk 15% on amount over $60
SUNSHADES—In excess of $4 10% total amount
SWEATERS AND SWEATER COATS— 15% on amount over $15
SUIT CASES—In excess of $25 each 10% total amount
TAPESTRY CURTAINS—In excess of $7.50 each 10% total amount
TRAVELLING BAGS AND CASES FITTED—In excess of $25 10% total amount
TOILETTE WARE—Gold, silver and genuine ivory 20% total amount
TOILETTE WARE—Imitation ivory and ebony ware 10% total amount
UMBRELLAS, PARASOLS AND SUNSHADES—In excess of $4 each 10% total amount
UNDERSKIRTS—In excess of $12 each 10% total amount
UNDERWEAR—Separate garments in excess of $4 each 10% total amount
UNDERWEAR—Combinations in excess of $8 a garment 10% total amount
VALISES—In excess of $25 10% total amount
VELVETS, VELVETEENS and PLUSH—In excess of $2 a yard 10% total amount
WAISTS—Women's and misses' in excess of $12 each 10% total amount
WAIST-COATS, SEPARATE—In excess of $5 each 15% on amount over $5
WALKING STICKS— 10% total amount

*Not including shoes or appliances made to order for persons having a crippled or deformed foot or ankle or to top boots not less than 10 inches in height such as are used in lumbering camps, mining or fishing industries or to river driving boots.

†On articles or clothing, the selling price of materials and cost of manufacture when sold separately are to be combined when determining selling price.

Donations of clothing for charitable purposes are not subject to tax.

The W. R. Brock Company. (Limited)

TORONTO

—LETTER ORDER DEPARTMENT—
ALWAYS AT YOUR SERVICE
FOR CAREFUL AND PROMPT EXECUTION OF ORDERS.



Lack of Action Creates Feeling

French Treaty Ceases to Exist and French Manufacturers Protest in Vain—Beautiful Cotton Fabrics Arrive for Spring, 1921, But Who is to Blame For the Very High Prices? —Protest Believed to be Fruitless.

HIGH prices may come—and no one denies that they have with a vengeance, and some day they may go—but the manufacture of dainty and more beautiful fabrics for Milady's dress will go on forever! Just now when the whole world is wondering how it is going to gather together enough of its pennies with which to buy its winter wardrobe, the makers of fine cotton fabrics are arranging a group of irresistible voiles and fancy cottons for the spring trade of 1921. Dry Goods Review had a peep at the samples of these beautiful fabrics just after they arrived at the Canadian office this month, and here once more was the proof that in spite of labor conditions, the high cost of raw materials, the shortage, and the lingering heel-prints of the Hun, the people of France intend that their reputation as the weavers of high-class materials shall never suffer. These are only a few of the obstacles in the way of the French fabric industries. The French treaty is no longer in effect, and the French manufacturers are therefore subject to the general tariff and are obliged to compete in the Canadian market on the same grounds as the United States makers who have the advantage of a high rate of exchange, fewer transportation difficulties, and easier access to raw materials at very much lower prices.

"We do not feel that it is fair for France to export silks to Canada at a higher rate than the Swiss or Italians are obliged to pay, and we have applied to the authorities in England and France, but apparently we are to get no relief," stated the representative of a big French house in Toronto, a few days ago.

"Some say we have been severely dealt with as a result of French Government closing down so tight on imports from Canada and other countries a few months ago, but we could not help ourselves, the exchange was so low, and we had no choice in the matter if we were ever to keep up."

The French people are undoubtedly in a very difficult position. The normal par value of the French coin is 5 francs 16 centimes on the Canadian dollar. A few year ago the dollar was worth 19 francs. To-day it is back at about 10 frs. 15 c. If a French silk, valued at 20 francs a yard, is exported to Canada, 30 per cent. must now be paid, that is 6 francs. This means that 58 cents must be paid on the dollar, which is equivalent to $1.16 at the normal value.

In view of the adverse exchange the French firms doing business in Canada feel that they are up against a very grave situation in being obliged to pay the same tariff as the manufacturers located just across the Canadian border.

"Our goods are high class, too, are recognized as a very superior quality, and it is going to be very hard to sell our high-priced lines in Canada under existing conditions, for after all the consumer will have to pay the price made necessary by the failure of the Government to act," declared one wholesaler discussing the matter.

COTTONS FOR SPRING

Voiles, organdies and ratines lead for 1921 Spring modes. France turning out high class designs in Spring cotton novelties. Large figures and conventional designs both featured. Bright colors permitted in wool and silk embroidered motifs. Scraped ratines present new feature. Brocade figures on voiles are in brush, crash and silk. Stripes and dots on white and ecru grounds are effective.

Voiles, Organdies, Ratines

But whether or not anything will be done to make things easier for the firms in France wishing to do business in Canada, those firms promise to send fabrics of just as high quality, if not superior to those received before (and prices will jump accordingly!). The collections of cotton novelties for next spring leave no doubt as to this point. They include voiles, organdies, Etamines and Ratines of the very latest weaves and figured designs. The prints, too, are lovelier than ever and next month Dry Goods Review will show some of the prettiest lines described herewith.



Brushed Ratines

The newest innovation in Ratines is the brushed or scraped surface. These loosely woven surfaces when submitted to a certain process come together and give the appearance of a very fine duvetyn. These brushed Ratines as well as the untreated weaves are shown in a splendid range of soft and vivid hues for spring and summer, and will likely retail at about $2.50 or $2.75 per yard. Etamine is the name of a very serviceable cotton fabric designed for frock summer dresses. This material is the closest thing to a voile, having a little more even weave.

Brocaded Voiles Lovely

Among the loveliest novelties in this particular collection were the brocaded voiles which will sell to the retailers at prices ranging from $3 to $4.50 a yard. These brocades are done in beautiful color combinations on plain backgrounds and are woven on hand looms, a very expensive process.

The figures are in crash, brush and silk embroidered effects and combine several very clever colors on grounds of Dutch blue, rose, maize and white as well as beige. Fancy striped voiles, and dotted Swiss designs are very smart, one new pattern introducing a beige dot on white. Other combinations include black on blue and black on rose. These dotted and striped voiles—which, by the way, frequently combine the two designs—leave the wholesalers' shelves for prices ranging from $1.25 to $1.75. Very smart indeed are the Etamines in fancy backgrounds, lovely self-toned leaf and conventional designs are worked out in addition to smart embroidered motifs in Oriental designs, Japanese, Chinese and Dutch characters. Black, green, gold and rose; helio, green, yellow and blue; blue, mauve and yellow; and blue, rose and brown are among the smart combinations in these figured effects which will make up into delightful little frocks for the summer holiday wardrobe a year hence. And according to the best sources of information these materials will be bought at prices just as high, and in some cases higher than those charged for similar fabrics this year. This can be understood when it is considered that with the failure to maintain the French Treaty after this June, the tariff on embroidered cottons (white) was raised from 17½ to 20 per cent., and on colored embroidered cottons from 25 per cent. to 35 per cent.

Hamm & Riley Silk Company
LIMITED

55 Bay St. **Toronto**

Now Showing Fall and Winter Lines

of
CHARMEUSE
SATINS
DUCHESSE
TRICOTINE
CREPE DE CHINE
SILK JERSEYS
MESSALINES
PONGEES
GEORGETTES
TAFFETAS
HABUTAI, etc.

Newest effects in all the Season's Smart Shades

Splendid Quality to give Service and Satisfaction



Our Slogan is

RELIABLE SILKS

We Specialize in

BROAD SILKS


NO fabric serves Madame as often, as effectively and as cheaply as cotton. No cottons are better—price for price, or cheaper, quality for quality—than "PRUE COTTONS."
PRUE
COTTONS
The ultimate choice of the Prudent housewife
Dominion Textile Company,
Limited
MONTREAL. TORONTO
WINNIPEG
16

THE WOMAN WHO
Is She Your

WOMEN in larger numbers than ever are making their own clothes, particularly dresses. Each of your former customers who makes a dress means a ready-to-wear sale lost. But don't lose

YEARS of specialization in the merchandising of silk means that you can rely on us to give all the newest fabrics that will sell and only those that will sell.

We have at present

Silks for Fall
All Silk Satin Charmeuse
Messalines
Paillettes
Duchess Satins
French Georgettes
Colored and Black Taffetas
Poplins
Habutais (colored)

In dignified weaves and colors for street and afternoon wear.

Everything in Japanese Silks—color assortment up to the minute.
Wonderful selection in assortment of Striped Habutai Shirting and Blouse Silks.
Novelty lining Satins.
Brocades.
European fancies.

We have them all!
No orders too large—no orders too small.
We want them all!

SILKS LIMITED

100 WELLINGTON ST. WEST, TORONTO

McDermott and Arthur Streets, Winnipeg

MAKES HER OWN

Customer ?

that good customer. Get her business in another department by showing the latest and best in dress materials. The double service of two members of the same family is the answer.

THOUGH the youngest member of a famous family, Dress Fabrics Limited is imbued with that same spirit of co-operation that has made the family famous. It is our service to supply, at the best possible prices, all that is desirable in wool fabrics.

We have in stock the Season's latest shades in the following:—

Botany Tricotines
Gabardines and Serges
Hairline Serges
Poiret Twills
Colored Check Suitings
Wool Jersey Suitings
Tweed Suitings
Velour Coatings
Silvertones
Heather Jersey and Cheviot or Blanket Coatings
Tartans
Plaids
Shepherd Checks
Novelty Dress Goods for children's wear

Along with a complete range of
Fancy Mercerized, Flowered and Twill Linings

DRESS FABRICS

LIMITED

100 WELLINGTON ST. WEST, TORONTO

If you are looking for Novelties in Silk Fabrics, plain and fancy weaves, you will find our assortment complete and priced low

The well-known ***"PINE TREE"*** *silk line consists of the following:*

Crepe-de-Chine,	Wash Satins,
Crepe Meteor,	Messalines,
Radium,	Black and Colored Taffetas,
Charmeuse,	Full range of Novelty Silks.

Prices all based on the new low price of raw silk.

New York Sales Rooms

285 Fourth Ave., (Ground Floor)

THE PINE TREE SILK MILLS CO.

Factory: Philadelphia

PURE WORSTED
SCHREIBER
Standware
FABRICS
JERSEY CLOTH
MADE IN U.S.A.



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Seasoned travelers, wending their way to cooler zones, are particularly indulgent to "Standware" Jersey Cloth, because it rebounds from crumple, repels dust and retains its chic lines of tailored trimness to the journey's end

When you stipulate "Standware" you discriminate between the best-Pure Worsted and the rest-poor wool The Standard is

Standware

JERSEY CLOTH

BE SURE TO BUY DRESSES, SUITS AND SKIRTS FROM MANUFACTURERS WHO USE RUDOLPH SCHREIBER'S JERSEY CLOTH AND YOU'RE SURE OF FASHIONABLE PATRONAGE.

RUDOLPH SCHREIBER

1140 Broadway New York

The Shelton Looms

and

Associated Garment Manufacturers

invite you to attend the

FALL FASHION SHOW

at

Ritz-Carlton Hotel

August 24, 25, 26 and 27, 1920

FOR five years Cloak and Suit Buyers of Department Stores and Specialty Shops have looked forward to this Exhibition as the most important style event of the season.

Nearly one hundred of New York's foremost manufacturers will exhibit in Competition the newest and the most original models from their fall line.

Garment and Millinery Buyers are invited to view this exclusive exhibit—the forecast of the season's "best sellers" in Wraps, Coats, Suits, Gowns, etc.

There will also be exhibited the latest creations of the leading American Dressmakers.

Arrange your plans to be in New York at the time of the Fashion Show. Admission by card only—apply to-day to

"Exhibition Manager"

SIDNEY BLUMENTHAL & CO. Inc.

395-401 Fourth Ave., New York City

CREPE CARESS
A Satin Crepe

Delightfully soft and smooth, with a supple texture that moulds itself exquisitely to the figure, yet woven with a firmness and evenness that commend it to every user of silk fabrics, CREPE CARESS, the newest member of the family of Penikees Silks, makes its debut.

Its admirable draping qualities and wide range of street and evening shades give it first place among silks for gowns, blouses, and handsome skirts.

CREPE CARESS and the other Penikees Silks will be advertised to your women customers through large space in the leading fashion magazines and the Rotogravure sections of the country's largest newspapers.

Crepe Caress
A Satin Crepe
Penikees Silk Duvetyn
Penikees Crepe Meteor
Penikees Charmeuse

are the weaves most in vogue for Fall. Among the other Penikees Silks are:

Penikees Crepe de Chines, Penikees Satins, Penikees Poplins, Penikees Georgettes, Penikees Faille de Soie, and the following novelty weaves:

Chimerai, Rhapsode, Cordelle, Sylva-Spre, Sportussah, and Penikees Silk and Wool and Printed Novelties.

CARL SCHOEN
SILK CORPORATION
260 Fourth Avenue
New York

PENIKEES SILKS

TRADE MARK

Priestleys'
DRESS GOODS

New Fall Fabrics, Autumn 1920

Include the following:

COLORS	BLACKS
Wool Violata	Wool Tricona
Calamar Cord	Melrose
Talon Taffeta	Mona Twill
Satin Duchess	Cashmere
Miranda Fabric	Califa Crepe
Wool Broadcloth	Rosetta
	Jupiter Cord

In addition to above we also have: All Wool Colored Ottomans, Fine French Twill Serges in all colors, Navy Lustres, Fancy Plaids for sport skirts, Costume Tweed Suitings in Heather Mixtures, Cream Serges and Gabardines, Cream Taffeta and Lustres, Wool Jersey, Gabardines, Tricotines, Serges, Broadcloths in all colors.

These various lines of dress goods are carried in stock but we advise our customers to place orders *early*. Do not count on repeats as these lines are popular and the demand will be large.

GREENSHIELDS LIMITED

Everything in Dry Goods

VICTORIA SQUARE - MONTREAL

Wooltouch
TRADE MARK
SUITINGS



A fabric which fully meets every requirement of an economical dress material, with no loss of attractiveness.

WOOLTOUCH enables every woman to economize on her wardrobe without sacrificing smart appearance. For every month in the year WOOLTOUCH is suitable for home and street wear.

Merchants know that materials which sell steadily are the backbone of the dress goods department — and the most profitable. Have a complete assortment of the new WOOLTOUCH designs on your shelves. Prove to your customers that dress economy is a pleasure when WOOLTOUCH solves the problem.

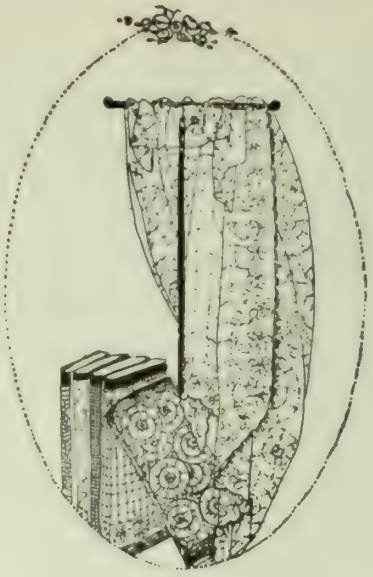
Now is the best time to place your orders for Fall. By doing so you protect your stocks against uncertain labor and transportation conditions.

Bedford Mills, Inc.

80-82 Leonard St. New York City

Our Spring Lines

Plain and Striped Organdies
Fancy Cotton Novelties
Silk Prints on Georgettes and Chiffon



Our Staple Lines

Satins, Crepe de Chines, Georgettes, Chiffons, Ninons, Shirtings, and Fancy Silk Novelties.



Do not lose any time in placing your orders with us on the above Spring line, to ensure delivery, as all our Fancy Novelties are made on hand looms, and, therefore, take a much longer time to produce than the staple lines.

We have a World Wide reputation for our Plain and Fancy Silk materials.



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A BIG yachting season spells a big WHITE SILK season.

The coming international yacht race will make this the greatest yachting season in years.

With our customary fashion foresight we are fully prepared to help you meet the demand that will be made upon you for WHITE SILKS.

The Special WHITE SILKS include:

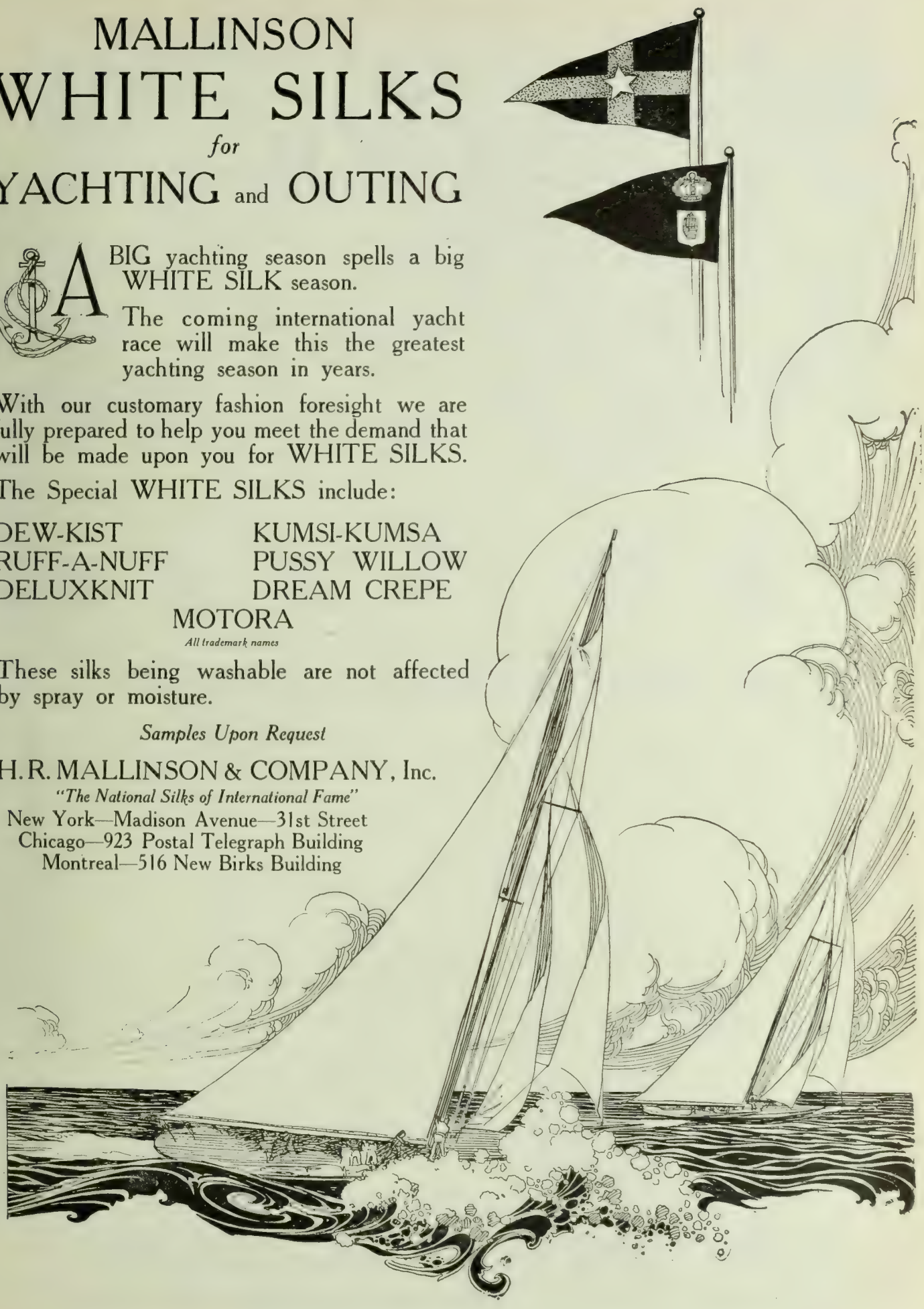
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All trademark names

These silks being washable are not affected by spray or moisture.

Samples Upon Request

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"Qui dura Vincit"

FERSTRONG



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FABRICS

Registered Trade Marks

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HIGH-CLASS COTTON FABRICS

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THE

"FERSTRONG" BRAND

is a guarantee of the Highest Quality, also of an absolute uniformity of quality in all repeat business, as all the FERSTRONG Materials are made out of the ***Finest and Purest Cotton the World can Produce***

White and Dyed Cambrics

Also the

CRÊPE-DE-FERSTRONG

the BEST Substitute for Crêpe-de-Chine

These materials are unrivalled for making up Ladies' and Children's underwear, also BLOUSES, JUMPERS, CAMISOLES and all kinds of LADIES' and CHILDREN'S DAINTY GARMENTS.

Also High-Class Range of Longcloths.

Write to FERSTRONG Dept. for the names of our Wholesale Agents; also Free Patterns and full information on writing to

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"SUPASAYDA" FINISH BDA

"BEAUSAYDA" FINISH BDA



Among the fabrics famous in the **B.D.A.** roster of accomplishment none stands higher than the beautiful **"Supasayda"** and **"Beausayda."**

High in finish, deep in dye, individual in weave and correct in weight they respond to any season's styles or needs in dresses, suits, costumes, skirts, sport jackets, capes and wraps.

Both may be had in plain shades and in exquisite woven figures of great variety.

Stock these fabrics for new possibilities in dress fabric retailing.

THE BRADFORD DYERS' ASSOCIATION, Ltd.

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BDA BDA BDA

KANT KRACK TRADE MARK REGISTERED COLLARS

—A SHORT CUT TO SAVING—

In every KANT KRACK Collar your customer effects a saving of 3 cents a day in laundry bills alone—PLUS a saving of the price of SEVEN OTHER COLLARS—known as "linen" collars—for one KANT KRACK will outwear EIGHT of those. Yet the cost is no more for one KANT KRACK than one of the "linen" collars.

Linen-like in appearance, always ready on a moment's notice, a KANT KRACK Collar is the apex of comfort and economy.

All the popular styles are found in the KANT KRACK range—ONLY ONE GRADE—and that the BEST.

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THE PARSONS & PARSONS CANADIAN CO.

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may be in the Buyers' Market Guide. Why not look it up and see?

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LONDON, N.1.

Outlook for Fur Dealers Much Brighter

Period of Restraint on Part of Banks Seems to be Passing - Splendid Indications on All Sides Makers Expect Big Season Ahead - Styles Are Handsome and of Wide Appeal - Wrappy Effects Will Be the Craze in High Priced Garments —Combinations Good.

TRADE news of general interest regarding furs is unusually scarce just now on account of the uncertainty of the market. As is well known, there has been a tremendous setback in the fur market during the last three or four months, not on account of a scarcity of money or a lack of purchasers, but purely due to the movement of the banks regarding credit, which has had the effect of stopping dealers from purchasing, and manufacturers from buying raw stock. Of late, however, things are looking much brighter. Canada and the United States are both highly prosperous. The forthcoming crops are expected to surpass those of previous seasons and therefore in the opinion of one of the foremost experts in the Canadian fur trade, now is the opportune time to buy. Goods are going higher, in his opinion, but no drop is anticipated as yet in the price of labor, which is, of course, the main cause of the present high prices for finished products.

Those who have their finger on the pulse of the fur trade were not surprised at the trend of the market subsequent to the Canadian fur auction, held in Montreal in March last. The prices reached there naturally had an appreciable effect upon the auctions held in successive months in New York and St. Louis. Small dealers in the States who were unfortunately tempted to speculate too heavily were caught during the reactionary period following the sales, and in consequence a prolonged lull in fur activities has resulted.

By reason of the exercise of foresight and coolness by both manufacturers and dealers of wide experience and long standing, any general trade disturbance has been averted. The fur industry can very well do without the speculator and the ill-informed type among its ranks of followers. Of course, it goes without saying that such reverses as these referred to above are, for the most part, transactions upon paper. No matter what the result financially may be, the furs themselves remain unaffected, since by actual fact very little of the raw stock changed hands last Spring during the period when speculation was rampant. The break came at the right time of the season, and those in a position to judge conditions throughout the continent are confident that prospects are better than ever as regards the Fall and Winter trade. The present situation, they aver, is only a temporary condition, the ultimate result will be that more furs are available at lower prices than those of last year, which will result in increased sales though smaller profits.



A Hood in Fur

Nothing could be newer than this swagger little coat for early Fall wear. It is fashioned of seal with shawl collar in squirrel. The sleeves are in one, with an unusual back, which ends in a point weighted with a seal ball to make it look very much like a hood. Courtesy of Silver Bros., Montreal.

Plenty of Good Material

Manufacturers have all the raw material they need at present and are therefore in a position to pronounce the final judgment. They state that dealers will have practically an unlimited assortment to display and can consequently invest heavily with the certainty that little or nothing will remain on their hands. The ultimate consumer, also, will get better value this season. For one thing, it is hoped that the Canadian Commission of Conservation will shortly take steps to have all furs known by their original names, which will be of inestimable benefit to the purchaser. This is already law in England and in certain states in the U.S.A. It is to be hoped that the matter will not be fur-

ther delayed in this country. Rabbit, for instance, is, as the French say, "capable de tout," and masquerades as seal. Skunk, also, under the name of Alaska seal, is another pitfall to unwary buyers. Another hoped-for step in advance, which has already received consideration, is a proposed exhibition of live foxes, after the manner of dog shows, when fine specimens of the various breeds can be shown and their pedigrees thoroughly established and registered.

The advantage of such an innovation will be immediately apparent to those unfortunate persons who have invested in good faith in what was presumably true bred stock, only to discover that they had been cruelly deceived.

The Wording That Pays

With regard to the effect of the luxury tax upon the retail trade, one leading manufacturer stated to Dry Goods Review that he had frequently already noticed good results from a little device which not only pleased the customer but was perfectly legal! He explained his idea as follows:

A woman wishes to buy a high-priceid wrap, let us say, next Fall. She enquires the price and is told $800. She decides upon it, but suddenly a fear enters her mind: "How about the tax?" The merchant smilingly tells her that there is no extra tax on the garment, and this customer in nine cases out of ten, has the feeling of having done well to secure the coat of her desire with no extra cost attached. But on the contrary tell her that she must pay an extra $50 or $75, and she will very possibly reluctantly forego the wrap of her choice for a cheaper one. The point is, that the only price mentioned to the customer must be the inclusive one, thus, she will be pleased with the arrangement, but it must never be forgotten by the salesman that a separate sales slip or invoice must always be made out to accompany the store's monthly returns. Thus the plan works both ways.

Fall Style Tendencies

Turning now to the question of style tendencies for Fall, there are several unmistakably new ideas shown this season. First and foremost it may be asserted that next Winter will be a "wrap" and not a coat season, so far as the larger garments are concerned. Even in our more rigorous climate this particular fancy will be as practical and serviceable and fully as chic as will the American productions. On the accompanying pages will be found photographs illustrating the very newest and smartest designs in these wraps, which are developed in many varieties and combinations of furs. Their chief characteristics are the "cascade" and "butterfly" effects, attributable to the cut of the sleeve, and the combination of coat and cape, especially noticeable in the back.

Two Furs Combined

These are authentic Parisian style touches. Combinations of two furs are exceptionally good, such as sable on seal, mole on seal, kolinsky on seal, etc. But in the shorter sport coats the favorite variation is a wide skirt or flounce of the same fur merely running in another direction.

There are many bell or flaring cuffs shown on all styles of coats, those on the dressier wraps are, however, usually banded in contrasting skins and named "Mandarin." These roomy cuffs permit their fair wearer to cross her arms snugly inside like a muff, thus wrapping the entire coat about her closely and accentuating the particularly charming lines which characterize this season's models.

Silk Cord Girdles Appear

Narrow sash belts are popular, also cord girdles, but in any case the convertible effect is by far the most popular. All coats must have slits at the sides in order that their girdles may be varied from front to back as their wearer fancies. Pockets are universally popular, for which most women will be thankful and are usually tucked away under the edge of the contrasting border of the coat.

Cape-like Collars

Huge cape or shawl collars are featured on every coat and these often descend cape-like in the back. Some of these capes may hang straight and free, or again they may be hooked up to simulate a bloused effect

The most popular lining for these exclusive designs will be what is known as "Camouflage" brocade, which cleverly reproduces the futurist designs so familiar to us during the war.

The Shawl Scarf

The single skin and two-skin animal scarves are of course still popular, but the "ne plus ultra" in neckpieces is the straight, wide shawl wrap with pockets and possibly a contrasting border. These shawl wraps are manufactured on some



Long Waisted Model

An exquisite wrap of Kolinsky and Hudson seal, the back forming a pretty blouse effect, can also be worn lose, forming a cape effect. The model is one of the dressy creations that is promised a strong vogue this winter. —Courtesy the Redmond Co.



A Wrap With Two Capes

No one dared hope that when Dame Fashion ordered capes for fur coats this year that any one model would be graced with two. But here we have a magnificent model of the wrappy order in Hudson seal, with a cape of Hudson, topped by a shoulder cape of mole. The model folds over to give a very slender effect at the hem. The two views give an excellent idea of the effect of the capes and the luxurious appearance imparted to the wrap in the treatment of the front closing. Illustrations furnished by maker, Laberge & Chevalier, Montreal.

five distinct furs, and combine the most practical service with the maximum of smartness. One particularly good model of this description seen recently was made of oppossum fur with a narrow contrasting border of the same skin. Another original design shown was a taupe fox skin on a mole cape effect, the two blending harmoniously.

Summer Furs Selling

Summer furs have been selling fairly briskly and dealers are at present offering generous discounts on remaining stocks, which are rapidly being cleared. These Summer sales, although not popular with many dealers, are nevertheless excellent as "straws which show the way the wind blows," and are often safe guides as to just what suits the fancy of the buying public.

Muffs Still in Vogue

Muffs are not extinct by any means. The barrel or melon shapes are by far the most popular, and combine best with the straight scarves described above. Fur is also going to be used as trimmings, despite the tax, and fur headwear will also sell well in certain parts of Canada.

The Increased Cost

The main factors to consider in the increased cost of fur articles to-day, are labor, dyeing, and making. There are so many processes necessary to perfect the raw skin, including dressing, dyeing, cutting, making and lining, that it cannot be denied that the fur itself is, after all, but a small part of the sum total, when a muskrat, for instance, can be bought for $3 to-day in the raw state, but finished as a neat choker retails for $12 or $15. The moral is plain!

Canadian Manufacturers Lucky

One comforting aspect of the situation is that the high prices in general do not apply to Canadian trade for the reason that all the larger manufacturers had purchased their supplies many months previous to the rise, and bought little or nothing subsequently. In their opinion the peak has been reached and passed, and it appears probable that they will make every effort to meet the retailer half way as regards a mutually satisfactory price, based on the endeavor to save the customer as much as possible in the way of unnecessary luxury tax.

FRENCH LACE MAKING

Work Again Commences on Site Where World's Most Famous Makers Were Located Before the War

The first piece of Valencienne produced since 1914 has recently been completed by the women of Baileul. This marks the revival of the lace-making industry in the Pas de Calais, where before the war were located the shops of the most expert lace-makers in the world. The recently finished lace was made in one of the "ouvrours" or workrooms established by the American Red Cross, and the materials were also obtained through the Americans. More materials will be procured and the proceeds from the sale of the women's handiwork will be an important factor in helping them rebuild their homes.

The war completely demolished the homes of the workers and the little shops in which were housed their delicate looms. After the armistice, when the women returned to their native town fine thread was not available. Finally, the women obtained small stocks, and they were able to set to work on the fine, filmy stuff so sought after by fashionable women. Within a few months the industry will be resumed on a large scale.



For the 'Teen Age

A charming misses' model in short length developed entirely in fine grey squirrel. The border at the bottom is formed by five skins running around the coat instead of up and down. A black silk cord at the waist is very new. —Shown by Redmond Co.

Who's to Blame When New Furs Lose Freshness?

During a recent interview with a prominent fur manufacturer of Montreal, Dry Goods Review gleaned one or two facts of practical value to the retailer who specializes in better quality furs. The question came up during the conversation as to what furs could be relied upon to give real service. The manufacturer's face darkened.

"It does not matter what price is paid for furs," he replied, "it is purely a matter of the care that is given them every day, which determines how serviceable a fur is going to prove. It is a sore point with manufacturers that we receive so many complaints from retailers who in turn get them from the customers, regarding the quality or durability of our merchandise," he continued. "Not a month goes by that someone does not raise a complaint regarding a muff or scarf which has apparently not fulfilled expectations, and what does it all amount to? Why, just this. It's the customer's careless handling which causes the damage. When a fur piece leaves our factories it is as perfect as we can make it, but it often happens that it is sent back to us with the complaint that Mrs. Blank was very angry and disappointed because the hair all came off the edge of her expensive fox scarf, or her muff had lost all its fresh look after one wearing, etc. All I can say is that every retailer must warn his customers that fox skins cannot be carelessly handled or worn. They should be adjusted carefully on the shoulders so as not to rub against the neck, and later placed on a hanger when not in use. They must not be dropped carelessly over the arm or allowed to get crushed; they are as perishable in their way as is a Georgette blouse. Again, a fox muff must not be held against the body of the wearer and allowed to rub up and down. It should be held lightly and not used as a receptacle for parcels or as a pillow, etc. Other furs, such as Persian lamb or raccoon will stand such hard wear, but fox will not survive more than a brief trial. Therefore, if women want fox they should be taught how to care for this costly and beautiful skin. I do not say that all women act this way. By no means. There are many who understand without being told that it is delicate and should be cared for just as lace or any silky fabric is protected. The fur will last for years in this way."

This point is worth thinking over by dealers and customers alike.



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—Courtesy of G. Goulding & Sons, Toronto.

High Prices, Low Crowns, Lovely Lines!

Buyers For Canadian Wholesale Houses Pay the Shot and Bring Back Examples of the Best That the French Designers Have to Offer—Feathers, Ribbons and Fabrics Revel in Color—Models Large and Small Decreed—Soft, Low Crowns Win Out, While Turban Styles Increase in Favor.

THERE is at least one point settled before the season opens and that is the one of prices. Anyone in the millinery trade who expected the overseas buyers to return with Paris confections ticketed to attract the moderate purse will be very much surprised for even the money-bags will blink at the exorbitant figures paid for the best and latest in Milady's headgear bearing the labels of the leading French designers.

"We were obliged to meet a very difficult situation," declared one Canadian buyer. "The prices of all the makers were exorbitant and yet there was nothing to indicate whether these prices would remain or go higher. Many of the buyers were nervous about committing their firms, and at the same time they were over there to get the best and newest that the market offered. Consequently, some representatives from houses on this side bought considerably less than during previous seasons, while others, convinced that prices would stay up, bought thousands of dollars' worth."

There was no doubt as to the quality of the merchandise offered, according to this buyer, who himself bought plenty of the highest priced goods offered.

"I would not be surprised if some of our goods were sold at a loss of 25 per cent. but we cannot afford to let that prevent us bringing back the models and materials we went after, for, when our customers demand the best we dare not be without it," was the explanation given for purchasing such expensive goods.

Genuine Reductions.

The retailers who cater to the exclusive as well as the popular trade entertain this same point of view. A very short time ago the head milliner in a large departmental store showed Dry Goods Review a model of French origin, bearing one of the best known signatures in Paris millinery circles, which had been ticketed at $75 at the beginning of the spring season. The hat at the time was being offered at less than $10. "Of course we have sold some of our imported models at high prices, but conditions this season have made it absolutely essential that we cut prices on our best models," this milliner stated. "In view of the conditions people paid high prices reluctantly and much price-cutting was the result."

"Will you curtail your purchases of imported models this Fall as a result?" she was asked.

"No, we will not, for we feel that if we do not always get the price value out of our imported models we do in their display value. Our show cases must have original French models as our customers want to see them and they are a splendid drawing factor for the millinery department. Even if they are not all sold at their original prices they attract purchasers who do buy other good models."

A department in another large store was visited with a view to substantiating this theory and true enough one show case carrying five exquisite models valued at a total of $250, was said to represent a total loss from the sales point of view.

"We cannot create a demand at present for this extreme type of millinery among our customers," said the head of this department. "But they are beautiful, and they add tremendously to the attractiveness of the department, therefore, we rely upon them to sell our other models which are not originals, but are nevertheless, very smart copies."

FIVE FEATHER MODELS

The hats on the opposite page were sketched by our own artist immediately on their arrival from Paris with a collection of high-priced importations purchased for the Canadian market, by the firm of G. Goulding and Sons, Toronto.

Upper left.—Tete de negre side flare model with self motif of brilliant red and emerald green.

Upper hight.—Handsome tam in navy with shadings of many brilliant blues.

Centre.—Dashing turban in wistaria and white speckled plumage.

Lower left.—Smart Hindu model with cream and brown feathers combined in trimming band about crown.

Lower right.—Wonderful creation in orange with copper, brown, green and orange in motif.

The One Standard Followed

Nevertheless as long as there is a world of fashion, there will be the usual quota of French importations for the moods of the Paris designers form the nucleus of all that is artistic in millinery both on this side and abroad. The French model is essentially the barometer in the millinery world and although the season in Paris has been reluctant owing to these extreme prices, the forecast has been made and the styles launched are indicative of the modes which will prevail throughout the approaching season. The leading houses have already conceived some unique and charming ideas which will be taken as a guide by the milliners all over the world for their Fall and winter creations. For this reason the dealers in the popular lines as well as the makers for the more exclusive trade are affected by the few costly examples of millinery art reaching Canada this month. Obviously there can be no cut in the prices of French hats until the cost of labor and the cost of materials have been reduced.

Modes to Suit all Whims

As for styles, their name is legion! No type of beauty has been overlooked, and certainly no devotee need be unbecomingly attired as to headgear. In tailored types there seems to be a decided preference for the medium-sized model with smart lines and the decided upward turn to the front brim. The under vision brim line is effectively shown on many of the smartest models while the decided flare is frequently achieved a little to the side instead of in the centre front as was the case with the spring and summer models of this type. Cleft brims are favored by some of the leading designers while others choose the sweeping and unbroken lines. Crowns are unusually artistic and lower lines are very much noticed in the advance collections. Hatters' plush, heavy velvets and tissues, cloths and laces are all used in the foundations.

The Supremacy of Feathers

And then, of course, the all-feather models! No mention of Fall millinery can be even hinted at without due consideration of the feather hat. It is the dream-come-true of the French artist. All that is lovely in texture, color and form is revealed in these exquisite hand-made models which represent the most extravagant bit of millinery-craft attempted since before the war.

An exclusive showing of one of the best collections brought back was given to Dry Goods Review the day they were unpacked. Our artist has illustrated five of them representing the newest in line and treatment. The color combinations are nothing short of wonderful. "Chu Chin Chow" triumphed because of such beautiful color effects as those seen in these little feather toques. A navy feather tam, for instance, trims itself with kindred feathers in a range of blues all the way from Adriatic to azure—not a scrap of fabric or metal, not a ghost of other trimming—but it will sell to Milady of Fashion for $85! When it is realized that the buyers who purchased these models frequently paid $50 for them in Paris, it is not surprising that

the retail price in Canada this autumn will range from $40 to $85.

Supple Crowns Favored

While the feather models are practically all clearly defined as to outline, fabric hats allow a few liberties in crowns for although smart lines are universally adhered to, a certain suppleness is permitted in even the strictly tailored models, and any amount of simplicity of line is encouraged. There is a reason. Trimmings are higher priced and of more importance than ever! As stated last month in these columns, this is to be a most colorful autumn. Metal bandings, colored chenilles, colored beads and sequins, vivid ribbons and varicolored feathers, radiant flowers and glycerined quills—all that is Oriental and odd in color contrasts will be seen as the trimming motif allied to more sombre shades. The hats themselves will be black, navy, brown and grey—but the trimmings may be almost anything they choose. These vivid hues are rarely shown alone. Copper and jolly and the tomato reds are given a place of prominence, but they are invariably shown with black or navy.

Expensive Imitations

The draped turbans which will appear early in the season display some lovely single motifs in feathers. These include perfect imitations of Paradise, Japanese Hackle and goura. So excellent is the workmanship on these made-feathers, no one but a connoisseur could possibly detect the difference. Some of these mounts are priced as high as $15 and $25 to the wholesaler, while others will bring these prices in the shops.

The Trimming's the Thing

It will be readily understood that with such expensive pieces as these placed in the milliner's hands the hat itself may quite easily be the simplest of shapes—provided the material is of the best.

"It is really a matter of getting a hat that suits the trimming," said one wholesale milliner, displaying a number of imported feather pieces in Paradise and Hackle. "The manufacturers of these mounts have designed them with such exceptional skill and effectiveness, that they will at once create a picture for the milliner who has imagination. All she will really need to do is build a hat to suit the mount." Many of these mounts take the form of brim and outspread wings and are fashioned to be fitted with a simple velvet crown. The novice could easily fashion them into the stuning hats that the makers intended, and in looking over the collections of the largest wholesalers this month the displays reminded one of nothing so much as the pages of smiling paper dollies and their colorful wardrobes made to cut out on rainy days in the cosy nursery.

Side and Front Trimmings

Trimmings, no matter what their nature—ribbons, beads, or feathers, are placed either in the centre front or on both sides. Pleatings of ribbon after the order of the Japanese fan, are very smart while chains of large beads are introduced on the Egyptian and Hindu turbans. Metallic effects and vivid hued velvets are introduced in the models for dress occasions, while as much as $25 is sometimes spent in a piece of sequin or lace for the crown. (These will be more fully described in next month's issue). The fact that the marquise styles in tricorn and four-cornered shapes in hatter's plush are to be very fashionable should not be overlooked, and the same can be said for the ever appealing cloche in dressy lines.



The Return of the Basque

Soft black satin is used throughout in this charming revival of an 1860 mode. The bodice buttons down the front and makes no effort to hide its numerous seams. A dainty frill of lace finishes a simple neckline, and another bit of lace peeps out, at the back of a slashed and rather sophisticated cuff. The wide hat is faced with orchid and trimmed with pansies ranging from deepest to palest tints.

Hints on Buying

Fur felt is one of the Autumn materials to be reckoned with, with regard to both sports and tailored hats. It comes in the same rich array of really beautiful colors, pale or brilliant, as preferred, as duvetine—one of the chief reasons for its coming popularity.

* * *

Tiny gold braids used to outline petal brims of velvet and smart duvetine shapes are made with a cuff developed entirely of undulated ribbon. Kid and duvetine are another combination of note used in alternating strips for the facing of roll sailors.

* * *

Broad sashes of faille or moire are used to strap through velvet shapes where large buttonholes are used. Narrow metallic ribbons sewed row on row make good-looking sports hats, promising still greater prominence in the coming season.

* * *

Duvetine will undoubtedly be a very large item, especially in brilliant tones of Empire green and soft reddish and forest browns.

* * *

Hatter's plush is coming in strong for the Fall season, oft-times being used in preference to panne velvet for the reason that it has more body and is richer looking.

* * *

Black hatter's plush is hand-blocked into tailored shapes, such as tricornes, roll sailors, straight sailors and a few of the novelty brims in this type of merchandise, and from the showings it would seem that more is being done in this regard this season than ever before.

Long-nap hatter's plush is developed for the soft effects that are used in hand-made hats, generally draped or corded and used without an under frame, frequently in combination with some other fabric for the brim.

* * *

Paris mentions ombre, tache, and ombre ostrich as prospective trimming favorites. While the literal translation of these terms implies shaded, spotted and iridescent, nacre means two contrasting colors blended together in an all-over way, while ombre means the lower half of the ostrich flue in a contrasting color, and tache effects show merely the edge of the flue dipped in a contrasting color.

Montreal Milliners Form Association

Wholesalers Become Affiliated With Montreal Board of Trade

The wholesale millinery dealers of Montreal last month inaugurated the Wholesale Millinery Association of the Board of Trade, the attendance widely representing the wholesale trade of Montreal. The membership of the newly organized association comprised fourteen firms, all of whom were already or have since become members of the Board of Trade.

F. X. De Grandpre, President

The election of officers resulted in chief honors going to Mr. F. X. De Grandpre, of Debenham's Ltd., who was unanimously acclaimed president. The following members of the millinery trade were also elected to office: 1st vice-president, M. F. Farrell, of M. F. Farrell, Ltd.; 2nd vice-president, M. Roman, of the Peerless Hat Co., Ltd.; treasurer, S. H. Ivey, of J. D. Ivey, Ltd.; secretary, H. C. Beatty; assistant-secretary of the Board of Trade. The following directors were elected: E. J. Orkin, of J. M. Orkin, Ltd., H. L. Lelievre, of Vyse Sons, Ltd., C. Warshaw, of the New York Hat Mfg. Co., Ltd., and J. W. Belisle, of Farrell and Belisle.

By-Laws Adopted

Following the elections, the by-laws of the new association were adopted, the main articles providing:

"The objects of the association shall be to promote the advancement of trade, and to watch over such matters as may from time to time arise affecting the trade interests of members of this association.

"Any firm in the Dominion of Canada engaged in the sale of millinery at wholesale, and having one or more partners members of the Montreal Board of Trade, may upon application be admitted to membership in the association by the executive committee."

Following are the charter members of the new association: W. J. Belisle, Farrell and Belisle; F. X. De Grandpre, Debenham's, Ltd.; J. Leone, jr., J. Leone, Ltd.; F. R. LeBeau, F. R. LeBeau, Ltd.; H. J. LeMevre, Vyse Sons and Co., Ltd.; X. E. Garber, Montreal Hat Co., Ltd.; S. H. Ivey, J. D. Ivey and Co., Ltd.; M. F. McKercher, S. F. McKinnon, Ltd.; E. J. Orkin, J. M. Orkin & Co., Ltd.; L. N. Panneton, Imperial Hat Co.; O. M. Roman, Peerless Hat Co..; C. Warshaw, New York Hat Mfg. Co., and W. J. Wight, Wight and Chartrand.



Modes For Mourning Wear

A prominent Montreal milliner, known as the creator of smart and exclusive lines is at present showing a splendid collection of the latest models in French mourning millinery. One of the most fashionable features noted when a Dry Goods Review called to see this collection were the new crepe veil with scalloped and braided edges, which is mounted on a grenadine shape, faced with white crepe. Georgette veils, both hemstitched and plain, are also very new and are sometimes draped over shapes which are covered with cross folds of grenadine. The veil in all cases falls from the crown to the waist line or lower. For mourning hats, other than widows, the Napoleon four-tab effect is very chic, or else wired wings and soft material draped to one side on tricones or toques. Peau de soie is also much used. Dull beads, jet fruits, etc., are much in evidence on these mourning hats, which are relieved from monotony by a white facing or piping in almost every case. It is no longer necessary to wear an all-black hat during mourning Such hats were invariably unbecoming to most women.

A significant fact is becoming more and more apparent to millinery buyers, namely, the trimmed, ready-to-wear hat has practically ousted the untrimmed shape from the market. Retailers prefer the ready-to-wear for many reasons, chiefly because it does away with the necessity for maintaining work-rooms and milliners, which are a heavy expense now-a-days. In a few years' time the untrimmed shape will be completely a thing of the past.

CROSSED ONE HUNDRED TIMES

Mr. R. H. M. Bremner, who has been in the employ of Hodgson, Sumner and Co., Ltd., Montreal, for thirty-four years, has retired from his office with this firm, and on leaving this month, the esteem in which he was held by the staff was expressed in the presentation of a handsome gold watch and chain.

Mr. Bremner was foreign buyer for his firm for 27 years, during that time making over 100 trips across the Atlantic.

Practical Gage Patriotism

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YOUR fall millinery business; what will it be—good or bad? A success or a failure?

There are many factors to be considered: crops; finances; shortage of desirable goods; slow deliveries of merchandise; unusual delays in transportation, etc. The really determining factor is not one of these, however, but another far more important. It is *yourself.*

Are you willing to be drugged into a state of inactivity by the persistent clamor of the pessimist who lacks the courage to face a world-wide problem of reconstruction? If you are, your fall business will be a failure.

If you have the optimistic courage to face this problem, you will respond to the call which comes today for men of force and character to make a successful effort for the reconstruction of our economic and civil life; you will plan your fall campaign along safe but aggressive lines, and will reap a well-earned success.

In no place is there a greater need for practical and patriotic activities than in the business world today.

As for us, we have decided that we shall put into our fall campaign all of that optimistic courage which has for sixty-four years enabled us to overcome obstacles, and which has kept us in the front ranks of the millinery line. It is in times like these that the attested value of the Gage Line gives to the merchant an assurance of continued patronage from the buying public which insures a profitable season.

Our display of fall millinery will be inaugurated on Tuesday, July 6th, at both our CHICAGO and NEW YORK stores. We invite you to attend.

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MODEL HATS

COMMENCING 9th AUGUST

Our stock for the coming season is of exceptional merit and attractiveness. Buyers will find us well prepared from above date.

INSPECTION INVITED

G. GOULDING & SONS

55 Wellington St. West, Toronto

Winnipeg	Ottawa	Hamilton
66 King St.	193 Sparks St.	28½ John St. N.



Fall Millinery Opening

Baker Hats

express a note of quiet refinement and correct style that is appreciated by the best Canadian stores, the leaders of fashion. The clever creations now offered for Fall are worthy of the alert buyer's careful consideration.

We extend a hearty invitation to buyers to visit our showrooms when in Toronto, where we will also show an assortment of the latest novelties in Millinery Trimmings.

With twice our former capacity, we are now able to promise prompt delivery on Fall orders.

Toronto Hat Co., Ltd.

Manufacturers to the Trade

76 Wellington St. W., Toronto, Ontario

Branch:
Citizen Building
Ottawa
J. A. AYEARST

BAKER HATS

Branch:
Hammond Block
Winnipeg
J. G. MARTIN

Buttons *for* Fall 1920

Our travellers are now on the road with a complete range of latest designs. We shall appreciate your courtesy of looking over our samples.

Try our mail order dept.

"Canada's Exclusive Button House"

A. Weyerstall & Co.

Head Office: Toronto

Justly Popular

The popularity achieved by our products is based on real solid worth, reliability being interwoven into every article.

Our line of COTTON, SILK, and MERCERISED

Corset and Shoe Laces

wins the approval of merchant and consumer alike.

The merchant finds it easy to handle, being put up in bundles, boxes or pairs. It affords him variety, coming in new, harmonious shades, as well as black.

The consumer gets a stylish and durable lace—popularly priced.

Both are satisfied, the sign of good business—for both parties.

Samples and prices will be gladly sent you on request.

Independent Silk Limited

350-360 St. Paul Street East, Montreal

When on your

FALL BUYING TRIP

YOU are cordially invited to visit our Show Rooms where you will find a range of splendid values.

Dependable, trade-marked merchandise builds a permanent business. Every line bearing our Trade Mark has been selected with the view of making it worthy and saleable.

LACES

Are you ready for the demands of the Fall season? We have a wide range of the wanted lines, including Vals., Point effects; also Metal and Guipure numbers.

HANDKERCHIEFS

Handsome numbers that will win instant approval—fancy embroidered — staple cotton and linen numbers—for ladies and gentlemen.

VEILS and VEILINGS

Adjustable sport Veils, in various shades, plain or with fancy motifs. Also the more elaborate flowing effects in black and fancy shades. Yard goods in plain, hexagon and fancy meshes, including bordered effects, etc.

EMBROIDERIES

Flouncings: Voile, Organdy and Mull in many beautiful designs. Skirtings, from 5 to 10 inches in width. Large range of narrow Edgings, Insertions, Ribbon Effects, etc.

For immediate delivery



Westlake Brothers, Limited

24 Wellington St. W.
TORONTO

Where Frills and Veils Abouud

Charming Versions in Organdie Neckwear Offered for Fall Trade—Low Necks Prevail—New Square Veils Are Smart in Grey, Taupe and Black—Belts and Laces of Unusual Interest.

WHILE Paris persists in ultra modish versions of the high collar in organdie the designers on this side continue to offer, with few exceptions, a wide range of the low-necked or at least open-throated models. There is always a flutter at the beginning of each season in Canada, as well as across the border, concerning the possibility of a vogue for high collars, but the low, free neckline always wins except when the tailored effect is absolutely essential, so that the tout ensemble of a particular toilette shall not be marred by inconsistency. Generally speaking, however, the low collar prevails and it is quite evident that while certain models featuring high necks will gain favor in the Canadian market this Fall in organdie and net or lace neckwear, the low neck-line, narrow, flat styles, full plastrons and vestee novelties will be the leaders.

White and Ecru in Demand

White will lead, with a certain demand for ecru and toast tints. Pale pink, mauve and blue have had a remarkable vogue all season and the first two shades are promised another period of prominence this Fall. Touches of black embroidery on pink, royal blue on white and cream on mauve will be seen, while the jaunty wee bow of black will frequently appear on collars that resemble the Eton and Peter Pan styles. High ruches will be somewhat in demand, while jabot and vestee styles, lace frilled and trimmed, with tucks, will have their place.

The preference will be of course for all-organdie models as far as the popular trade is concerned, for the luxury tax does not exist so far as these last-named fortunate members of the accessory family are concerned.

The Importance of Belts

The vogue of the narrow belt continues, but it fastens its faith almost entirely to the one-piece frock in its many versions. Although belts are to be seen on some Autumn suit costumes it is decreed that the really new types of jacket and suit coat shall be beltless. This is not the case with the coat dresses or complete dress costumes for narrow girdles in leathers and cloth are frequently exploited on the newest models, and when it comes to formal gowns the girdle is frequently the most striking feature of the gown. Egyptian modes mean handsome Oriental designs in silk or metal draped about the figure and extending down the centre front in true Egyptian style. Consequently draped girdles in silk or fabrics moulding the hips and caught at the front with a pendant ornament of Eyptian design will be seen. Sashes, too, of every description made with great extravagant bows will be seen. Rolled cords of fabric, leather belts set with ornate composition, plaques, and the plain all-leather strand belts will all be represented.

Square Veils are Chic

The appearance of neat, close-fitting chapeaux in the very early Fall, will be the signal for the appearance of a number of stunning new versions in veils. The made veil is promised the preference in the higher class trade, though many devotees will staunchly support the close-fitting types, otherwise known as yardage veils. There will not be a very marked advance in veiling prices, though some of the novelties with elaborate scroll designs in metal threads will come high, of course. There is a tendency towards greater variety in meshes, squares, and broken fine meshes being featured as well as the ever popular hexagon mesh. On the made veils, borders may be conventional and confined to the edge or they may be extremely ornate, especial-



Fall Neckwear Novelties

Upper right: Charming collar and vestee to be worn with suit costume overlapping medallion sections are very smart. Left: Dainty tucked vestee and collar with rows of Val. Lower right: A version of the high collar with jabot. Embroidered organdie. Corner: A sleeve puff of Swiss for cotton tub frock.

ly when the veil is a complete square or circular in shape, the figure work of the border is frequently seen to cover the fine mesh almost completely.

Gray, Beige and Black

In the yardage veilings neat designs are emphasized and chenilles in contrasting shades will again be seen. Shetland effects and very fine shadows will have a vogue, but the preference will undoubtedly be for a good plain mesh with a pretty motif repeated on the ground or as a border. Grey, beige, taupe and black will lead, with a less urgent demand for purple, navy and champagne. This very light beige tint is almost a straw color and is quite a novelty. Very little is seen in the way of contrasts, one-toned effects being recognized as the best sellers at all times. In the made veils, of course, the situation is different, they are frequently treated with silver or gold threads, and certain veils have appeared with a braiding of white on black, and white on grey. These are fads, however, and it is safe to say that the one-toned effect will have the major part of fashion's favor.

The Vogue of Laces

In the Nottingham lace trade, fashion foretells exceptionally good business for the autumn, according to an advice from London, but meanwhile there is little being done, and several machines are idle. It is stated that there is little hope of prices falling for some time to come, as the cost of production is still soaring higher.

The present fancy for lace has brought lace of all shades—green, blue and orange—on the market. Lace day gowns are as popular as evening ones of the same fabric. One advantage of an all-lace frock is that it requires no outside ornament beyond a sash or one of those flower girdles that appear on day as well as evening gowns.

Black lace shawls are the latest in revived fashions. They are shown in Chantilly, Spanish, French needlerun, and Nottingham lace, and are selling well in white, black, parchment and colors. Lace capes and wrap cloaks are other features in the high-class lace departments abroad, where lace robes for day and evening wear are in increasing demand.

At their Majesty's first court of the season lace was much in evidence. Some of the most beautiful gowns were composed almost entirely of fine black lace, and many debutantes also chose lace—though their dresses were of white, and for the most part either pleated or combined with filmy materials.

The favorite lace of the year in Paris is Chantilly. It may be black or white, or faintly gold. It is used for dresses, hats, and sunshades. It is also used to replace the crepe veil of a woman in mourning, in which case it falls to the waist and covers the eyes in front. Another use for Chantilly is to wear it as a cloak over a Summer dress. "This fashion is one of the most charming of the year," writes a fashion authority, "graceful, simple, and at the same time luxurious."



The Greek Influence in Veils!

This chic new square veil in square mesh illustrates the vogue for wide, definite borders in conventional design, and coming direct this month from France, proves that the "made" veils are still favorites in Paris.—Shown by Lace Goods Co., Ltd., Toronto.

WALTER SCOTT RETIRES

Mr. Walter Scott, of Bridgetown, Nova Scotia. who has been in business in the Maritime Provinces for many years, retired on May 1st. 1920.

SCARCITY OF GERMAN DYES

The report of the Committee from the British Color Users' Association, of Manchester, sent to Germany to look into the dyestuff situation, ascertained that very little, if any, manufacturing of dyestuffs was being carried on. This was the result of shortage in raw material and fuel. Conditions were a little better in the sector at present under British occupation. Here the dye men were turning out small quantities.

Mr. Peter F. O'Hare, overseas representative of the firm of Richard Haworth & Co., Ltd., Manchester, Eng., is leaving this month for an extended trip in Canada and the United States. Mr. O'Hare will be on this side for a period of at least twelve months.

Curves Are Discouraged; Slim Silhouette Remains

Charming New Creations in the Corsetry Art Preserve Free Lines, Ignore Trimmings and Encourage Perfection in Manufacture.

THE Fall lines of the various corse makers both at home and abroad are now ready, and as predicted months ago there has been no radical change in the silhouette except perhaps to achieve the slightly more "corsetted" effect. For several years now the creations of the fashion designers have encouraged a delightfully free straight line, that has been ardently accepted by the feminine world at large; but Paris seems to think that it is time for a little discipline, and consequently, although teh decided nipped-in waist has by no means won a victory, there is a tendency towards the adoption of a corset style that will mold ever so slightly the natural lines of the figure. It is felt that although straight lines again prevail in the majority of the frocks, a slight drawing in at the waist line is opportune to correct the "heaviness" which must come if the figure goes long uncorsetted. As a result, models are still made of the most flexible materials and frequently slightly boned, but a slight curve is being introduced, and additional attention is being paid to the brassure which helps to keep the flat-chested effect that must accompany the present modes in bodices.

Leading Features

In the corset styles for Fall on this side of the Atlantic, the bust is even lower than before, and hips are long. Trimmings are very much discouraged for unnecessary additional bulk is very severely frowned upon by Dame Fashion when it comes to underlings, and these plain effects are even being encouraged in the best examples of French lingerie —tailored designs and brief lengths being invariably preferred to fussier styles in chemises, camisoles, knickers and in petticoats too.

Opinions vary as to the demand for elastic corsets but most manufacturers concede that there is a good demand for those models in which considerable elastic is used in side, back, and front inserts. One very dainty new model seen had an elastic band at the top of the corset across the front section only, which came just above the normal waistline and permitted freedom, at the same preserving a very neat line. For sports wear the simplest unboned models are preferred, while almost invariably the cry is for pale pink, no matter what the material used.

Silks Extensively Used

Among the most handsome models being shown are those developed in silk trico, plain and embroidered, which fit the figure like a glove, silk broches and other silk materials which are so difficult to procure. Brocades in soft



colors are very fashionable among the more expensive lines, while various innovations are introduced in models built for the very youthful, meaning slender, figures, including cut-out side sections permitting absolute freedom to the thigh.

Lack of Novelties

Lacking more this season than in others, it seems, are the novelties which usually make their appearance at this time. The reasons for this are varied, according to different manufacturers. One man assigns the shortage of novelty cloths and fabrics as the reason for the failure to provide novelties in corsets. Another says that the uncertain price situation makes one chary of going in too strongly for any goods the demand for which is not assured. Still another says that the shortages still apparent throughout the industry make it more necessary to make as many of the staple garments as possible as those are the ones the trade cannot get along without.

Whatever the reason, the fact remains that the season's lines are rather more conservative than usual, although in many instances new modifications, trimmings, etc., make their appearance. In fact, in most lines it is noticeable that more attention than ever has been paid to detail, improving the line as a whole rather than any few particular numbers.

BELGIAN LACE LEAGUE

The syndicates of Belgian lace manufacturers have met in Brussels and are about to found a National League of Lace Manufacturers in view of the revival of this interesting Belgian industry. With this object, the League intends to propose the creation of professional lace schools directed by technical experts, to the exclusion of all those for whom the school would serve as a means of commercial exploitation. The League will likewise enforce an equitable remuneration to all lace workers in accordance with a uniform scale throughout the country. All Belgian lace manufacturers from Northern Flanders to the Campine are reported to have become members of the League.

REMOVING TO GALT

McCaskey Systems, Limited, manufacturers of counter check books and credit systems, have recently purchased a munition plant at Galt, Ontario, where their head office and factory will be located after the middle of July. The new factory at Galt is modern in every respect and several new high-speed machines are being added which will practically double the present equipment of their plant.

COMPETITION—THE MODERN BUGABOO!

Are you watching your competitor? It is altogether likely that, in one way or another, there are a lot of things he is learning from you, and it is up to you to see that you get a pointer or two from him.

Maybe if you step down the line and look at his windows you will find he has a new wrinkle in merchandising or in display that it will pay you to watch. Perhaps you can pick up a suggestion from his method of doing business that will mean better business for your store. If you glance through his advertising in the newspaper, perhaps, you will get one of those "hunches" that develop into big ideas, something that you can turn into money in your pocket.

That is the attitude the progressive merchant is taking towards his competitor—"bugaboo nothing!—he's giving me ideas that mean bigger business for me."

Bag Leathers Still High Priced

Drop in Hides and Shoe Leathers Does Not Affect Handbags or Purses—Fall Lines Are Plain —Preference For Envelopes in Grays and Browns—Velvets Will Lead in Fabrics.

CERTAIN types of hides and leathers have dropped in price, but Milady of Fashion must prepare to pay the same prices if not a trifle higher for her new Fall hand bag, as she did for a smart leather model last spring.

"The fact is that the materials from which handbags are made—notably sheep, goat and seal skins—have not been affected, although other leathers and cowhides and noticeably shoeleathers, have dropped considerably," stated a leather goods maker this month. "The materials which we use in our purses and handbags have as a matter of fact, advanced about 20 per cent., but we will not have to advance our prices for the present season at all events, as we have a splendid stock of leathers to meet present requirements on hand."

Plain and Fussy Styles

This season there will be a splendid demand for plain lines and elaborate models, as well, the latter always being sought by the exclusive trade. The French bead bags, which made their appearance late in the spring, will again be seen as this class of work is being extensively taken up in the vicinity of Paris, and such wonderful color creations as the makers are offering cannot be resisted by women who love beautiful novelties. These bags have sold and will sell again for prices ranging from $20 to $65, according to size, quality and design. The medallions and fringes on some of these bags, which are made in flat styles mounted and in vanity bag styles or drawn in on self cords, are highly decorative in color and design and show a tendency for conventional and Egyptian motifs. Dainty floral effects are also very good while bags made of fabrics are frequently partially covered with bead appliques.

Good Leather Models

Already, however, the demand is growing for plain, good-looking leather models, especially designed for the Fall tailleur or smart coat-dress. The fur shades which have made such a play for the lead on the color card for Fall and which are certainly gaining in favor almost hourly, have taken the bag realm all for their own. Practically no color, other than gray and brown—with the exception perhaps of a French blue, a bluish green and a light tan—has dared enter the running either for the flat envelope styles, which are to be extensively seen, or in the Kodak models, which are already well liked. All shades of gray will be seen from the deepest taupe to palest pearl tints, and in the brown leathers there is an equally splendid range from tete de negre to beige.

Dry Goods Review saw three new versions of the well-liked Vanity or Avenue bag, all carrying mirrors and neat change purses in well-built pockets. The Kodaks or Lucille models are also being featured with slight innovations such as a change in the style of clasp, a new length of handle and so on. These bags with their graceful oblong lines and straps which permit them to be worn over the arm are developed in grays, tans, browns and, of course, in black, which is in demand always.

But the novelty of the season in leather bags is seen in the envelope type. One big manufacturer in Toronto is featuring a charming style in which the flap fastener is concealed. A plain top strap is shown and when the purse is opened a hidden bill folder is revealed. This model is particularly smart and is designed essentially for the woman who demands something very chic. Some of these envelope models are developed in Morocco, others in pin seal, and others still in the very effective reed grain leathers. Dry Goods Review saw one model in reed grain which featured a stitched facing, two smartly pointed corners of which showed to either side of the top flap when it closed down. This design gave a good sweep of lines to an otherwise plain envelope style and self stitching and a contrasting clasp assisted in giving a very smart effect.

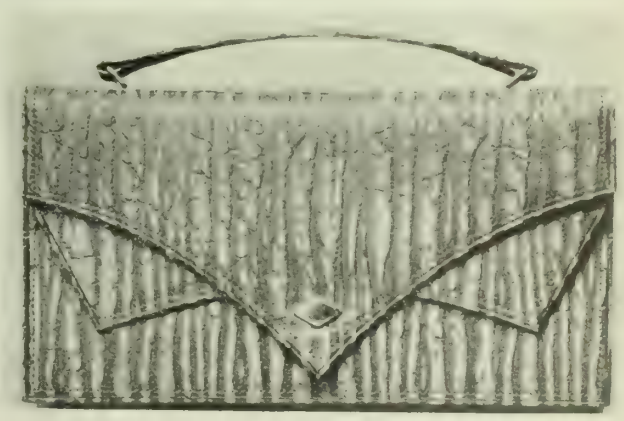
Practical and universally smart was a very large envelope model closely resembling a flat music roll. This was a strongly built model, in fine black pin seal with splendid pockets—and plenty of them—a bill pocket, and inner purse for change. But withal that these features are new, there have been absolutely no radical innovations introduced by the makers this season, who declare that the demand for good plain lines keeps them busy turning out their orders without chancing too much that is faddy.

The flat envelope pocket-book styles are especially strong, while in fabric models, moires and chiffon velvets in a variety of pretty shapes are being distributed, and of these latter styles the velvet models promise to lead.

Pin Seal Model



New Reed Grain Bag



The two models illustrated above reveal interesting new lines in two good envelope styles. The finger straps are characteristic of the best leather bags this season, and tailored effects, such as these lead. —Courtesy Canadian Leather Products, Toronto

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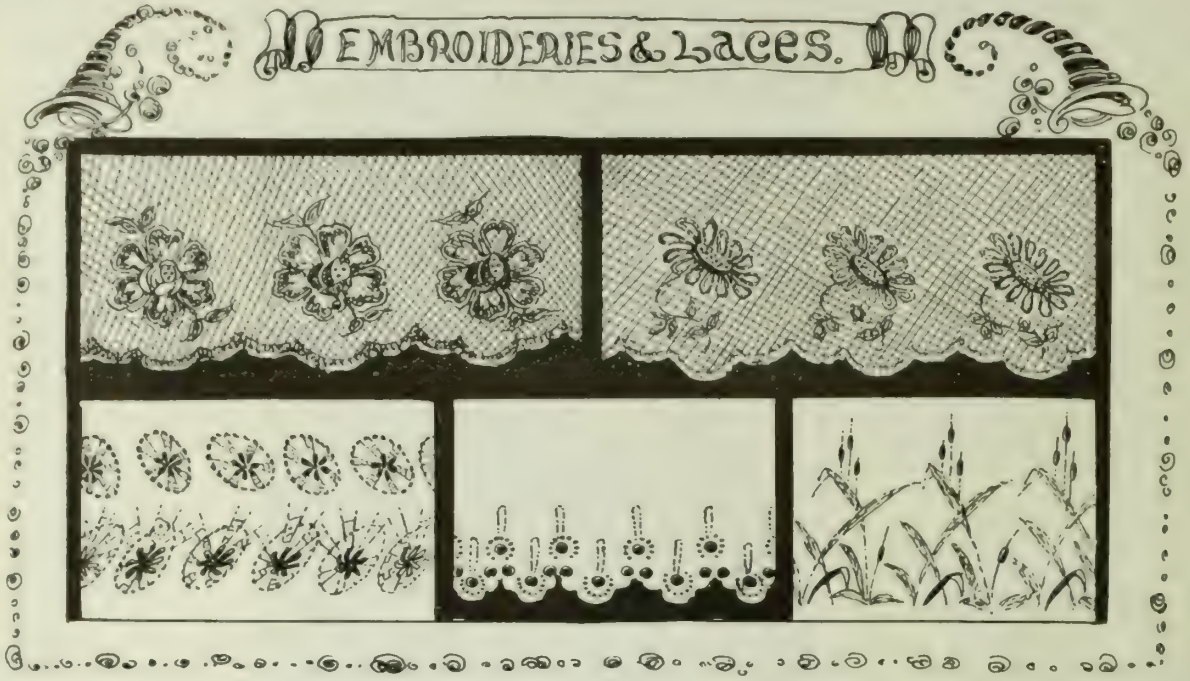
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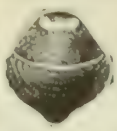
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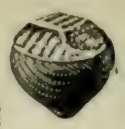
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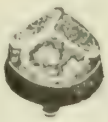
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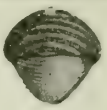











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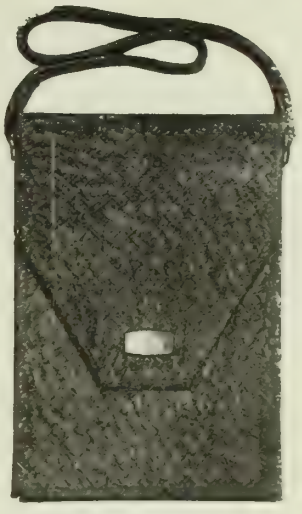
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IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*
"Crystal" *Artificial Silk*
Embroidery Materials

Fancy Linens *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:
Bay and Wellington Sts., - Toronto, Canada

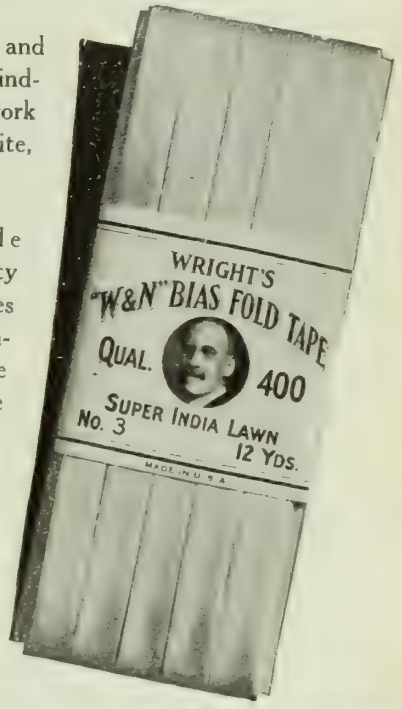
WRIGHT'S BIAS FOLD TAPE

Increases Notion Profits

Made in U. S. A. since 18[illegible]

"W & N" Monarch and Meteor Brands for binding, piping, fancy work and trimming in white, black and colors.

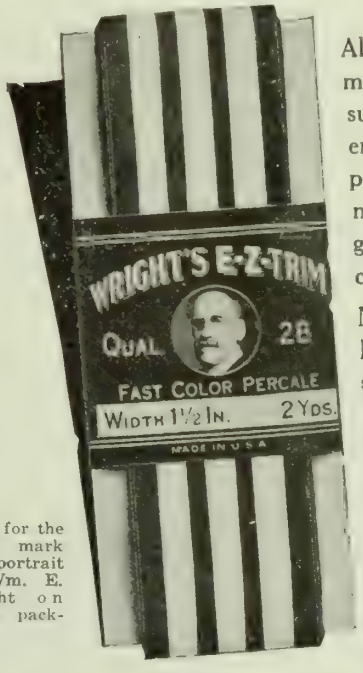
Cut from reliable stocks of first quality on true bias, selvages trimmed, seams opened and pressed. Live merchants sell these brands.



Easily Sold because Easily Used

WRIGHT'S E-Z-TRIM

Makes Home Sewing Easy



All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment — collar, cuffs and yoke.

Made of Wright's Bias Fold Tape, stitched in parallel rows on fast colored percale.

A progressive commodity for the progressive merchant.

Look for the trade mark and portrait of Wm. E. Wright on every package.

Wm. E. Wright & Sons Co., Mfrs.
315-317 Church Street New York

Stocks carried at all Agencies

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In U.S. Pat. Off.

Tips on Summer Toy Selling

Toy Sail Boats a Good Seasonable Line, Fitting in Well with Toy Airplanes—Rubber Balls and Balloons Good Lines for Specialized Effort—About Window Displays

SUMMER is a good season for toy selling. This is amply demonstrated in such stores as Eaton's and Simpson's in Toronto, where good year-round toy trade is done. If they can do it, so can any other toy dealer. There are children in every community, and where there are children there should be toys, and these toys should be sold by the local merchants. In the villages the general merchant is the man to sell the toys. In the larger villages, those with from 1,000 to 2,000 population, there is opportunity for stores carrying books, stationery, toys and other kindred lines. Such a store draws trade from the surrounding country and there are instances where book and stationery stores even in villages of less than a thousand people are successfully conducting such a retail business. Naturally the extent of the stock of toys carried will necessarily be smaller in a store serving a restricted community than in a big department store such as those in Montreal, Toronto, Winnipeg, or other large cities, but even the smallest stores can increase their trade by planning to conduct their business as far as possible along the lines of these big stores.

Thus, in July, there is good business to be done with such items as toy sailing boats, a line that will sell anywhere and everywhere if properly handled and adequately displayed and pushed. At the Eaton store at this time there is a most prominent showing of toy sail boats, canoes, and other craft. The former includes models of sailing vessels up to six feet in length, naturally these big fellows attract a lot of attention, and a great many sales of the toys made here are attributable to the notice they get. These or even much smaller sail boats make ideal pieces for good toy windows. These seasonable boats fit in well with a stock of toy airships. In fact these two lines are treated as one in the Eaton toy department, having a whole section to themselves. In the case of the airplanes there are many parts that are sold separately, thus making it a good "come-back" line. The original sale of a toy airplane brings the customer back for supplies as required.

A Made-in-Canada Toy Store

Who is going to be the first retailer in Canada to stock Canadian toys only? This is not to be taken as recommending anybody to do this, but the idea is now feasible on the strength of the infinite variety of toys that are now being made in Canada. This variety is so extensive, running from innumerable small toys up to the imposing structures built with steel construction units, along with such kindred lines as express wagons, various other wheel goods, and all manner of sporting goods for boys and girls, that the store that would properly accommodate a representative showing of all these "made-in-Canada" toys, would have to be one of goodly dimensions.

The whole idea is more practical as applying to any store having a toy department, and again let it be known that this is not to advocate excluding from the stock-in-trade all imported toys, but any toy dealer can make a hit by having occasional window displays devoted entirely to toys made in this country.

In New York there is a toy store on Nassau Street, where only toys made in the U.S., are stocked. A general line of sporting goods, for adults as well as boys and girls, is included in this stock, and with the sporting goods are included bicycles.

In Toronto the Wilson store, on Yonge Street, is among the best known sporting goods houses, and the toy stock here is almost as prominent as the sporting goods. This store constitutes a standing refutation of the theory too frequently advanced that the toy business is not an extensive one except during the season immediately preceding Christmas.

Sand toys for the beaches at summer resorts and toy gardening sets for the children at home, are always good sellers, and should be liberally stocked and exploited.

Rubber Balls

Rubber balls in the various hard and soft varieties and the many kinds and sizes of the fancy colored rubber balls, alone constitute a line with which hundreds of dollars' worth of good profitable business can be done in the course of the year in any town of average size. This is the ideal time of the year for making good showings of these goods. So with baseballs, bats, and all the other lines of sports goods for boys and girls of all ages. The picnic season is upon us and every picnic should be made to contribute a fair share of business to the retailer who includes these goods in his store.

Toy Balloons

Much has been said in previous issues regarding this line. The volume of business done with these small items is surprisingly large. One Toronto distributing house has sold over $10,000 worth this year, and this amount would be far greater had this house been able to get the shipments of the quantities ordered. The output of balloons in the factories in the U. S. runs into hundreds of thousands of dollars each year. This is a line well worthy of specialization on the part of every stationery and toy store.

A new game that is catching on is known as the Cootie game, and it may be described as a rectangular box-like enclosure which has a small square wire enclosure having a specially-designed entrance. There are also three celluloid capsules with small weights and the play is to secure the capsules within the wire enclosure. The top of the device is covered with glass.



In describing the play of the new game the makers have the following to say: A very interesting game may be played by having a game for each player. All of the cooties must be out of the pen. At a given signal all start to play and endeavor to encage the "cooties" as soon as possible. The first player to capture all of the "cooties" calls "cootie" (and play by everyone must immediately stop) is entitled to a credit of 25 points on account of being the first to make a capture. All other contestants are given a credit of 5 points for each cootie they have caught. The game may be set at 200, 300 or 500 as seems desirable. The one who is successful in securing the desired number of points first is the winner, the one having the second highest number of points is second and so on. A booby prize may be given to the one who has the lowest score. An official scorer and umpire should be appointed.

PEANUT TOYS

Among the latest novelties are toys made from peanuts, which are dressed up to represent all sorts of ferocious animals. Given the peanuts, anyone with paint, mucilage, deft fingers and a vivid imagination, can turn out various oddities that make good little favors for the party table. Views of these novelties have been appearing in U.S. papers.

The Toy-Makers of Czecho-Slovakia

Interesting Facts About an Extensive Industry in One of the Old Lands that Have Regained Their Independence as Result of the Great War.

FROM the homes of peasants tucked away deep in the Slovakian mountains, or in the wide Moravian plains, come some of the prettiest and cleverest toys in the world. Here in these out-of-the-way corners of Czecho-Slovakia everyone makes toys, from wrinkled great-grandmothers to tiny children four or five years old. Each member of a family will have his own special work. The men, handier with the knives, do the cutting, the women the coloring, and the children the gluing and mounting and simpler work. Toy making helps out the slender income from the farm, and these people will sit up far into the night, after a hard day's work in field or forest, making toys to sell for a little money to augment the family income.

Some of the children have become adepts in toymaking and in designing; their childish ingenuity frequently brings better results than those of their older co-workers. Some of the most interesting toys are made in the Jodliskuv Ostav, or Home for Crippled Children in Prague. These toys are made of burrs, cones, acorns, twigs, poppy-balls and other things that the children gather in the woods in the summer. Poppy-balls of different sizes are used to make quaint little replicas of the Slovak peasant women, which are painted in the gay colors of the national costume.



Undernourishment resulting from lack of food during the war has caused the diseases that have crippled many of these children. One little blind girl, so crippled that she can never walk again, fashions with deft fingers the most realistic chickens from pine cones and bits of whittled wood. A little boy whose arms were blown off by a grenade, is very clever at designing, and does so with his feet. Historic events and patriotic scenes and figures are great favorites with the children.

These particular woodland toys have never found their way to America, but as soon as proper trade relations can be established, the children on this side will have them. Meanwhile many of the workers of the American Red Cross, who came to Czecho-Slovakia with food and clothing and medical help for those who had suffered so terribly in the war, are taking home with them little villages with roofs of real thatch, tiny wooden animals so small one wonders how they are ever carved, cardboard and papier mache toys almost indestructible — everything, from wooden fishes that float right side up, to life-sized baby elephants.—"Playthings."



The Oriental Craze Has Reached the World of Toys

Morgan's of Montreal are showing something quite out of the ordinary in the way of toys, namely, Algerian hand-painted wooden figures, ranging from mosques and minarets to Arabian steeds and prickly cacti. These toys have already had an extensive sale, and are recommended as stimulators for childish imagination, particularly for kindergarten geography. The colors are vivid, and absolutely true to type. The accompanying group was especially posed for Dry Goods Review by Messrs. Morgan & Co.

Renewed Vogue for Embroidery

Stamped Designs in Daintiest Undergarments, Lounge Robes, Dressing Jackets and Household Linens Indicate Decided Vogue For Colored Silk and Wool Embroidered Effects.

THE wise merchant will look to his fancy goods and art needlework departments this season, for it is to be a banner Fall in dainty handworked garments and accessories.

Now that the feminine world is no longer required to knit the durable khaki sock, fingers long accustomed to unconscious effort during the hours spent in the living-room or on the summer porch, crave occupation, and the fancy work men have seen to it that there is plenty of incentive for the woman who enjoys fine needlework.

Colors Encouraged

This Winter the devotees of the embroidery hoop will need to be very industrious indeed to accomplish all the lovely bits of work designed and to be taken up. The vogue for colored embroidery on lingerie has been increasing in leaps and bounds during the past few seasons, so that now in place of the all white linen undergarment or robe de nuit, which was once considered the only correct mode, we have a fascinating array of pale tinted silk and fine fancy cotton underthings saucily bedecked with touches of vivid color in silk or wool embroidery. One large Toronto firm has just sent out a particularly fine collection of samples in stamped wear with a representative who will travel to the dry goods centres of the Dominion from coast to coast. The samples are stamped novelty designs worked up, and are displayed in conjunction with a complete range of embroidery cottons, silks and wools. Combinations of pink and blue are noticeable in the collection, which also features pink with black and mauve with yellow. In the chemise, petticoat, and night-gown sets, which are very fashionable, two-fabric effects are cleverly carried out, a decided preference being given to a dainty alliance of pink mulle and white organdie. Dainty designs are worked on the organdie, which forms a pretty yoke section and is set on the mulle with hemstitching.

Chiffon Cloth and Mulle

A dainty novelty is seen in similar sets of mercerized chiffon cloth and mulle cut in decidedly tailored lines and very carefully stamped with a small design. The tendency at present in all lines of lingerie is towards these tailored effects for every semblance of bulkiness is avoided, hence trimmings other than these silk or wool embroideries are discouraged—except ribbons of course, without which no garment that appears in milady's boudoir is truly chic.

Finest Indian head garments with severe yoke effects lightly patterned for white or blue embroidery are to be seen,



while the stamped designs are fashionable on plainly cut camisoles, envelope chemises, petticoats and night robes fashioned of voiles, crepes and novelty cottons.

Baby Dresses Lovely

Among the prettiest novelties seen in this particular collection referred to were the charming two-piece sleeping robes in organdie and mulle in equally fascinating models in mauve or blue. The daintiest of silk embroideries decked sleeves and neckline of the jacket, while the trouser frills were also effectively treated. Dainty voile garments, gaily embroidered in wool, included lingerie sets, dressing jackets and cool summery lounge robes. All white garments hand embroidered were shown in splendid range.

Baby dresses, the daintiest wisps of things with adorable yokes, were featured in all white and sometimes in palest blue forget-me-not design with a tiny rosette of pink or blue ribbon to enhance its charm. Fine organdie was used in most of these dresses for His Babyship.

Household Linens

In the household linen display, which was complete with many splendid suggestions for the woman who glories in exquisite table linen, three-piece buffet sets were prettily embroidered in Dutch blue and exploited a pretty crocheted border in blue. A lovely 36-inch luncheon set in pure linen was shown worked up in pale blue, yellow, green and rose. The effect was excellent as the pattern was etremely small.

A beautiful chalon cloth worked in acorn desgn in white wash silk was very good looking, while scarfs and runners to match were also shown.

That elaborate designs as well as the simpler all white styles are to be in demand was illustrated in the presence in this partcular collection of a magnificent white Berkshire table cloth exhibiting Italian cut work in blue on old gold.

New Wools Featured

There is to be a renewed zest for knitting this year, as many new wools have been manufactured to encourage new stitches and new designs in shawl wraps, sweaters, scarfs and caps. Cape influences are seen in handsome wraps of wool, while skating sets are very pretty in blues, browns and greys. Silks for filet designs in sweaters come in a stunning range of colors.

The shops are already demanding these embroidery materials and wools, and it behooves the merchant who takes pride in his fancy work department to consider his stocks early.

Notions Steady at Present Time

Thread Prices not Advanced out of Proportion—Knitting Yarns "Out of .. Sight"

Since last year notions have advanced radically in price but the situation at present is generally described as steady. Thread, in 200 yard sizes, is quoted at $1.20 per dozen and 250 yard size at $1.50. Silk threads are quoted at 90c per dozen in A, B, C. D and E., in black and colors and mercerized cottons at $1.00 to $1.60. All these lines are expected to advance by next spring.

Snap fasteners are steady at $4.80 per great gross. Elastic (lisle and cotton) are priced at ten to twenty-five cents per dozen yards. Beltings and buttons are reported steady but the latter are uncertain for the future, especially as regards imported lines. All kinds of pins are very steady as well as tapes, which have not advanced as much as was expected. Mending cottons and shoe laces are also stationary. Silk cords are now quoted at $9.00 per gross in all colors. Dress shields are very high on account of the scarcity of rubber and are just double the normal prices.

Knitting yarns are "out of sight" as regards prices and great difficulty is experienced in keeping stocks complete. Braids, especially black silk binding braids, are quoted on the basis of $11.75 per gross for No. 6 (narrow). Needles have advanced from 75 to 90 per dozen packets, while darning needles are now $1.00 instead of 75c.

The new binding braid in three colors for trimming middy blouses is proving very popular and is filling a long felt want. This binding should have a place

Continued on Page 145

A DICTIONARY OF DRY GOODS TERMS

(Linen and Silk Continued)

Blotch Grounds—Printed patterns, in which the ground is printed in black or color, instead of being left white.

Boiled-Off Silk—Silk with the gum discharged, but undyed.

Boiling Off—The process of degumming silk threads or goods by boiling soap and water.

Bolt—A roll or piece of goods, of definite length, as it comes from the maker for sale.

Bonnaz Machine—A small machine for embroidering figures on woven goods.

Book—A bundle of Asiatic silk. Japan books weigh, generally, about 4 to 4½ lbs., each containing about 50 to 60 skeins; China and Canton books are heavier.

Bourette Yarn—A heavy, fancy yarn, with tufts of hair or lumps of wool, etc., occurring in it.

Box Work—Goods in which two or more colors or materials are used in the filling.

Calendering—The smoothing and pressing of goods between ponderous rollers.

Chafe Marks—Whitish marks in piece dyed goods, due to roughening or displacement of fibres.

Chop—The brand used to identify any make of Asiatic raw silk.

Cockling—A damage in silk goods from irregular shrinkage of the filling.

Conditioning—The exact determination of the weight of silk on the basis of its normal condition, i.e., absolute dry weight plus 11 per cent. Standard allowance for moisture.

Chine—A silk fabric having a printed figure of somewhat hazy, undefined appearance.

Shot Color—A material woven in various colors in such manner that when observed at different angles, the colors seem to change.

Cordonnet (Fr. Pr. cor-donnay)—A silk used for braiding, knitting, etc., with a cable-like twist. Several raw-silk threads are doubled and loosely twisted in one direction, and three of them are joined and smartly twisted in the reverse direction.

Crepe-de-Chine Twist—Tram, hard-twisted for crepe-de-chine work. Usually 30 to 75 turns per inch.

Crepe or Chiffon Twist—Thrown raw silk 20 to 100 turns per inch more or less, for use in making crepes, chiffons, etc.

(To be continued)



Ostrich Again in Vogue

This handsome five-plumed fan, mounted on slender tortoise sticks, illustrates the success of the new fad for allowing the feathers to curl in two directions.—Courtesy Dominion Ostrich Feather Co., Ltd., Toronto

NOTIONS STEADY

Continued from Page 144

on the pattern counter, where its value will be more readily appreciated.

Beads are without a doubt the leaders in the notion department and wholesalers report that their stocks are cleared every day. The prices quoted this week were $1.25 per dozen tubes in 12 varieties and colors.

Other lines are reported steady.

LACE PRICES FIRM

Lace prices remain firm, according to reports from buyers who have just returned from the European markets this month. There is absolutely no sign of a drop at the present time. There is a strong demand, which will be even greater this Winter, for metallic laces and filet effects. Val. is beng widely asked for, and there is a steady demand for embroideries on muslins and voiles in 18 and 27 inch widths. These show a preference for small, neat designs.

Embroideries in colors are being shown on fine handkerchiefs, and also all white effects are strong.

"There is a constant demand for classy novelties in all lace goods lines," said one buyer who returned from abroad this month, "and the prices are enough to frighten anyone. No matter what the trade has become accustomed to in the way of prices, the quotations for the present season are almost staggering. There is absolutely no indication of an easement either, and as far as cottons are concerned there is a stiffening in price already noticeable." One buyer placed the advance on certain lines at 30 per cent. since his last order had been placed.

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents
We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

French Ivory
Made in Canada
We are now manufacturing a complete line of Toilet-ware in our own factory.
Carl Austin & Co.
Office and Warehouse: 357 College St.
Factory: 54 Kenneth Ave. West Toronto



The Net You Meet on Every Counter

It's Fashionette, of course, the best net advertised in the most effective way with a fashion appeal that puts it over.

Other Colonial Quality big sellers are:

Baby Dimples Safety Pins
Also Baby Dimples Neverlost Pins and Baby Dimples Cradle Pins.

Lady Dainty Celluloid Hair Pins
All shapes and sizes, in shell, amber and grey.

Myman's Collar Bands
Accurately sized—shrinkage allowed.

Gold Medal Bias Tape
True, even bias in white or black

Tulip Snap Fasteners
Reliable, rustproof

Vassar Elastic
The elastic that lasts

Canada Needle & Fishing Tackle Co.

INCORPORATED

76 WELLINGTON STREET WEST - - TORONTO

Sole Canadian Distributors of Colonial Quality Specialties for

SAMSTAG & HILDER BROS., 1200 Broadway, New York City

Colonial Quality
Samstag's New York

We're Ready With The Best Line Yet

Our headquarters in New York and at all our branch offices you will find assortments and values of exceptional interest, planned especially for merchandizing needs of this season.

Let us show you our new lines of:

Notions
Buttons
Fancy Goods
Holiday Goods
Men's Leather Goods
Women's Leather Goods
Silk, Leather, and Velvet Bags
Jewelry
Shell Goods
Ivory Goods
Art Novelties
Women's Neckwear

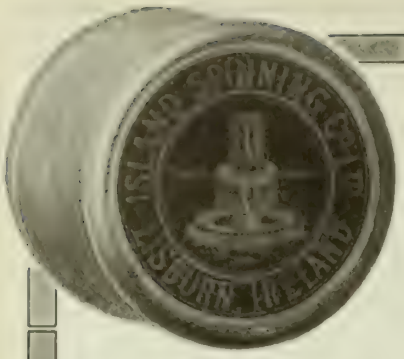
Make our headquarters in New York, or our branch offices— your first stop

Our display offers you an opportunity to gain many ideas in Store Display

Samstag & Hilder Bros.

1200 Broadway, New York City

Boston: 67 Chauncey St. *Chicago:* 212 W. Adams St.
St. Louis: 507 W. 12th St.



Those in Quest of a Superior Thread

will find their search ended, when confronted with

"Fountain Brand"

non-snarling Irish Linen thread, manufactured by the

Island Spinning Co.
Lisburn, Ireland

All manufacturers extend a cordial welcome to "Fountain Brand," because it is a strong, dependable, linen thread of uniformly good quality, and of full length.

The evident value in "Fountain Brand" builds confidence, sales, and profits.

½ lb. and 1 lb., patent wind cops, 1, 2, and 4 oz. Spools.

Colors—Black, White, and Whitey Brown.

Sole Agents for Canada

WALTER WILLIAMS & CO., LIMITED

MONTREAL	QUEBEC	VANCOUVER	TORONTO
508 Read Building	533 St. Valier Street	217 Crown Building	20 Wellington St. W.

"T" BRAND RUBBER BALLS

GREY, TERRA COTTA and COLORED

2" to 12" in Grey. 2" to 3" in Terra Cotta. Colored—all sizes

Case lots only.

Our customers write us they are the best Rubber Balls they purchased for 1920. They hold the air—not a single complaint as to quality. For delivery January, February, March, 1921.

Distributors for the United States and Canada

MORIMURA BROS.

53-57 WEST 23rd STREET
NEW YORK CITY



Toys, Dolls,

Fancy Goods, China, Glass

For Christmas Trade

THE LINE OF HOLIDAY GOODS WE ARE OFFERING is NOW BEING SHOWN BY OUR TRAVELLING SALESMEN AND IN OUR SHOWROOMS AT WINNIPEG, TORONTO, MONTREAL AND QUEBEC.

OUR RANGE OF TOYS CONTAINS A LARGE ASSORTMENT OF CANADIAN, BRITISH, AMERICAN AND JAPANESE SPECIALTIES AND MANY ITEMS UNOBTAINABLE DURING THE WAR.

PLACE YOUR ORDER EARLY.

NERLICH & CO.

146-148 FRONT ST. WEST - - TORONTO

WINNIPEG MONTREAL QUEBEC

WRINCH McLAREN, LIMITED

Manufacturers and Importers of

SMALLWARES
NOTIONS
JEWELRY
ART NEEDLEWORK

Our new Fall samples will be on the road in a few days. We have the best range we have ever shown.

Give us a trial order for "Hyclass" Dress Fasteners. Your customers will like them.

77 Wellington Street West - Toronto, Ont.

THE EXCLUSIVE SMALLWARE SPECIALTY HOUSE

3820-1—Dry Goods Review



This is one of the full-page advertisements that will appear during 1920 in Ladies' Home Journal, Needlecraft, and Butterick Quarterlies

A Hairpin to Pin Your Faith To

THERE are two ways of increasing hair-pin sales: By constantly reminding women to try De Long Hair Pins (which *we* are doing for you—telling some ten million women about De Long products, in their favorite magazines, every month).

And—

By giving De Long Hair Pins prominence on your notions counter (which *you* can easily do).

The name De Long, to most women, is like the name of an old friend. It has a reputation-value which is sure to add to their favorable impression of your store.

Stage De Long Hair Pins "up front." Let women "See that hump?"—and buy.





THE DE LONG HOOK AND EYE COMPANY OF CANADA, LTD., ST. MARYS, ONTARIO

Fairfame
REG. U. S. PAT. OFFICE

Boudoir Slippers

Very Special Price Leaders

for

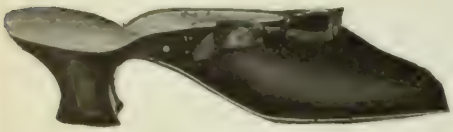
Immediate Delivery

Selected from a large line of latest novelties

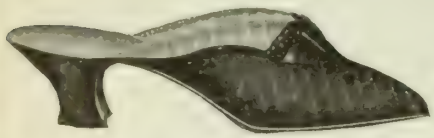
Mail or wire open orders

Terms:
2/10 net 30

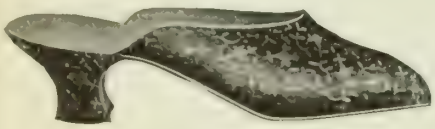
A. H. and E. Freydberg
85 Fifth Ave. New York



Style 5005—$3.25 Pair
All satin mule; half Louis heel; ribbon bows to match; pink, blue, copen, lavender, rose, black; sizes 3 to 7.



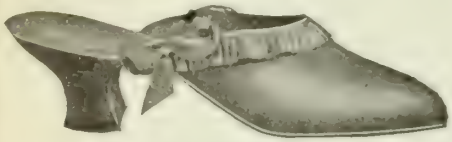
Style 5070—$3.75 Pair
Quilted black satin mule, contrasting color satin instep and style turn-over; turned sole; half Louis heel; ribbon bow; pink, blue, copen, rose, lavender, black; sizes 3 to 7.



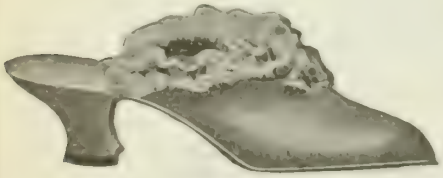
Style 5071—$4.00 Pair
Silk brocade mule, silk lined; half Louis covered heel; gold brocade and black lining; silver brocade and silver gray lining; sizes 3 to 7.



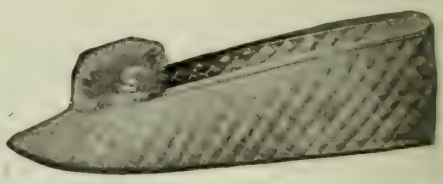
Style 5085—$4.50 Pair
Satin D'Orsay, satin lined turn leather sole, satin covered wood heel; pink, blue, copen, rose, lavender, black; sizes 3 to 7.



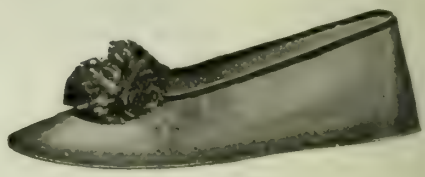
Style 5063—$4.50 Pair
All satin mule, trimmed with pleated ribbon and bows to match; half Louis heel; pink, blue, lavender, rose, copen, black; sizes 3 to 7.



Style 5054—$5.50 Pair
All satin mule, lace, silk ribbon and bud trim; pink, blue, lavender, rose, copen; sizes 3 to 7.



Style 5065—$1.37½ Pair
Quilted sateen slipper; chrome sole, pom-pom to match; rose, pink, blue, lavender, copen; sizes 3 to 7.



Style 5009—$1.37½ Pair
Satin slipper; leather sole; pom-pom to match; pink, blue, rose, copen, lavender; sizes 3 to 7.



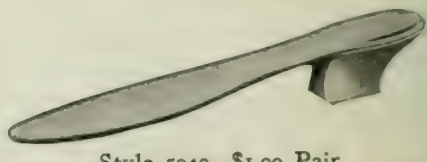
Style 5027—$2.50 Pair
Quilted satin slipper, turn sole, low heel, pom-pom trim; copen, pink, blue, rose, lavender; sizes 3 to 7.



Style 5003—$2.12½ Pair
Chamois slipper, quilted lining, laced with ribbon; rosette trim; pink, blue, rose, copen, lavender ribbons; sizes 3 to 7.



Style 5039—$2.50 Pair
White washable kid slipper, colored ribbon drawn, rosette trim; quilted lining; pink, blue, lavender, rose, copen; sizes 3 to 7.



Style 5042—$1.00 Pair
Sateen quilted sole, Louis heel; pink, blue, lavender, rose, copen; sizes 3 to 7.

Fair Dealings Win Fame

HERE is a mighty fine lay-out for a store front 25 feet or more in width. We have a book of store front designs and would be glad to send you a copy.

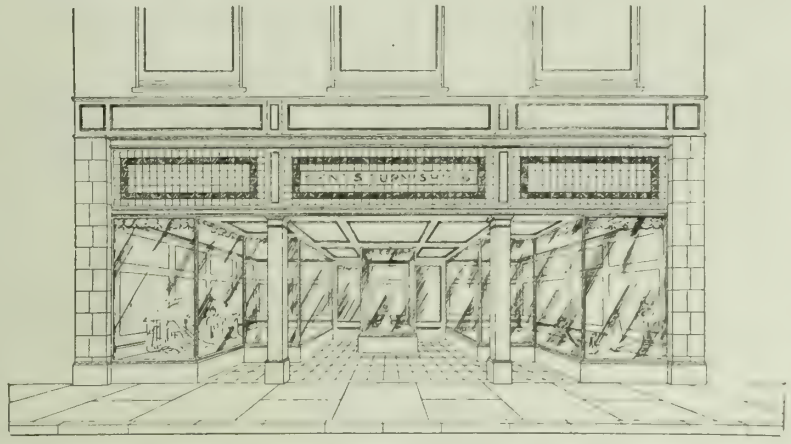


Plate Glass
Sheet
Art
Mirror
Figured
Prism

Zouri Metal
Store Front
Construction

Zouri stocks carried at

Halifax
Montreal
Ottawa
Toronto
Windsor
Winnipeg
Regina
Edmonton
Vancouver

THE BEST P G IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

THE BEST P G IN GLASS

BIRKS, RAWLINS & CO.

THE V INE POTTERY, STOKE-ON-TRENT.

FLOATING BOWL SPECIALTIES

A SUCCESSFUL LINE OF NOVELTIES FOR TABLE DECORATION

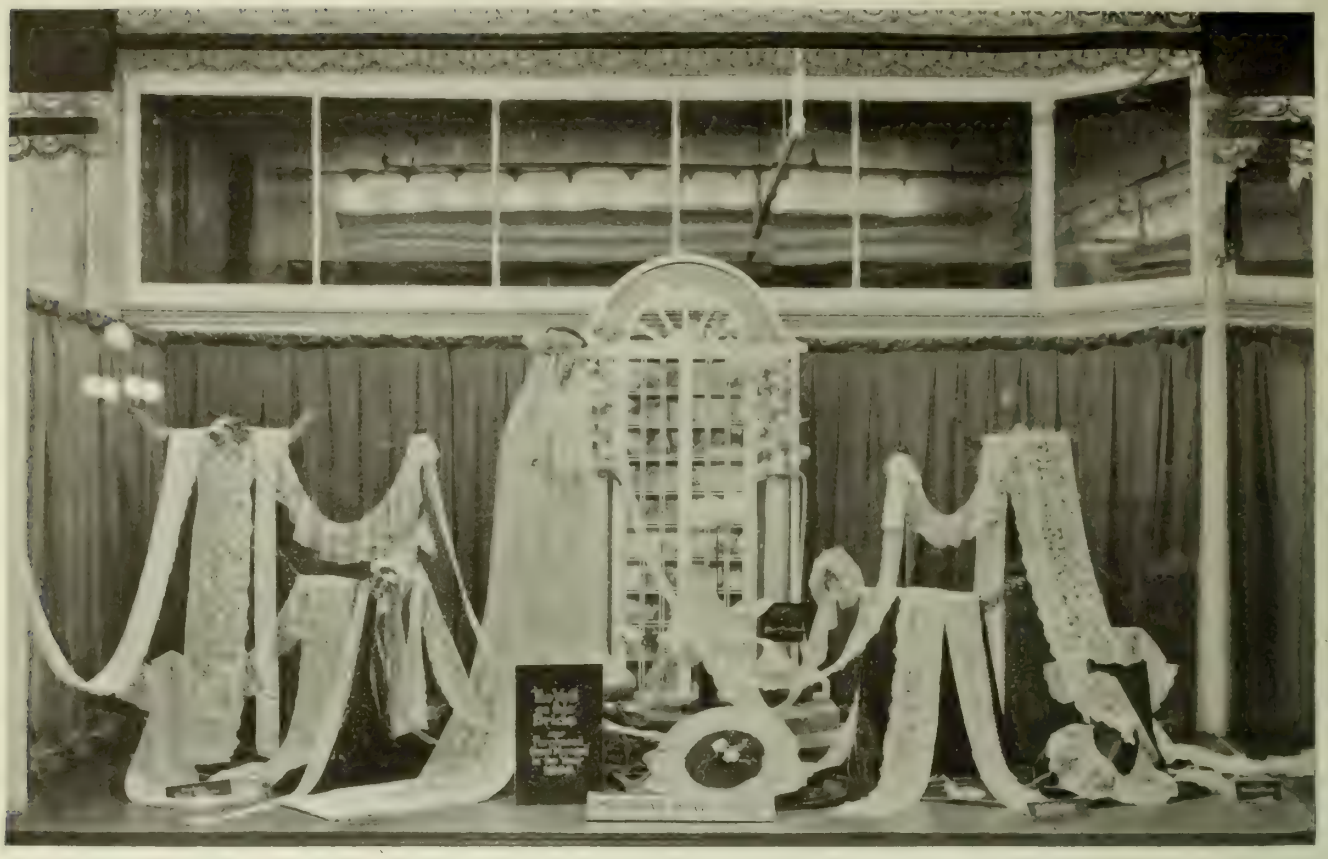
NATURE :: :: :: ::
BUTTERFLIES
DRAGON FLIES
HUMMINGBIRDS
BLUE BIRDS
WASPS :: BEES
COLOURED ANIMALS
GROTESQUES
AND
VICTORY MODELS
PATENT ATTACHMENTS TO FIT ON BOWL. ALSO WITH WIRE OR PLASTICINE.



SWANS (4 SIZES) To Float White or Coloured or Lustred
DUCKS
ROCKS & TREE STUMPS
FLOWER HOLDERS ALSO
KINGFISHES
CANARIES
BULLFINCHES
TOM TITS
BLACK BIRDS
ROBINS
SQUIRRELS
All for Centre Pieces for Floating Bowls
PUCK ON MUSHROOM
SNAILS, FROG ON ROCK
CROWING COCK Etc.

COLOURED FIGURES-RUSTIC CHURCH & COTTAGES-FAMOUS MODELS-ST. PAULS Etc.
ASSORTED £10 PARCELS SENT ON REQUEST

LONDON : MR. JOHN SAYER, AUDREY HOUSE, ELY PLACE, HOLBORN, E. C. 1
LONDON, ENGLAND.



Unique Lace Display

This window of costly laces was displayed in recent weeks by the Murray-Kay Company, Toronto, and represents a small fortune in lovely laces and insertions. The bridal veil is an exquisite thing in Limerick which was loaned for the exhibit. The veil was first purchased from Murray's in 1855. The display included various widths in Rose Point and Duchess combined, Point Applique and Rose Point, Venetian, Carrickmacross and Limerick. The laces, which were imported from Belgium, France and Great Britain, are valued at prices ranging from $7.50 per yard for 2-inch widths to $75.00 for 15-inch widths. Two real lace scarfs were included in the collection valued at $100 and $90. The window was arranged by Mr. H. C. MacDonald, display manager for Murray-Kay's.

Ottawa Shops Feature Sales

Retailers Join in Big Sacrifice Campaign to Rid Shelves of Summer Stock Left on Their Hands Through Backward Weather and Over-cautious Buying

REGARDLESS of the exchange situation, the good old Canadian dollar is giving far more than 100 cents in value in many of the leading Ottawa stores devoted to ladies' wear. July is this year more than ever given over to clearance sales and wonderful bargains seem the order of the day for careful buyers and thrifty housewives.

Bryson-Graham Ltd. are running a $100,000 July clearance sale, giving big reductions in seasonable goods. The Daly Co., Ltd., are bending all their efforts in a mighty July sale that they claim is breaking all records in volume of business. A. J. Freiman, Rideau Street, is sparing neither time or money in advertising his 20 per cent. reduction sale to celebrate his having completed his new additional floor space and also the most thorough reorganization of departments that are now grouped together in sections that are akin to one another instead of being scattered about just as they grew from time to time.

Special Days and Prices

The Gainsboro Shoppe has catered to the needs of the lady who wants the best at the least cost by running a "No profit sale" that has cut original prices from 15 to 40 per cent. Chas. Ogilvy, Ltd., featured piece goods at right prices that allowed the stock of staples to be readjusted that in many homes has run low. Murphy-Gamble Ltd. joined the profit sharers by giving a discount of many lines of 20 per cent., and 10 per cent. off others, especially for the Saturday selling. D'Allard's, Limited, cut dress prices straight in two in many models of latest vogue.

M. J. Isaacs, Ltd., featured manufacturers' samples in Georgette blouses, offering them at $6.95 reduced from $15 values. La Mode, Ltd., wanted room for Fall goods and sacrificed Summer lines to make it worth while for the public to assist in clearing the store. A. A. Fournier Limited held a "Crash Go Prices Sale" that crashed many figures and made the store a busy scene. Darwin's Limited cleared Summer frocks at such prices that made one forget wartime offerings so far removed were they from the high figures then so well known. A. Shaffer, Rideau Street, offered fine values in all lines of ladies' wear.

Cost or Below

Nu Vogue, Ltd., saved the customer a big share of the profit, advertising that some lines were offered at cost or below to make a speedy clearance. Middleman's Ltd., devoted a deal of space to advertise generous reductions in many new and fashionable goods. In many of these sales the luxury tax has been forgotten, the chief concern of the storekeepers being to clear up stocks held partly owing to the uncertainty caused by the taxation proposals, and this trouble assisted by weather that has proved the opposite of Summerlike, caused a situation calling for heroic action to avert trouble.



Shoe Department Right in the Window

In honor of the second annual convention of the National Shoe Retailers' Convention, which met in Montreal during the week of July 11th, the accompanying window display was shown by Almy's Limited. All the necessary appointments to the modern shoe department in an up-to-date store are noticeable, and the life-like attitudes of both sales clerk and customer are worthy of special mention.

The framed display card urges customers to wear Canadian shoes and encourage home industries.

Departmental Store Is Not an Industry

Finding of Court of Appeal Brings up Important Point of Interest to Trade

Montreal.—An interesting judgment was given the last week in June in the Court of Appeal when it was declared that a departmental store is not an industrial enterprise within the meaning of the Workmen's Compensation Act. It followed from this that action could be taken against the store under the Common Law for injuries received by a messenger boy through an accident on the freight elevator whilst he was working for the company. The case was a suit for damages by the father of the boy. In the Trial Court, however, the judge had withdrawn the case from the jury and dismissed the action, declaring that action should have been taken under the Workmen's Compensation Act. The Appeal was entered on behalf of the boy and was upheld by the Superior Court.

In rendering judgment the court held as follows:

"There is no doubt whatever that the respondent's business, that is James A. Ogilvy's, Limited, of this city, is a commercial one. It is a departmental store essentially operated and carried on for commercial purposes, as distinguished from industrial purposes. The victim of the accident was employed practically as a message boy. He collected throughout the store parcels ready for delivery to purchasers, and went on messages when required outside the building. If the Workmen's Compensation Act applies to him, it applies to all the clerks and employees of that store.

"I am of opinion that the proof does not disclose that manufacturing is carried on in these premises to the extent as to render the establishment an industrial enterprise within the meaning of the Act. I adhere to my opinion as expressed in the Morgan case, and would reverse the judgment and send the record back to the Superior Court for trial before the court assisted by a jury, and condemn the respondent to the costs in appeal."

Daly & Morin Co. Open New Showroom

Daly & Morin, Ltd., of Montreal and Lachine, have recently opened a new show room in connection with their curtain factory, which has been doubled in size within the last six months. The show room is finished in natural oak panelling with cream-tinted walls and a golden brown velvet rug heightens the attractiveness of the polished hardwood floor. Indirect lighting fixtures with cream colored globes and many large windows draped in gold and black damask illuminate this magnificent room.

Easy chairs and glass wall cases are placed at intervals about the floor, and the entire effect is artistic and spacious.

Cash Basis System Keeps Prices Down

Victoria Supply Co. States Business Has Doubled With Introduction of This System

The cash basis system is growing out West. Numerous stores are putting it into effect and with unusual success. The Victoria Supply Company, of Burdenheim, Alta., have introduced this scheme into their business. The Victoria Supply Co. declare that since starting their business on a cash basis the volume of business has more than doubled itself. Moreover, they are keeping prices down and offering their goods at the same figures as featured on last year's price tickets.

The store includes in its stock staple dry goods, ready-to-wear boots and shoes and notions.

TELEGRAPHIC ERROR

In an advertisement for the R. S. Ford Co., Ltd., Vancouver, B.C., which appeared in the June issue of Dry Goods Review the word "types" was used instead of "toyos" through a telegraphic error in wiring the copy to this office. It is to be regretted that such an error occurred.



THE DALTON has a greater range of adaptability than any other adding or calculating machine. The ordinary adding-machine is not practical for multiplication. But the figure work of any business requires more than an adding-machine.

To figure interests, check invoices, etc., requires a multiplying machine.

THE DALTON gives you an adding—listing—calculating machine in one. It multiplies as easily as it adds. It adds, subtracts, multiplies, divides—and that is all any adding or calculating machine can do.

The Dalton does this, with only 10 keys (operated by touch) and gives a printed proof of every operation.

Try it!

United Typewriter Company Limited

135 Victoria Street, Toronto

And all other Canadian cities



Every account is ready for instant settlement

when the N. C. R. System for charge accounts is used

WHEN a customer comes into your store and wants to know how much she owes, you can tell her the amount instantly.

No time is wasted in hunting for her account in a large ledger. No time is wasted adding up the items or striking a balance. There is no worry about the accuracy of the figures.

Your clerk merely looks at the last charge slip filed under the customer's name in the N. C. R. Credit File, and there is the total of her account to date.

This saves time for the customer, for the clerk, and for you.

You have the satisfaction of knowing that the amount she pays is right.

You know the amount is right, because with the N. C. R. Credit File you cannot forget to make charges. You cannot forget to credit money received on account. Mistakes cannot go undetected.

Fill out this coupon and mail it to-day

Dept. 26
The National Cash Register Co. of Canada, Ltd.
97 Pelham Ave.,
Toronto, Ont.

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts.

Name.....

Business.....

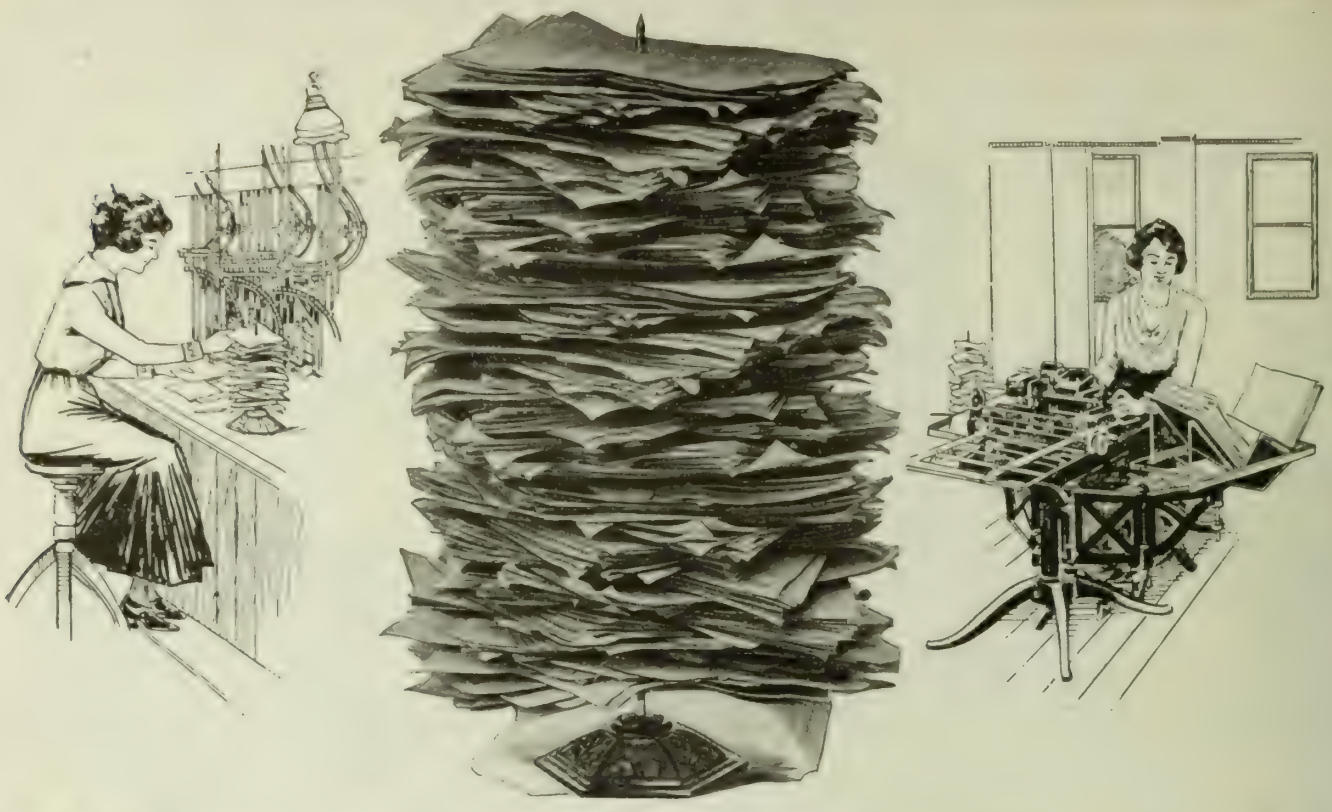
Address.....

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W.	London	350 Dundas Street
Edmonton	5 McLeod Bldg.	Ottawa	306 Bank Street
Halifax	100-102 Granville Street	Quebec	133 St. Paul Street
Hamilton	14 Main Street E.	Regina	1820 Cornwall Street
Montreal	122 St. Catherine Street, W.	Vancouver	542 Pender Street, W.
Toronto	40 Adelaide Street	St. John	86 Prince William Street
Winnipeg	213 McDermot Avenue	Saskatoon	265 Third Avenue, S.

FACTORY: TORONTO, ONTARIO



All these Charges will get on the books

THE sales checks shown in this illustration are charges for the day's business.

They are all here at the *central cash and charge desk*—each sent by Lamson carrier before the customer left the store.

None have been lost—none will be—they will all get safely posted on the books if they are centralized.

Where sales slips remain scattered in departments to be collected at the end of the day, the "missing check" record in the bookkeeping department gets new entries every day.

A charge check represents a deferred cash payment. It is as valuable as cash and should be guarded as such.

Where Lamson carriers are used, sales slips are approved at the central desk before the merchandise leaves the store, and a copy of the check is safely retained.

Besides safeguarding charges, Lamson carriers speed up and protect cash, C.O.D. and other sales as well as providing one uniform method of handling all the varied transactions in a day's business.

Ask any Lamson user what he thinks of Lamson Improved service. As an example, Richard Hall & Son, Ltd., of Peterborough, Canada, say:

"We have been using Lamson carriers for some time, and find the Lamson system most satisfactory for handling all our sales. Our customers, too, appreciate the quick, accurate service that we are enabled to give them through the use of this system."

THE LAMSON COMPANY

100 BOYLSTON ST., BOSTON, MASS.

BRANCHES AND SERVICE STATIONS:

Boston	100 Boylston St	Rochester	194 East Main St	Chicago	6 No. Michigan Ave.	Vancouver, B.C.	603 Hastings St.
New York	9-11 E. 37th St	Detroit	97 Woodward Ave	Omaha	418 McCague Bldg	Dallas	905½ Elm St.
Philadelphia	240 N. Broad St	Cleveland	2665 East 40th St	Minneapolis	320 Tribune Annex	Seattle	215 Stewart St.
Pittsburgh	549 Third Ave	Cincinnati	179 East 5th St	San Francisco	617 Mission St.	Washington, D.C.	426 Colorado Bldg.
Baltimore	Equitable Building	Indianapolis	Cor. Washington & Illinois	St. Louis	709 Pine St	Atlanta	30 Moore Bldg.
		Los Angeles	221 San Fernando Bldg	Toronto	136 Simcoe St.		

ADDITIONAL SERVICE STATIONS:

New Orleans . . 124 St. Charles St. Albany . . . . . 22 So. Pearl St. Buffalo . . . . . 194 Main St. Kansas City . . 200 New Ridge Bldg.

Lamson Speed Protection IMPROVED Flexibility Economy Service

DALE WAX FIGURE CO., LIMITED

Dale
for Display
Fixtures
of
All Kinds



Dale
Display
Forms for
Lace Collars
Hosiery
Waists
Dresses, etc.



Furnishings by courtesy Fairweathers Ltd.



Dale
for Garment
Racks
and
Hangers



Dale
Art Display
Fixtures
for Hats
Shoes
Gloves
Ties, etc.

Dale Wax Figure Co., Limited

86 York Street
Toronto

Dale High-Grade Wax Fixtures

Montreal:
P. R. Munro,
259 Bleury St.

Vancouver:
E. R. Bollart & Son
501 Mercantile Bldg.

Canada's Leading Display Fixture House

Our Wax Beauties

Are the Last Word in Modeling and Sculpturing



No. 1 Special

We have many others posed from life of which we would like to tell you.

Write for Photos, Prices, etc.

J. R. PALMENBERG'S SONS, Inc.

63-65 WEST 36th ST., NEW YORK

BOSTON 26 Kingston St. | CHICAGO 204 W. Jackson Blvd. | BALTIMORE 108 W. Baltimore St.

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

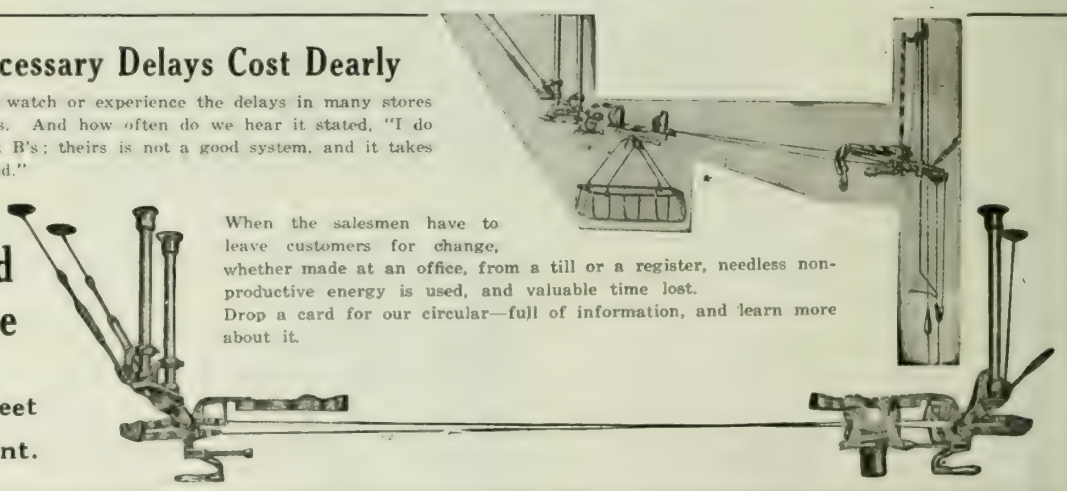
QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED

Toronto Ontario

Those Unnecessary Delays Cost Dearly

Is it not painful to watch or experience the delays in many stores unnecessary delays. And how often do we hear it stated, "I do not care to trade at B's; theirs is not a good system, and it takes so long to be served."



When the salesmen have to leave customers for change, whether made at an office, from a till or a register, needless non-productive energy is used, and valuable time lost.
Drop a card for our circular—full of information, and learn more about it.

Gipe-Hazard Store Service
Co., Ltd.
113 Sumach Street
Toronto - Ont.

We Don't Stand Still!

Growing demand for Priscilla Quality Children's Knitted Garments has compelled us to increase our capacity.

With the extensive up-to-date machinery now being installed in our factory, we can promise the trade the very best in quality and variety.

Priscilla Quality

stands for the best in Children's Woollen jackets, pullovers, toques, bootees, leggings, shirts, mufflers and kindred garments.

Watch for our new samples for Spring, 1921, trade.

HENRY DAVIS & CO., Limited 259 Spadina Ave., Toronto

TEL. EAST 5678

FAINER KNIT
FKM
HIGH GRADE QUALITY

The Fainer Knitting Mills Limited

SWEATERS
PULL OVERS

399 ST. LAWRENCE BLVD.
MONTREAL

SCARFS

Samples now ready for Spring 1921. Your inspection is cordially invited.

The Celtic Knitting Co.
Limited
14 Turgeon Street
MONTREAL

ANNOUNCE

their first showing of samples for Fall 1920 and Spring 1921 of—

SILK HOSIERY
MEN'S CASHMERE UNDERWEAR
LADIES' HIGH GRADE JERSEY CLOTH SWEATERS, CHILDREN'S ALL WOOL JERSEYS AND SUITS, ETC.

Full ranges will be in the hands of our representatives in July.

MONTREAL	TORONTO	WINNIPEG
F. W. Singer Room 710 Drummond Bldg.	H. Smart & Co. 23 Scott St.	Harvey Bros. & Semple 313 Fort St.

Mitchell Woollen Co., Limited
Mitchell, Ont.

Elastic Rib
Underwear
Fine
Cashmere
Jerseys
and
Sweaters
Heavy Wool Socks
Tweeds & Etoffes



Be Sure to See the
MITCHELL BRAND
range
or Send for Prices.



This Trade Mark sells

"CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark. If you are catering to the best trade in your district you must sell "CEETEE"—
For ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada.

MADE BY
THE C. TURNBULL CO. OF GALT, ONTARIO
Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Mills Are Inviting Cancellations

General Scarcity of Knit Goods in All Lines—Manufacturers of Certain Lines Said to be Discouraging Orders—Underwear Prices 25% Higher For Winter—Cotton Knit Big Demand For Heather Effects in Sweaters.

THE "high-cost-of-living" cloud has a silver lining, as one finds out when knit goods are under discussion, that is, as regards the woollen or silk end of the question. Cotton knit goods still show signs of climbing, due probably to the enormous demand which has resulted in monopolizing the entire output of Canadian factories for several months to come. Knit goods of all kinds are scarce to-day, especially the English varieties, and factories are actually inviting cancellations along certain lines. As regards prices on knitted underwear, one prominent Montreal wholesaler stated to Dry Goods Review that Winter underwear will be 25 per cent. higher, while Spring stocks will be 50 per cent. higher, due to the usual reason—cotton and labor.

Cotton hosiery is expected to advance 25 per cent. for next Spring, and it is feared that the very cheapest cotton hose will not retail for less than 50 cents per pair. Generally speaking, high-priced goods are on the wane and the public is beginning to challenge the retailer on the subject of values. One wholesale merchant advises retailers to "keep to popular-priced lines in staples in order to protect themselves as underproduction may occur next year." Several Canadian factories are booked up for the next twenty-four months on orders for the Roumanian and Russian trade in knit goods and will not consider any business whatever until 1922.

Present prices are not guaranteed beyond April 1921 as regards mercerized yarns, which are now recognized as the best for all-round purposes on account of their admirable wearing qualities. Dealers anticipating that mercerized lines will ultimately oust the fibre or vegetable silks from general trade. At present mercerized hosiery and underwear is high and to a great extent the manufacturers are to blame for this. They undoubtedly hold the key to the present unsettled situation, but from present indications it seems as if the demand is gradually slackening.

High-priced goods show a tendency to reach normal, while cheaper grades are creeping higher at present, but for all the shortage of supplies or high cost of labor, if the public will not buy, prices will have to come down all round. Especially is this true of silk knit goods, since the fibre or vegetable lines have climbed to a peak closely allied to pure silk to the detriment of the former.

Hosiery Prices

The fancy silk hosiery market in the United States is in a bad way just now, retailers and jobbers are getting rid of many lines at half price, which will possibly have a marked effect on the demand next Winter, at any rate no definite announcement of prices has yet been made on any silk knit goods. Staple lines are holding firm and prices quoted for next Spring correspond almost exactly with those of last Spring.



Sports hose in heather mixtures from $15 to $24 per dozen will be the biggest factor to reckon on for the coming season by retailers. Until the present these lines have been sold more particularly to the high-class trade, but next Winter will see a wide demand established by the masses for a popular-priced article. Pure cashmere will have to retail at $2 to $3 at the very least, so that the sports mixtures are certain of a measure of popularity for reasons of economy if nothing else.

Allotments are still the order of the day in most factories for these lines but prices are very firm.

Woollen underwear has advaanced 25 per cent. but these goods have been made up some months ago and therefore no variations need be looked for just now. Most retailers have bought sufficiently far ahead of actual needs to ensure the arrival of the goods when they are wanted and are content to wait events on this safe policy.

Heather Mixtures in Sweaters

The craze for heather mixtures has invaded the realm of sweaters this season and many stunning novelty coats are being introduced made of heavy brushed or plain knit yarns, featuring the modish tuxedo front, buttoned belt and roomy pockets. Many of these coats are finished with a deep fringe of the wool. These will probably retail around $20.

The shawl-scarf has also reappeared in many delightful variations of brushed and fancy knit wools in combination and plain colors, with and without belts. One novelty scarf seen this month was of turquoise brushed yarn faced with rose, which was unusually wide to allow of turning over an edge to display the color contrast. No belt was supplied with these scarfs but a narrow leather belt would be practicable for sports wear. Another model, more appropriate for older women was of deep rose fancy knit wool with a belt of the same attached to the back portion which could be fastened either under or over the front portions at the pleasure of the wearer. It is stated that the pullover sweater is decidedly on the wane in the high-priced lines. It is still popular, with moderate flare peptums only, for office wear by business women and will probably last through the Winter. One lovely model seen this week was of turquoise and black with a braided wool sash. Bright colors are indicated for next Winter, especially in jade, turquoise, American beauty and camel (natural).

Tuxedo Leads All Styles

The tuxedo front sweater carries everything before it and is universally becoming to every type of figure. It is charming in the daintier fabrics such as tricolette and jersey and allows of many exquisite elaborations in the way of vestees, braided motifs, or chain stitching.

One large department store in Montreal has done a tremendous business in these tricolette coats at an average price of $35 (which is of course more than double the tax limit), and is placing orders for more at once.

To sum up the situation in knitted goods, it may be borne in mind that as retail buying is approaching gradually to a safe and sane level, as consumers are on the lookout for stable merchandise, and show a marked tendency to hold in the purse strings, retail merchants should therefore fortify themselves with standard, popular-priced goods sufficient to meet the season's demand.

ENLARGING BUILDINGS

After the success which attended the recent British Industries Fair at Glasgow, the management have got well under weigh for the next Fair, which will be held in the same building in the Spring of next year. Alive to the fact that the accommodation is somewhat limited the committee of the Glasgow Town Council who organize the show are making arrangements to extend the existing building. Workmen will shortly be employed joining up the main building with the annex adjoining. When this is completed a considerable amount of additional space will be available. So far as is known meantime classification of exhibits will be the same as at the last show, featuring textiles and industrial chemicals and dyes.

British Fair Should Be Annual Institution

Plans Already Launched for Empire Exhibition for 1923

At a London Mansion House Meeting, recently, attended by a large number of prominent men, the proposal to hold a British Empire Exhibition in 1923, or earlier, if possible, was launched and authoratively supported. The Government will participate in the guarantee fund up to £100,000, provided that not less than £500,000 is guaranteed from other sources.

The President of the Board of Trade has received a signed memorandum from the exhibitors at the British Industries Fair, recently held at the Crystal Palace, "expressing thanks to the officials of the Board of Trade who were responsible for the successful organization of the exhibition, their testimony to the benefit it has been to British trade, and their desire that it shall be continued in future years under Government control." The signatures number nearly one thousand. Sir Robert Horne, in his reply, stated that from the reports which have reached him there seems to be no doubt that the Fair has again been a success from the point of view of the orders booked. He points out that in 1915 the exhibitors approached Mr. Runciman, who was then President of the Board of Trade, with the request that the fair might be continued annually, and Sir Robert sees every reason to think that the fair may now be regarded as a permanent institution.

Industrial Exhibit Open for Some Time

Art Exhibit Will Continue Till September 16th, Announces British Trade Commissioner Here

The British Industrial Art Exhibition will be open until the 16th September, inclusive, at Knightsbridge, London. This exhibition comprises textiles, wall papers, furniture, pottery, glass and metal work, also building and other crafts. A number of buyers are expected from Canada, other overseas Dominions and foreign countries.

Canadian buyers who propose to visit the Exhibition should secure further information from the nearest British Trade Commissioner in Canada. Their names and addresses are:

(a) Capt. E. J. Edwards, 248 St. James St., Montreal.

(b) F. W. Field, 260 Confederation Life Bldg., Toronto.

(c) L. B. Beale, 610 Electric Railway Chambers, Winnipeg.

This announcement is given on the request of the Trade Commissioner who states that an error occurred in the report sent out from his offices last month and which subsequently appeared in Dry Goods Review.

More Co-operation Between Town and Country is Needed

Renfrew Mercury Believes that the Farmers' Co-operative Store with Its Proposed Fifty Million Dollar Turnover Jeopardizes the Livelihood of the Retail Merchants in the Smaller Towns.

(From the Renfrew Mercury)

THE important event of the week in South Renfrew was the visit of Mr. J. J. Morrison, the secretary of the United Farmers of Ontario. Mr. Morrison is a man of pleasant personality, a nice man to meet, and a thorough democrat. The "Mercury" has devoted a great deal of space to the U. F. O. picnics and particularly to Mr. Morrison, as we believe a great many of our readers are deeply interested in what he had to say.

Much that Mr. Morrison said was admirable, and the "Mercury" is in substantial agreement with a great many of his proposals and arguments looking towards a more democratic method of parliamentary representation. At the same time we feel that throughout the greater portion of his addresses Mr. Morrison made the mistake of assuming that every man's hand was against the farmer, and that therefore the farmer's hand should be against every man.

This is certainly not the case. As a matter of fact the working people of the towns and cities are feeling the pinch of conditions fully as much, if not more than the farmers to-day, and, while they may not feel like subscribing fully to the Farmers' platform, they are willing to go a good part of the way with any organization that will curtail the privileges of the big interests and make living conditions easier for them. But Mr. Morrison decries a People's Party, yet Hon. Mr. Drury, Hon. Mr. Smith, and other members of the Cabinet have openly advocated it.

We feel that in some instances if Mr. Morrison's arguments were followed out to their logical conclusion it would not be for the best interests of the country at large. Mr. Morrison deplores the depopulation of rural Ontario, and yet he must realize that hundreds of young men and women are drawn to Toronto every year by the large mail-order houses with their immense factories and warehouses employing thousands. Rather than discouraging this, is not the Farmers' Co-operative store, with its proposed fifty million dollar turnover, encouraging it at the expense of the smaller towns and villages? Is not the business of the province becoming centralized in Toronto? We are not pressing this point simply for the sake of argument, but because we feel that what is wanted is greater co-operation between the town and the country, and not a desire on the part of one to succeed at the expense of the other. In urging the farmers to send their money away to Toronto, Mr. Morrison is seriously interfering with the business and jeopardizing the livelihood of the retail merchants in the small towns that are a necessity and convenience to the farming community. If this movement to build up the city of Toronto is encouraged, eventually, although perhaps not immediately, towns like Renfrew will dwindle to mere villages or cross-roads, a condition which we feel no farmer is anxious to see brought about.

It is not desirable at this time to enter into a lengthy discussion of Mr. Morrison's addresses. At the same time we could not help feeling that they were very largely a class appeal, and not as broad as we had hoped they would be. We all realize that agriculture is the basic industry of the country and every man is glad to see it prosper, yet is any lasting good going to come to the country by setting up rural against urban communities, and sowing seeds of distrust of one another among the people. It is a mistake to take too seriously the jokes and jibes of the writers in the city press about the hayseeds and other things. They are often said in jest and carry no weight with the vast majority who know and appreciate the sterling worth of the tillers of the soil of this Dominion.

Mr. Morrison is an earnest, sincere speaker, a genuine good fellow, and as we said before, we are in substantial agreement with a great deal that he said, but we feel that what is wanted in this country is not a class movement of any kind, but a peaceful revolution of a united common people that will wrest from the privileged interests some of the unfair advantages which they enjoy, and give to us all a fair and square deal, and equal opportunities in this land that is full of promise and which we all love so well.

Silk!

Two Persian Monks and a Hollow Cane

IN 550 A.D. the Emperor Justinian had a fine commercial idea. He sent for two Persian monks and despatched them to China where they had formerly lived. These men concealed a supply of treasured silk-worm eggs in a hollow cane and duly returned to Constantinople with it.

For the next 1200 years the silk used in the Western world was produced by worms descended from these very eggs.

The process of getting real silk is not nearly so difficult now. But still many substitutes are abroad.

Dealers who want silk hosiery which they *know* is of *real* silk are turning, quite naturally, to Monito. They sell Monito silk hosiery with a just confidence that it *is* silk.



Monito

Pronounced "Mo-Knit-Toe"

STOCKINGS *for* WOMEN

SOCKS *for* MEN

Moorhead Knitting Co., Inc.

Harrisburg, Pa.

Monito Sales Service radiates from the following offices:

NEW YORK—
200 Fifth Avenue (428 Fifth Avenue Bldg.)

Canadian Agents

MONTREAL—
Rickert & McLaughlin
Mappin & Webb Bldg.

VANCOUVER—
E. R. Bollert & Son
501 Mercantile Bldg.

Payments in Canada accepted at par

Perrin's "Own Make" Gloves Bear the Trade-Mark "Ace of Clubs"



In addition to our English and French gloves we are now making a complete range of Domestic gloves in our own factory in the Wilder Building, Montreal.

These gloves are identical in style, workmanship and materials, to those made in our U.S. factory, and will mark a new era in Canadian glove manufacturing.

Our Salesmen will start their Fall trips about 1st August. If you have not already seen the samples of our OWN MAKE CANADIAN GLOVES, make a point of examining them.

P. K. COMPANY, LIMITED

Distributors of

PERRIN GLOVES
KAYSER GLOVES
RADIUM HOSIERY

Sommer Building, Montreal

"Kayser" GLOVE Celebrated for Quality

Real Chamoisette
MADE IN CANADA

The "Kayser" glove will maintain the reputation of your house for giving value. Your customers know that Kayser Chamoisette Gloves look well, wear well and are best in the long run.

Radium Hosiery
Registered

for men, women and children. It has proven particularly attractive to mothers who do nearly all the family's buying. Hosiery is one of her greatest needs, but her sense of value makes buying easy as well as inexpensive. She has learned the saving in purchasing "Radium" hosiery.

Absolutely dependable, comfortable, good-looking and long-wearing. In every style, weight, size and color to meet every selling need of the retailer.

P. K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE
Sommer Building, Montreal

THE LARGEST OUTPUT

— OF ANY —

CANADIAN FACTORY

To the Wholesale Jobbing Trade

LADIES' WAISTS

OF

Every Description

Crepe de Chine
Georgette
Habutai Silk
Paillette
Taffetas



MIDDIES

OF

Every Description

HOUSE DRESSES
APRONS
CHILDREN'S DRESSES
AND
WASH GOODS

THE

Standard Factory

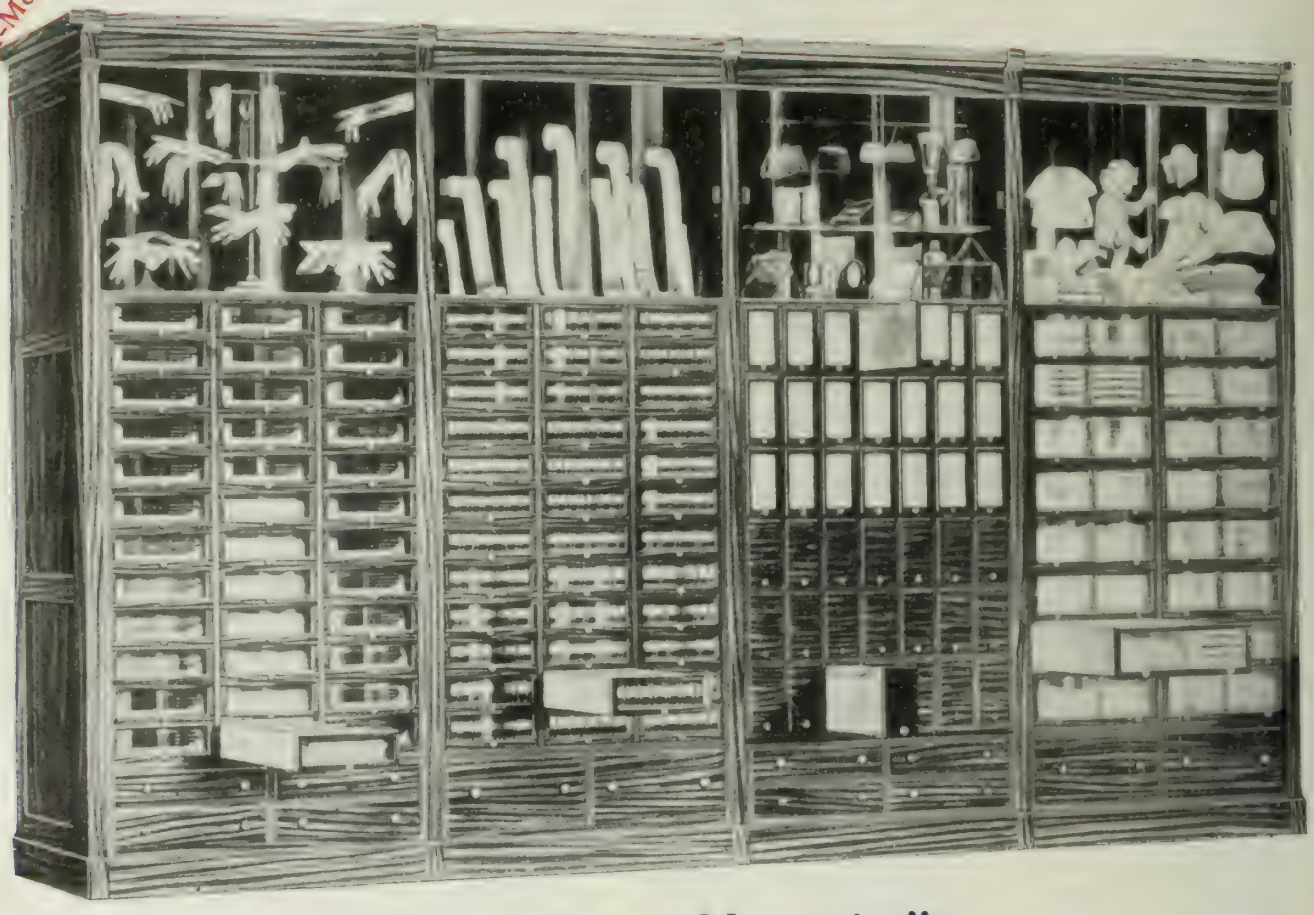
OF CANADA, LIMITED

ST. DENIS, DULUTH AND DROLET STREET

MONTREAL

Kent-McClain Again

Inspire Them to Buy



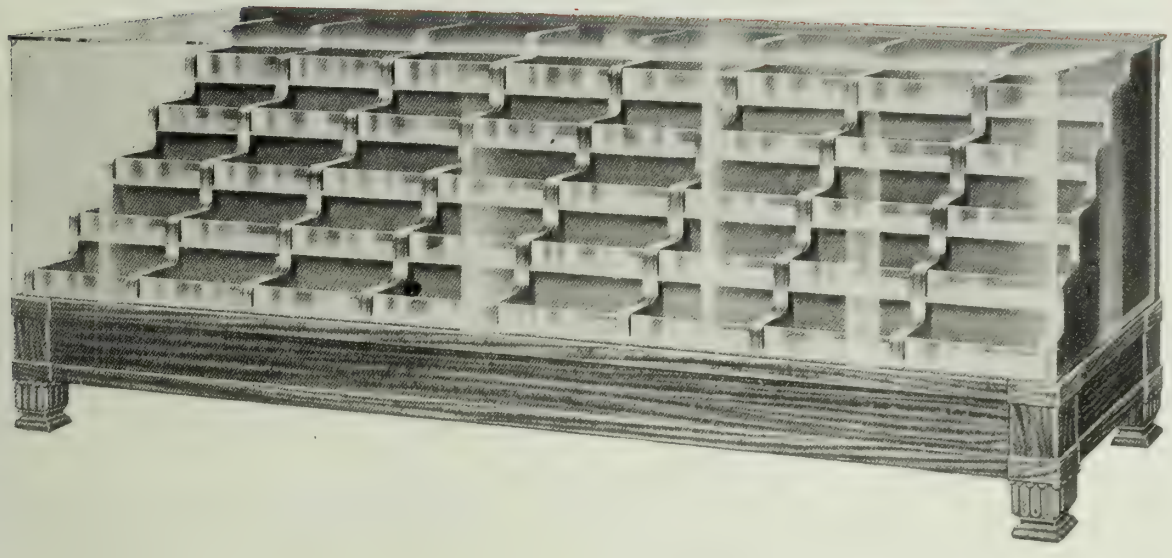
"Inter-place-able units"

If you are seeking for
that exclusive "atmosphere"
in your store—let us plan your Fixtures
to suit your needs

Kent-McClain Limited
(TORONTO SHOW CASE CO.)

Through Your Display

Kent-McClain Again



A "NO Vacation" Salesman

Always in place

and

Ready for Business

Catalogue on request

Kent-McClain

(TORONTO SHOW CASE CO.) Limited

181-199 CARLAW AVENUE
TORONTO



"P.C." Corsets
RUST PROOF

Stand for

Perfect Fit

Correct corseting is the foundation of a woman's appearance. Elaborate gowns and expensive suits serve no purpose if the figure is lacking in graceful outline.

That's why a woman of style realizes the necessity of wearing a good corset. In other words, she realizes the necessity of wearing a P.C. Corset.



Of superior fabric and finish, built on distinctive, youthful lines, embracing comfort-ensuring, health-giving features, it transforms an indifferent figure into one of extreme grace.

You are secure in stocking P.C. Corsets. They ensure a steady turnover, and an excellent profit.

Parisian Corset Manufacturing Co., Limited

QUEBEC CITY, Quebec

BRANCHES :

Montreal, 329 Craig St., W. Toronto, 76 Bay St.

F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.

GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland

Western Representative : C. H. Butler, 24 Sylvester-Wilson, Bldg., Winnipeg, Man.



Mr. Buyer

Allow Us

to

Introduce

the

"KUTIE KUDDLES"

Six beautiful dolls—bisque heads, real hair, eyes that open and close, perfectly made. Sizes 11 to 27 inches.
Just what you are looking for to increase your Christmas sales.
Write for catalog and prices.

When in Montreal see the "Kutie Kuddles" at
10 Victoria St.

R. S. Ford Co. Limited

IMPORTERS

VANCOUVER CANADA

F



AUTHORITATIVE STYLES



BLOUSES

Considering the quality of materials, the appealing shades and the amazing variety of styles shown in our range, we know you will welcome the opportunity of selecting so easily such a representative group for your stock. Sterling value in every garment. Georgette, Crepe de Chine, Habutai, Lingerie, etc.

VEILINGS

From the unobtrusive little slip-on veil of strictly plain mesh to the most elaborate veils in ultra-smart effects—we have an interesting and extensive variety. All colors.

NECKWEAR

The outstanding charm in our neckwear lies in its distinctiveness—analyzed in the unusual designs, sterling quality, and faultless workmanship that all combine to make our lines so different from ordinary neckwear.

Ladies' Wear, Limited

563 College Street, Toronto

W. F. Goforth, President

SILK LINGERIE

The charm of silk lingerie is universal. Its practical utility and economy, together with its simple richness and beauty, have won it a prominent place in Milady's wardrobe. We have many beautiful designs for your selection.



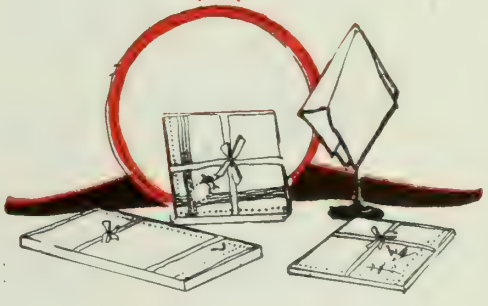
LACES

Select now for Fall selling. Our stock comprises laces of all widths, makes and designs. Metallic effects for evening wear.

HANDKERCHIEFS

We have in stock all the latest creations in printed novelties and staple handkerchiefs. Our range is still very complete in fancy put-up designs, also excellent values in the more staple handkerchiefs for immediate or Fall delivery.

PERFECT DAINTINESS



Ladies' Wear, Limited

563 College Street, Toronto

W. F. Goforth, President

CANADA'S CRY

THE BANK SQUEEZES

NO MONEY

WHY DON'T YOU, MR. MERCHANT, COMMUNICATE WITH US ?

MANHATTAN WAIST COMPANY

NEW ADDRESS

296 DULUTH AVE. EAST MONTREAL

WE WILL SHOW YOU HOW TO RAISE MONEY BY HAVING OUR GOODS AS A LEADER IN YOUR SALE TO BRING CROWDS

CANADA

HAS PLENTY OF BUSINESS WITH SPLENDID

PROSPECTS

PROVIDING WE CRUSH

THE PROFITEERS



Quigley Knitted Garments

(ALL WOOL)

All the Season's Shades in Fast Dyes

WE have moved into our new plant and are now prepared to meet your demands, either large or small.

OUR travellers will be on the road in a short time with complete range of men's and women's bathing suits, sweater coats, jersey sport coats and suits for Spring of 1921.

Our increased capacity means prompt delivery.



The Vancouver Knitting Co., Ltd.

VANCOUVER, B.C.

IDEAL

"Engecie GLOVES

MADE IN ENGLAND.

PERFECTION OF MANUFACTURE.

ACME GLOVE WORKS, LIMITED
MONTREAL
Sole Agents for Canada

We have pleasure in advising the trade of our appointment as exclusive agents for these celebrated gloves.

The line comprises high grade Lisle Thread and Chamoisette gloves for men and women.

Some styles are now in stock—and during the month of August we will be showing a complete range for Spring, 1921, delivery.

ACME GLOVE WORKS
LIMITED
MONTREAL

The House of Youth

Designers and Makers of

Misses'
and
Juniors'
Dresses

VISIT US when on your Fall Buying Trip at our new Show Rooms, at the new Spadina Building, 131 Spadina Avenue.

Our Fall line is now ready for your inspection. We feel confident you will be pleased with it.

Samples shown on living models exclusively.

The Counter Costume shown in the illustration is of Navy Georgette, with pleating of the same material. The Oriental effect obtained, in the sash with multi-colored tassel, and the Turkish hem, is most unusual. Beading in beautiful shades of red and blue finishes the bodice.



Representatives:

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Western & Southern Ontario	R. Kennedy
Western & Northern Ontario	E. W. Wylie
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Province	W. A. Tallmire

The Counter Costume Co., Limited

131 Spadina Avenue Toronto

MADE IN CANADA

This Haugh Brand Ideal for Your

Sturdy
Attractive
Economical
—always a
QUICK SELLER





Look for this picture on every garment.

Kiddies' Garment Children's Dept.

Made for
Boys
and
Girls
2 to 7 years



Well Known

through extensive advertising in leading periodicals — and through the satisfying features which advertise the merits of this garment — the *original* one of its kind.



We are Manufacturers of the famous

"ARM & HAMMER" BRAND

Shirts
Overalls
Bloomers
Trousers
and
Shopcoats

The J. A. Haugh Mfg. Co., Ltd.

TORONTO — CANADA



Phoenix
Neckwear
of
dainty
distinction

"Better Neckwear" for the "Better" Stores.

The illustration shows a Phoenix Fichu in Fine White Organdy--simple and smart

No. 3167—$24.00 doz.

The PHOENIX range includes a wide selection of beautiful designs in Organdy, in such popular shades as Toast, Orchid, Nattier Blue, Maize, Flesh, Grey and Navy.

VESTING, frilled, with narrow width to match, by the yard—for collar and cuffs—in Organdy, picot edge and embroidery.

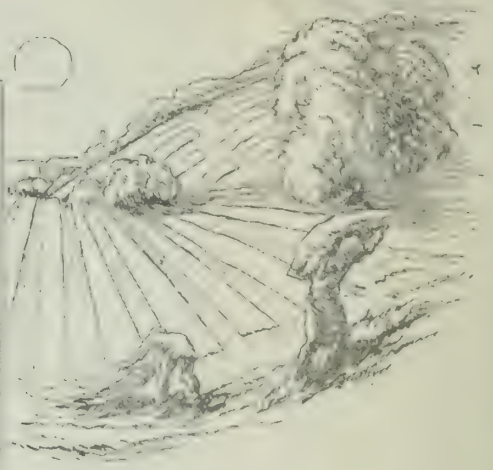
Plain Net effects and dainty Laces. Lace Points in Venise, Batiste, Oriental and Punch Lace. Complete range.

PROMPT DELIVERY

Phoenix Novelry Company

154 Pearl Street
TORONTO





Where "OLD BLEACH" Linens Excel

In DESIGN: "OLD BLEACH" patterns are renowned for their originality. The majority of them run in definite classified series. This adds merchandising value.

"OLD BLEACH" distributors can specialize on selected sets of patterns and link up with the general consumer advertising of "OLD BLEACH" Pure Irish Linens, in an individual way.

In QUALITY :—Only selected pure flax yarn is accepted at the "OLD BLEACH" mills. All merchandise sold over the name and trade-mark of "OLD BLEACH" is guaranteed for purity.

In SERVICE : Although it takes longer, the old time method of bleaching linen on Grass Greens by Sun and Wind, adds years to the life of the finished fabric. This is the only method used to secure the pure white beauty of all "OLD BLEACH" merchandise.

The "OLD BLEACH" LINEN Co Ltd
Reg. Trade Mark
23-25 East 26th Street New York
J R LAMONT MANAGER

CANADIAN REPRESENTATIVE.
W. H. Steley, 22 West Wellington Street, Toronto, Ont.

Dalmor Fabrics

This wool and silk damask is 50" wide and is shown in

BLACK AND GOLD
AND
BLUE AND GOLD

and is one of the newest creations in our extensive range of drapery and upholstering fabrics.

The same cloth is also shown in a two-inch stripe to match, in above colors.

DALY & MORIN LIMITED
LACHINE MONTREAL



CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

Manufacturers of the famous

Dur-Enam
REGISTERED TRADE MARK



No. 265. Rack.

DISPLAY FORMS

and

the most complete line of

DISPLAY FIXTURES

MADE IN CANADA

NEW CATALOGUE NOW READY

136 pages of vital interest to the Merchant and Window Trimmer. This Catalogue, showing our staple lines of Display Fixtures—everything from Coat Hangers to Show Cases—will greatly assist you in choosing your equipment for "better display." Send for a copy!



No. 264. Skirt Rack.



No. 1589.

Successful merchants everywhere are benefiting by the principle that modern merchandising is dependent on the sound doctrine of better displays.

Leading stores in Canada have, for many years, been adopting CLATWORTHY'S Fixtures and DUR-ENAM Display Forms with splendid results. Throughout this long period of satisfactory service they have established and maintained a reputation for the highest possible standard of value

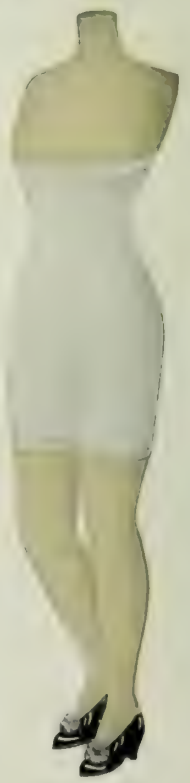
REPRESENTATIVES:

Quebec:
Nap. Debigare, 205 Rue Des Fosses.
Vancouver, B.C.:
M. E. Hatt & Co., Mercantile Bldg.
Montreal, Que.:
Graham Harris, 551 Dorchester St.
Winnipeg, Man.:
O'Brien Allan Co., Phoenix Block.
Halifax, N.S.:
D. A. Gorrie, Box 273.

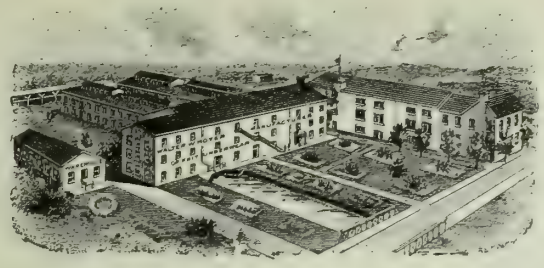
BUY

MADE IN CANADA

PRODUCTS



Venus-de-Milo



"MOYER-MAID"

Swiss Ribbed Vests

for

WOMEN—MISSES—CHILDREN

"MOYER-MAID" Swiss Ribbed Vests represent a composite of the desirable features looked for by discriminating buyers.

There is an accuracy of fit, a nicety of detail and finish, and an *evident* value that at once places "MOYER-MAID" in the forefront of Select Underwear. *It's a better value product.*

Sold through the Jobbing Trade Only
Ask to See Samples

WALTER W. MOYER
EPHRATA, PA.

Canadian Sales Office:
HAROLD F. WATSON, FOSTER LIMITED
208 Coristine Building
MONTREAL

Time to Consider Spring Goods



For Children

EXPERIENCE teaches you that customers whose continued patronage is most desirable, want high standard in quality. Dollars are too valuable today to waste on inferior goods.

CIRCLE-BAR HOSIERY

satisfies the most discriminating buyer. Knit of the finest merinos, pure silk and long fibre cotton, in seamless weave, perfectly shaped at calf, ankle, and instep, it is unexcelled for quality, durability, comfort and attractive appearance.

Our travellers will be calling on you shortly with samples of next Spring's hosiery. We would suggest placing orders early, to avoid delay and disappointment.

For next Spring's trade, we have specialized in cotton, lisle and mercerized, and the range our men have to show will earn the praise of the most careful buyers.



HOSIERY.

The Circle-Bar Knitting Co.
LIMITED
KINCARDINE — ONTARIO



For Women

For Men





Dainty OXFORD *Underwear*

To please the most fastidious

PREFERRED

by carefully dressed women for the pleasing OXFORD finish—so soft and comfortable to the touch—with that desirable "quality" appearance; and added to all the sturdiness necessary to give long, faithful service.

Summer or Light Weight

DRAWERS
VESTS
and
COMBINATIONS

THE TRADE

have been quick to recognize the splendid features in OXFORD Underwear — features that make it a quick-selling line and one that reflects creditably on the House and its reputation.

See the OXFORD samples.

The Oxford Knitting Company, Limited

Woodstock, Ontario

Western Representative: T. H. Wardell, 24 Aikins Block, Winnipeg
H. R. Blade, Carleton Chambers, Ottawa
F. W. McLean, 5 Paddock St., St. John, N.B.



Now Showing

Fine SUMMER Lines

of

UNSHRINKABLE
eureka
NOVA SCOTIA WOOL
REGISTERED

UNSHRINKABLE UNDERWEAR

—Wide Range—

The same unusual merit that has made the reputation of EUREKA goods in the past, is thoroughly expressed in this new range of Summer lines. Values are being shown that cannot be surpassed, backed up by dealer helps and widespread, consistent advertising. This advertising acquaints your customers with the name, and the goods bearing the EUREKA label prove their merits. Our Representative will show you this interesting, new Summer range. Communicate with us.

The
Nova Scotia Underwear Co.
Limited

Manufacturers of "Eureka" Unshrinkable Underwear

WINDSOR
NOVA SCOTIA

EUREKA EUREKA



For the Critical Man

ATLANTIC

Made By
Atlantic Underwear
COMPANY, LIMITED
MONCTON N. B.

E. H. Walsh & Company
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces

13



Something to Look for



Something to Find

IT means satisfaction to any man who has ever worn St. George Brand or St. George "Woolnap" Underwear. Relatively greater satisfaction, because these garments are now even BETTER than before the war. That's a fact that will appeal to underwear buyers these days.

Give the Fall lines your critical inspection. Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations —worthy of your strongest recommendation.

Agents —
COYLE & RODGER
230 McGill St., Montreal
R. COPPING & SON
31 Melinda St., Toronto
A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

Peerless' Sales Reflect
the Satisfaction Given by
Peerless Underwear

Retailers handling Peerless Underwear usually count the first sale as being only the forerunner of others. The supreme satisfaction obtained from Peerless garments is mainly responsible for the large number of "repeat" orders.

FOR WOMEN—CHILDREN—INFANTS

MOODIE'S Peerless UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. Moodie & Sons, Limited
HAMILTON, ONT.

New and Wonderful Textures

are shown in the new

BALLANTYNE

Spring Range for 1921

SAMPLE garments for the Ballantyne Spring range of Knitted Wear for 1921 are now being prepared, and among them are some wonderful new textures in lightweight knitted fabrics.

The Ballantyne Knitted Coats and Pullovers for next Spring will be truly distinctive. They will have their usual distinction in style, in the smart ensemble that spells "Vogue," but their chief distinction will be in the knitted fabrics themselves—Ballantyne creations that will be exclusive with Ballantyne dealers.

Our Spring range comprises:
Knitted Coats and Pullovers;
Boys' Jerseys; Men's, Women's and Children's Bathing Suits.

R. M. Ballantyne, Limited
Stratford, Canada



These Garments will Boost Your Underwear Trade

IT means something nowadays to be able to offer your customers a brand of underwear which you can assure them is BETTER than ever. We invite your critical comparison of St. George Brand Scotch Knit, Heavy Wool Rib and Fine Elastic Combinations with any other brands offered you, confident that you will recognize the superior quality and careful workmanship which will satisfy your most particular customers.

Agents:

COYLE & RODGER — 230 McGill St. - Montreal

R. COPPING & SON — 31 Melinda St. - Toronto

A. R. McFARLANE - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

Special Values in
Towels

Huck Towels,
Bath Towels,
White with Blue and Pink,
Striped and Jackurd Borders,
In a variety of styles.
It will pay to see our range.

Sweater Dept.

Our range is large in Men's, Ladies' and Children's.

HOSIERY
GLOVES
UNDERWEAR
House Dresses,
Children's Dresses.
Boudoir Caps,
Camisoles,
Aprons, Etc.

WRITE FOR SAMPLES.

Brickenden and McCrimmon
Manufacturers and Wholesale Jobbers
London, Canada

WOOLLENS

again lead in quality and originality of designs and colorings. Ask our representative to see our wide ranges in 33 oz. Half Blood Overcoatings, highly napped and in English Effect—our Spring 1921 suitings for both Men's and Women's Wear—smart and *different*. 53 years in service is your guarantee of satisfaction.

OXFORD Manufacturing Co., Ltd.
Oxford - N. S.

WANTED

Agencies for Textile and Similar Goods in New Zealand

We are open to represent a few additional manufacturers of staples and specialties on buying or commission basis. Wholesale or retail trades. Energetic corps of travellers employed.

JAMES RODGER & CO.
159D Manchester Street, CHRISTCHURCH
New Zealand

References: Bank of New Zealand, Christchurch
R. G. Dun & Co.

The Best Selling Proposition in Boys' Hosiery

BUSTER Brown Stockings have a nation-wide reputation for durability, appearance, economy.

Closely and smoothly knit from extra-long yarn; shaped to fit; reinforced with double-ply legs and feet and triple-ply heels and toes—Buster Brown Stockings give a longer wear and freedom from darning that makes them cheaper in the end.

You can find no better selling points than these. Moreover, you can talk to your customer with the assurance that the stockings will back up your statements.

Now—during the boisterous period of outdoor play—is a good time to push these stockings. They're made to stand such treatment!

Display Buster Brown Stockings on your counter—in your windows. Talk Buster Brown Stockings to your customers. The sales—and *repeat* orders—will well repay you.

If you do not as yet carry Buster Brown Stockings, or if your supply is getting low, order from your wholesaler.

Buster Brown's Sister's Stockings are equally suitable for the girls. Knitted from fine, two-thread English mercerized lisle in Black, Leather-shade Tan, Pink, Blue, and White. Moderate in price.

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

The Chipman-Holton Knitting Company, Ltd., Hamilton, Ont.

Curtain Nets Still Climbing

Fifty Per Cent. Increase in Cost of All Staple Goods in Furnishing Draperies This Year—Nets Are Soaring and Other Popular Fabrics Keep Pace—Large Designs Are Sought in Tapestries and Hand Blocked Cretonnes.

IN a recent interview with a prominent Montreal wholesale house Dry Goods Review discussed in detail the situation of the market for house furnishings in Canada. All the staple goods, it is understood, are 50 per cent. higher in cost this year, owing to the fact that cotton is the basic quantity in all lines. Curtain nets are still climbing, especially English nets. English tapestries are practically off the market, but there is a good supply of shadow cloths obtainable from England in the usual grades, and French tapestries are available, although rather expensive. Canadian made vel urs and reps are by far the best value for the money to-day for draperies, etc., but even they are 25 to 40 per cent. higher in cost since January last.

Swiss Goods Very High

Swiss goods are now readily obtainable but prices, it is estimated, are about 300 per cent. above what was asked in 1914, before the war cut off this source of supply. Swiss nets and panels are more attractive than ever and will be an important feature next season, now that retailers have realized their attractive qualities.

Travellers from Europe report that no drop in prices in these lines is anticipated for two or three years, as there is only about one-eighth of the former supply available, and production is still abnormally low.

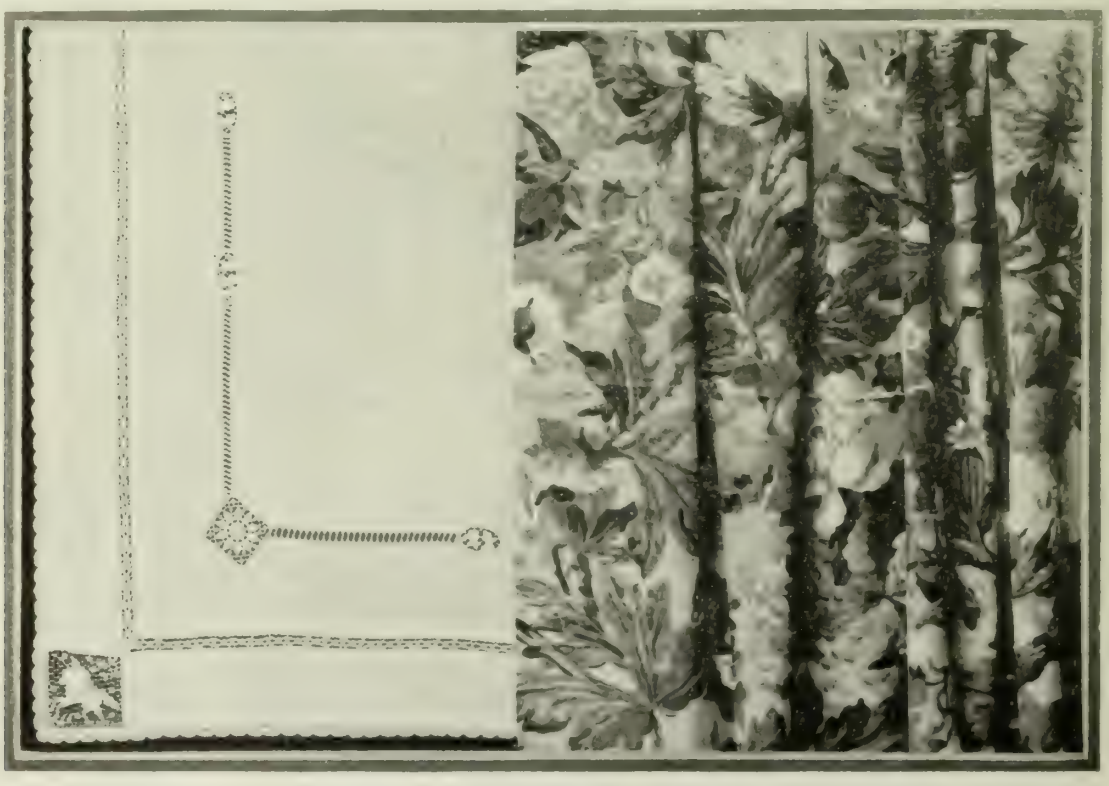
In curtains, it is stated that most merchandise to-day is cheap to what it will be, and if the manufacturer took his regular profit the retailer would have a difficult time of it. The Southern cotton crop is admittedly a failure and the qualities in storage for periodic deliveries are inferior to other seasons, and will at best, supply but 65 per cent. of the demand.

Europe has bought sparingly on account of the rate of exchange, but arrangements are under way by which exchange of merchandise or commodities will be effected in order to stabilize commerce. When these arrangements are finally completed, staples will drop to an appreciable extent.

All Are Wanted

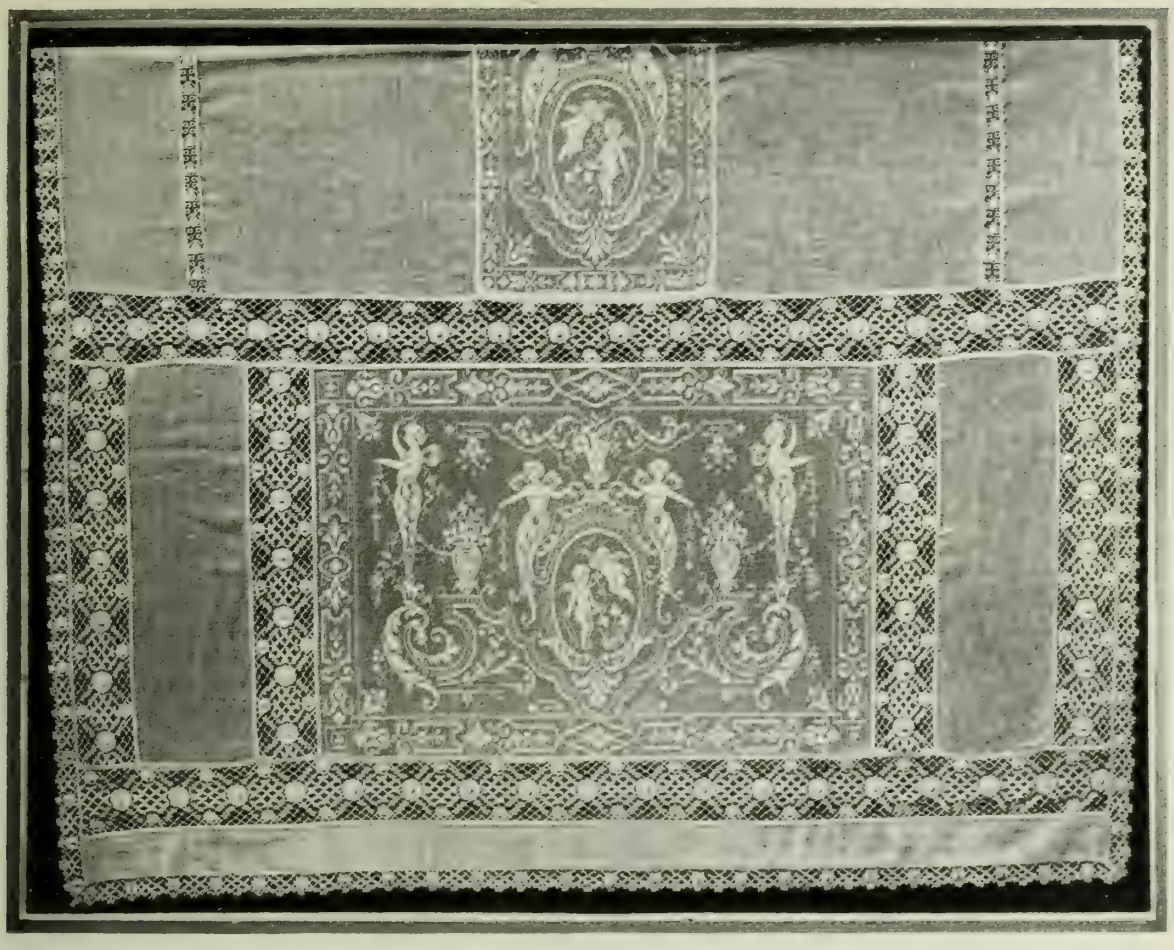
Curtain manufacturers here report no cancellations of orders, even with the addition of the tax. To any dealers who enquire regarding cancellations it is stated that the original price cannot be quoted in the event of a cancelled order, for as there are only four Canadian curtain factories, it is readily understood that the present enormous demand cannot be supplied solely by them, and their prices are, in all cases, lower than on imported lines.

There are no speculators to reckon with to-day in this line of business for the banks have squeezed them out, so to speak. Then again, the former source of much that was best and most artistic, namely, France, has suffered so drastically from war ravage that certain designs are now numbered among the lost arts and can never be redupli-



Perfect Window Draperies

This illustration gives an idea of what Canada has achieved in the way of manufacturing artistic cretonnes and marquisette curtains during the past few years. The cretonne is an exquisite, hand-blocked design in tints of blue, rose and tan with touches of black and green. Beautiful birds of brilliant plumage are poised on verdant sprays of leaf and bloom. The panel in marquisette shows extreme daintiness of treatment with an interesting figure of prancing steed and rider in the corner motif.



A Canadian Panel Design

This is a handsome panel with large filet inset in the border, repeated in the centre of the curtain and in a third medallion which is oval in shape and placed well towards the top. Dainty lace insertions and edgings in ecru are used to assemble the sections of ecru marquisette. Note the hem of marquisette separated from the curtain with insertions.—Shown by Canadian Draperies, Ltd., Toronto.

cated, owing to the death of numberless skilled workmen and the destruction of the necessary machinery. All the lovely antique laces so much used in curtains have been sought for by Canadian buyers in vain, and with the linen market shot to pieces as it is, other laces are scarce as well.

Decorative Designs Just Plain Effects

The present fad is for Egyptian designs in all styles of curtains adapted to the nature of the window. Handshrunk marquisette is still the leader, and cluny edging and insertion is more and more popular each season. The plain curtain is fast being superseded by the decorative panel or embroidered lace-edged effect. In simple designs, the bungalow style is again popular as Madras is hard to procure, but the newest bungalow nets have exquisite cluny edges and medallion corner designs.

The complaint has been made by retailers that the public is resorting more and more to mail-order houses for its curtains. The explanation of this state of things may be attributed to the conservatism of buyers in many firms who fear to launch out into the deep as regards novelty lines. The only way to keep business at home is to raise the quality of stock in the curtain department and encourage the customer to ask for better grades all round.

Hand-blocked Marvels

In over draperies, the newest idea is the hand-blocked linen print, which is laid out in bold floral designs in various colors. Damasks in black with blue or gold motifs and stripes are also rich and lustrous fabrics. Shadow cloths and the new printed terry cloths (which cost one-third less than foreign goods) will rival chintz and reps and velours as window draperies. The latter closely resemble velours on account of the softness of the finish.

Large Patterns Wanted

Several new designs for nurseries and play rooms are being introduced, — whimsical and altogether charming conceptions in soft colors. One cretonne was boldly figured with conventional toys, Noah's arks, soldiers, bears, etc., such as would delight a child's heart. The fad for the large pattern is at its height, and every effort is made to adapt suitable designs for every conceivable household purpose. The heavier materials for furniture coverings are now being made in Canada, and are far cheaper than the French or English fabrics. One Canadian firm specializes in beautiful verdure designs in tapestries which are the exact duplicate of the products of European looms. Tapestry portieres in all colors are also available now.

Other fabrics for overdrapes are Armures in staple colors, printed velours, and velveteens and poplins in standard shades.

40 per cent. Advance

Upholstery leathers in all colors have advanced 40 per cent. in price, and there is no chance of lower prices for a long time to come. Window shades also have taken the 40 per cent. jump, which is due to the same causes, labor and the cotton supply. Comforters, cushions, pillows and table covers, etc., in fact, all the staple house furnishings on hand in the warehouses are in a similar position and no drop can be looked for this year.

Carpets That Escape the Tax

The following carpets, mats, rugs, hall runners or squares selling at or below the prices quoted are exempt from Luxury Tax:

Mats and Rugs

Size in Inches..	13½ x 27	18 x 27	18 x 36	24 x 48	27 x 54	36 x 63	36 x 72
Price Exempted.	$2.25 ea.	3.00 ea.	4.00 ea.	7.11 ea.	9.00 ea.	14.00 ea.	16.00 ea

Hall Runners

Size in Inches..	27 x 90	27 x 108	27 x 126	27 x 144	27 x 162	27 x 180
Price Exempted.	$15.00 ea.	18.00 ea.	21.00 ea.	24.00 ea.	28.00 ea.	30.00 ea.
	36 x 90	36 x 108	36 x 126	36 x 144	36 x 162	36 x 180
	$20.00 ea.	24.00 ea.	28.00 ea.	32.00 ea.	36.00 ea.	40.00 ea.

Squares

Size in Yards..	1½ x 2	1½ x 2½	1½ x 3	1½ x 3½	1½ x 4	1½ x 4½	1½ x 5
Price Exempted	$24.00 ea.	30.00 ea.	36.00 ea.	42.00 ea.	48.00 ea.	54.00 ea.	60.00 ea.

2 x 2	2 x 2½	2 x 3	2 x 3½	2 x 4	2 x 4½	2 x 5
$32.00 ea.	40.00 ea.	48.00 ea.	56.00 ea.	64.00 ea.	72.00 ea.	80.00 ea.

2¼ x 2½	2¼ x 3	2¼ x 3½	2¼ x 4	2¼ x 4½	2¼ x 5
$45.00 ea.	54.00 ea.	63.00 ea.	72.00 ea.	81.00 ea.	90.00 ea.

2½ x 2½	2½ x 3	2½ x 3½	2½ x 4	2½ x 4½	2½ x 5
$50.00 ea.	60.00 ea.	70.00 ea.	80.00 ea.	90.00 ea.	100. ea.

3 x 3	3 x 3½	3 x 4	3 x 4½	3 x 5
$72.00 ea.	84.00 ea.	96.00 ea.	108.00 ea.	120.00 ea.

3½ x 3½	3½ x 4	3½ x 4½	3½ x 5
$98.00 ea.	112.00 ea.	126.00 ea.	140.00 ea.

3¾ x 4	3¾ x 4½	3¾ x 5	3¾ x 5½	3¾ x 6
$120.00 ea.	135.00 ea.	150.00 ea.	165.00 ea.	180.00 ea.

4 x 4	4 x 4½	4 x 5
$128.00 ea.	144.00 ea.	160.00 ea.

Stair and Body Carpets

Width	2/4	Exempt	to	$ 4.00	per	running	yard
"	5/8	"	"	$ 5.00	"	"	"
"	3/4	"	"	$ 6.00	"	"	"
"	4/4	"	"	$ 8.00	"	"	"
"	6/4	"	"	$12.00	"	"	"

Canadian Carpets Greatly Improved

Have Shown Least Increase in Price of Any Line in Trade and Quality Infinitely Superior to Lines Turned Out Previously—Domestic Requirements and High Cost of Imported Lines Have Fostered Manufacture

BUSINESS in carpets and rugs is very quiet of late, the main cause, perhaps, may be attributed to the unsettling effect of the luxury tax in its original form. The tax was grossly unfair to Canadian manufacturers, as the native industries cater only to the better class trade and consequently are not much better off under the amendment. Of all lines of dry goods or house furnishings carpets have shown the least increase in price all round, and are slated to be only 40 per cent. higher for Canadian lines and 60 per cent. higher on English and American goods. Furthermore, it should be noted that carpets are vastly superior this year to all other seasons, both as regards quality and design. Now that the American market is practically cut off on account of exchange rates, etc., the Canadian manufacturers have an opportunity to supply the needs of this country with little or no competition. Whereas other lines of goods have jumped enormously in price since 1914, carpets are now only 2½ times their original price, and that in the face of increased labor wages.

Up to Retailer

With regard to future business in these lines, it should be borne in mind by the retailer that he, and he alone, can impress upon the consumer the fact that the present tax is negligible and trifling, as any demonstration will prove. A chart of sizes in mats, runners and squares, showing the exempted prices on the various sizes has been issued and is reproduced in this issue for the convenience of the trade. The tax will only apply to carpets selling at a higher price than marked on the chart. The 10 per cent. tax will, therefore, apply only to the difference between the chart prices and the retailer's selling price, and can easily be reckoned and set down upon a corresponding chart. For instance, if a retailer sells a 27-inch wide carpet at $6.50 per yard, the tax will be 10 per cent. on 50 cents per yard, or a net tax of .05 per yard, which is too insignificant to hinder business or be a burden to anyone.

Styles in Carpets

Wiltons are still the leaders, with Axminsters and Brussels following close behind. Chenille rugs and rag art rugs are now a recognized staple line in carpet goods, and this season are made in more attractive designs than ever. One rug seen this month was particularly lovely for bedroom or cottage use, being shown in dull blue or gray shades with a wide white border, patterned in Dresden effects of rose and blue. Retailers should stress the washable qualities of both rag and chenille mats, as many customers will otherwise select less attractive qualities under the impression that they are more serviceable.

The Japanese grass squares and runners are now offered in a wide range of beautiful designs and colors, and cost less than half the price of imported goods of similar kind. It is possible to get almost any type of design adapted to grass rugs, from conventional key patterns to Indian Navajo colors.

Linoleums are Better

Linoleums are more in demand than ever before, and are improving in quality, especially as regards the English makes, which have gone back to old standards of excellence. People are realizing now that better floor coverings are cheapest in the long run, and although linoleums of the best grades have advanced 300 per cent. since before the war, yet there is nothing else which gives such service in the long run.



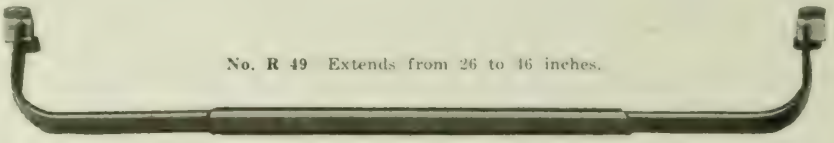
A Handsome Panel

This exquisite art panel is fashioned of French marquisette medallions and insertions, and was designed and assembled in Toronto, where some of the most artistic curtains are now being manufactured for the Canadian market.—Courtesy Canadian Draperies, Ltd.

GEO. H. HEES, SON & CO. LIMITED

— Anchor Rods —

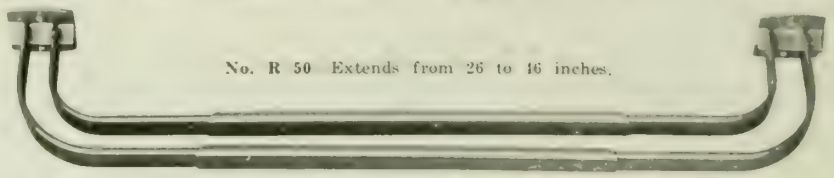
This Extension Rod is the most stable and yet the simplest rod to put up. It is made in various sizes and patterns, including a bay window rod—either double or single—which will solve the difficulty when draping this class of window.



No. R 49 Extends from 26 to 46 inches.

No.	Length	Extension	Pack
R 49	26 in. to 46 in.	2 inch	one dozen in carton
R 49x	26 in. to 46 in.	3 inch	one dozen in carton
R 491	26 in. to 46 in.	2 inch	one only in carton
R 491x	26 in. to 46 in.	3 inch	one only in carton

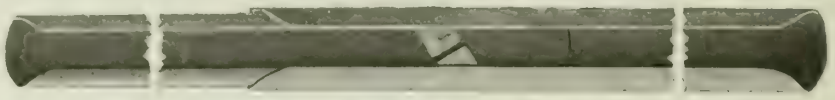
No.	Length	Extension	Pack
R 53	36 in. to 66 in.	2 inch	one dozen in carton
R 53x	36 in. to 66 in.	3 inch	one dozen in carton
R 531	36 in. to 66 in.	2 inch	one only in carton
R 531x	36 in. to 66 in.	3 inch	one only in carton



No. R 50 Extends from 26 to 46 inches.

No.	Length	Extension	Pack
R 50	26 in. to 46 in.	2 and 3 in.	one dozen in carton
R 501	26 in. to 46 in.	2 and 3 in.	one only in carton

No.	Length	Extension	Pack
R 54x	36 in. to 66 in.	2 and 3 in.	one dozen in carton
R 541	36 in. to 66 in.	2 and 3 in.	one only in carton



No. R 57 Extensions for adding to length of Rods R49, R50, R55. Showing lock in place to prevent sliding.
Length, 24 inches to 42 inches, including lock.



R 641—Single Bay Window Rod, adjustable to any size of window.



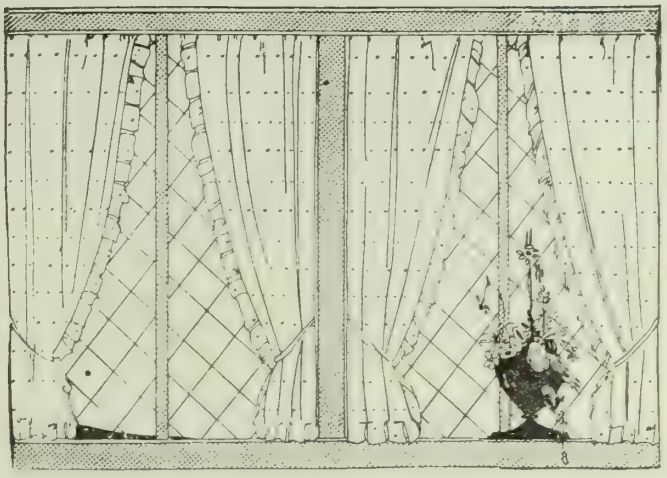
R 651—Double Bay Window Rod, adjustable to any size of window.

GEO. H. HEES SON & CO.

LIMITED

TORONTO MONTREAL

GEO. H. HEES, SON & CO. LIMITED



NOVELTY CURTAINS

Scrim and Marquisette Curtains

We have those novelties you are looking for to bring brisk buying to your Drapery Department. The effects are most attractive, the wearing qualities unquestionable. Our specialization in made-up curtains enables us to offer you an exceptionally fine range of curtains—for every room.

Our travellers are now out with new lines for Fall. Careful comparison of these curtains with any others on the market will convince you of the splendid values we are showing.

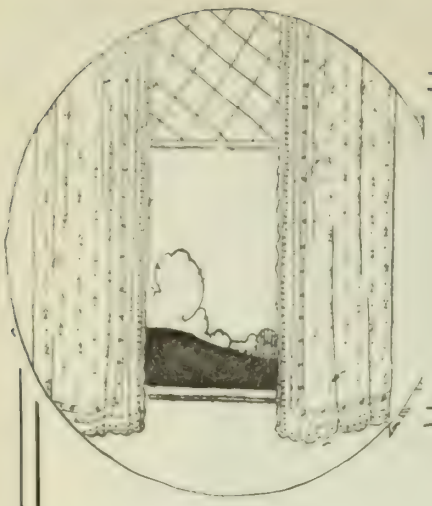
We are manufacturers and designers, and are working constantly on new novelty effects in scrim and marquisette curtains. We also can give you the best value. Be sure to see our line.

CANADIAN DRAPERIES LIMITED

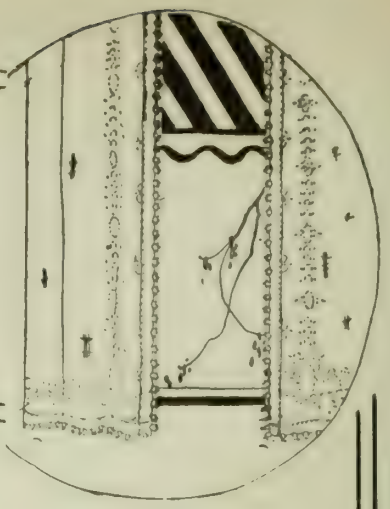
145 Wellington St., West

Toronto

Telephone Adelaide 4708



IMPORT LINE
for
SPRING, 1921



Our Motto: Service and Satisfaction

ALL READY

Our salesmen will wait on you soon, showing a very complete range of our various lines for Spring business.
The present outlook of market conditions will warrant free anticipation of your requirements.

LACES

Both English and French laces, shown in Torchons and fine Valenciennes.

EMBROIDERIES

Lovely new embroideries from St. Gall—a full assortment of styles and widths.

DRAPERY GOODS

Real Irish Point Panel Nets, 54" and 90". Lace Nets, including Filets and Panel effects. Bordered Scrims, Voiles and Marquisettes. Lace Edge Scrims and Marquisettes. Colored Art Marquisettes, etc.

Cretonnes—Showing many new effects and patterns in English Cretonnes, 31" and 50".
Shadow Cloths—New Designs in light and dark warps, 31" and 50" widths. Scotch Madras Muslins, English Art Sateens, Colored Casements and Poplins.

Fine Collection of new designs in
REAL SWISS CURTAINS
POINT ARABIAN CURTAINS LACE CURTAINS
WINDSOR BRAND SCRIM AND MARQUISETTE CURTAINS
—and NOVELTY NET CURTAINS

PRIME AND RANKIN, LIMITED

IMPORTERS AND MANUFACTURERS

22 Warser Gate
Nottingham, England

74 York St.,
Toronto

CREX
GRASS RUGS
TRADE MARK REG·U·S·PAT·OFF·
MADE IN AMERICA

It's the Same Old Story—

Prices will be regulated by supply and demand

There seems to be no good reason for expecting an immediate decline in prices of floor coverings.

The demand still continues greater than available supplies or possible mill outputs for at least another season.

As long as partial allotment of orders is the compulsory rule, no skepticism need be felt in buying at prevailing quotations.

Inquiries develop the fact that cancellations are of small volume. Manufacturers readily shift such orders to merchants eager to replenish fast diminishing or completely sold-out stocks.

With the removal of railroad and express embargoes and restrictions, we are again able to make shipments with practically little, if any, delay.

CREX CARPET COMPANY
212 Fifth Avenue New York

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

Dominion Oilcloth & Linoleum Co.
Limited

MONTREAL

Manufacturers of

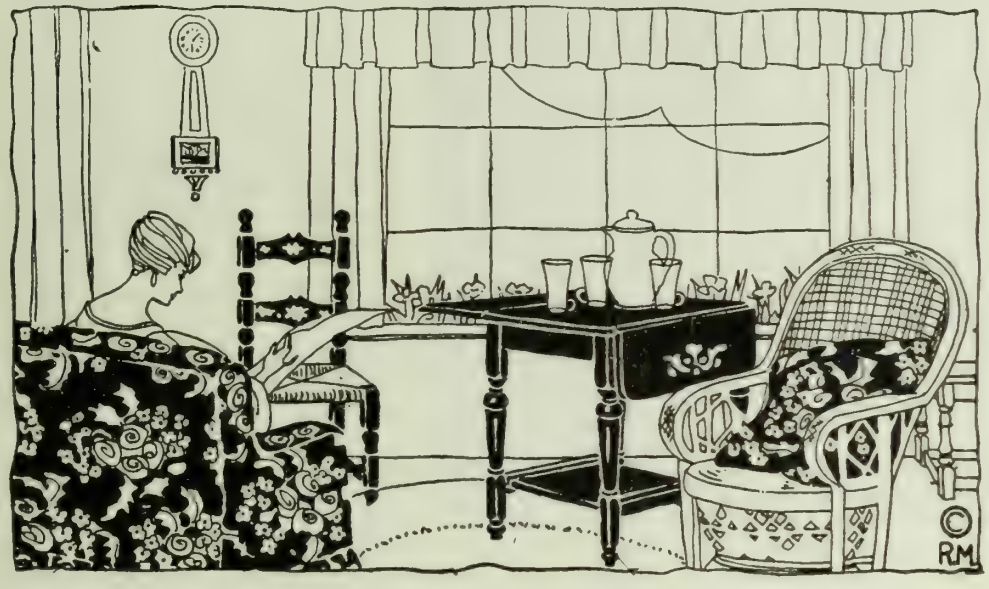
Plain and Printed Linoleum
Battleship Linoleum
Cork Carpet
Linoleum and Floor Oilcloth Rugs
Floor and Stair Oilcloth
FELTOL Floor Covering
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OUR GOODS ARE HANDLED BY
ALL WHOLESALE DRY GOODS
JOBBERS IN THE DOMINION

The
LACE GOODS CO.,
LIMITED

"The Handkerchief House of Canada"

CURTAIN NETS



CRETONNES

SCRIMS AND POPLINS

During the last few months, through the medium of this page, we have talked about "Lace Goods" productions. But a visit to our new premises would accomplish far more than pages of reading.

We have a spacious show room, comfortably furnished, replete with all that's new in Handkerchiefs, Laces, Embroideries, Draperies, etc.

Come and see us. We will make your visit both pleasant and profitable for you.

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TORONTO



MADE IN MONTREAL, CANADA

The Distinctive Curtain

Lovers of the distinctive and beautiful in curtains find in the "Biltmore" all that they require.

Its every design is original, and of incomparable loveliness, while its fabrics are characterised by filmy elegance.

It washes readily, and being already hand-shrunk, emerges from the wash with renewed beauty.

A shortage of material necessitates the early placing of your order.

THE BILTMORE
CURTAIN CO., LIMITED

332 CRAIG ST., WEST
MONTREAL



Draperies

New line of unusual merit to please every taste--and every purse. Extensive range.

White and Ecru Madras.
Mixed Colour Madras.
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Mercerized Poplins, 36" and 50", Plain and Figured.
Bungalow Nets.

Write for Samples

Tapestries

Interesting showing of splendid values--unexcelled for beauty and fine quality.

Muslins (Assorted widths).
Aurora Casement Cloth in wanted shades.
Dark and Light Shadow Cloths.
Nottingham Curtains.
Novelty Curtains.

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Agents for
Wm. Strang & Son, Glasgow, Scot.
Hood, Morton & Co., Newmilns.
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John Watson, Manchester, Eng.
Biltmore Curtain Co., Montreal.

J. B. HENDERSON & COMPANY, LIMITED
80 Bay Street - Toronto

"*In the Heart of the Dry Goods District.*"

A Reid Dress

is always an

Ideal Dress for a Child

from every point of view

The reason is obvious—we are SPECIALISTS in Children's Dresses. As such we are constantly studying the special requirements of children's dresses, in conjunction with all the changing styles and fancies, to which Children's Dresses lend themselves so readily, with a charm all their own.

White Embroidery Dresses—Empire and French styles, ribbon trimmed — Voile in plain and fancy effects, trimmed with lace, embroidery, and pleating—and many other attractive lines.



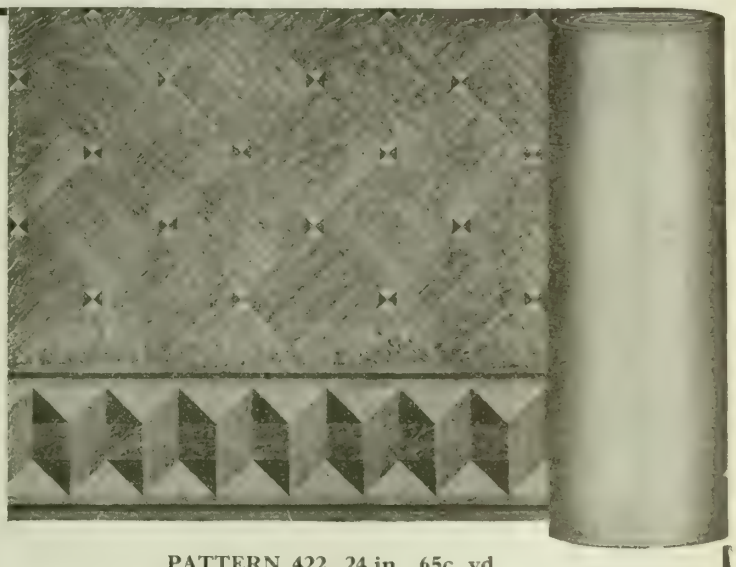
G. F. REID & COMPANY

Brampton, Ont.

Cott-A-Lap Rug Border

Floor and Surround also Mats

24x36	-	$ 7.75 Dozen
36x54	-	16.25 "



PATTERN 422, 24 in., 65c. yd.

We are sole **Canadian Agents** for the **Cott-a-Lap Rug Borders, Surrounds** and **Floor Coverings.** We carry all their latest patterns in stock 24 in., 36 in. and 72 in. wide.

These goods are sampled with all our salesmen. We enjoy quite a comfortable trade in this class of merchandise. Inquiries solicited, and samples cheerfully submitted

GREENSHIELDS LIMITED

Wholesale Distributors of Carpets and Draperies

MONTREAL



Shades of Egypt

This striking costume bodice is evolved from a heavy dull orange crepe de Chine, plentifully garnished with motifs decidedly Eastern in design, and very pleasant to gaze upon.

Silken Gowns and Costumes of Cloth

One-Piece Day-Time Dresses Revel in Simple Lines—Dressy Street Frocks for Autumn Are in "Coat Dress" Styles—Evening Gowns Enjoy Combinations of Nets and Satins, Metallic Tinsels, Jets and Good Colors

THE keynote of the advance showings in women's ready-to-wear dresses, is variety. It is quite impossible as yet to predict with certainty what will be accepted by the buying public, as travellers have only just started out, and reports have not as yet come in from all districts. One thing seems reasonably certain, however, and that is that conditions at present do not warrant heavy buying on the part of retail merchants, who are tending to buy only what is conservative and sure to sell. The luxury tax, is of course, the chief of all reasons for this attitude. Notwithstanding this, the manufacturers are returning from France, the U. S. and elsewhere with exquisite collections of models to be reproduced in their workrooms for Canadian trade. A representative of Dry Goods Review was privileged to see several such collections this month which embody all the latest fancies in high-class afternoon and evening frocks.

There does not seem to be any tendency on the part of manufacturers to reduce the cost of fall lines of ready-to-wear clothing, although there are rumors that the luxury tax will have an appreciable effect on clothing later on. The tax on ready-to-wear in the better grade will perhaps be less felt than that on the medium priced lines, which will probably be marked at cost price in order to save the tax.

Popular Priced Lines

Last season there was a tremendous demand for the better class lines and in consequence manufacturers endeavored to supply the most exclusive designs and costly fabrics. This year, however, for one reason or another, the public is tightening its purse strings and it may possibly result in an increase in popular priced lines of all kinds. Production in the factories is slated to be 20 to 40 per cent. lower than under the piece-work system and wages are at present correspondingly higher. Therefore there can be no solution to the problem until reverse conditions are more nearly attained.

The General Trend

The general trend in ready-to-wear dresses may be summed up as follows:—

The key-note is straight, unbelted lines, that is, the waistline must not be accented in the least degree. In heavier fabics, a very narrow, unattached sash of self material may be knotted loosely about the waist, or a narrow belt be worn, but in all cases the long waisted effect is the leading feature. The favorite materials for street wear will be tricotine and serge in the usual staple shades of black, navy and dark brown, while for more elaborate frocks, Georgette, charmeuse, tricolette and nets are the preferred fabrics in the same dull shades of blue, brown and black. It seems as if navy blue were more popular than ever, but tete de negre is being exploited with great success, particularly in coarse embroidered nets over charmeuse. Buyers report that taffeta is very popular in New York, but charmeuse is expected to prove far more popular for Canadian trade as the season advances.



For the Fall Reception

A handsome tailleur in tete de negre tricolette cut with irregular tunic and a snug bodice draping slightly at the normal waistline. Fine self-toned braiding decorates the very oddly cut sleeves and the vestee which fills in the very low-cut oval.. Seal balls on ties of several strands of braid add a clever touch, while a burnt orange feather toque completes this stunning outfit.

Court Dresses

Street dresses in what is known as "suit effects," will be probably the best sellers for fall trade. These are developed in both Eton and long skirted coat styles, nearly always with a contrasting vestee and touches of braiding or wool hand embroidery in black and vivid colors. Accordeon plaiting is still popular, particularly in the Eton coat effect dresses and is frequently trimmed with rows of colored twist stitching midway about the knee depth.

Necks and Hems

One and a half yards wide is the accepted width for skirts, which are usually 8 to 11 inches from the ground. Necks are round and square, with little collars or ruchings of self-material. In cloth frocks the bell sleeve, the elbow or the tailored close-fitting lengths are shown, the preference being for the 3-4 length for early Fall. In silk, long bell sleeves are best for more formal wear.

Paris Loves Trimmings

The question of trimming is the vital one this season. From Paris come hints of a tremendous popularity in metal trimmings and iridescent bugle beads. These are essential features of all the newest afternoon and evening gowns and shades of gunmetal and golden-brown bugle beads are delightful on shades of navy, taupe or dark brown. The newest note is, however, straw embroidery done in crude colors upon black charmeuse with striking effect. Several frocks are being shown in Canada by one prominent manufacturer which features this novel embroidery. The motifs are solid in scarlet and blue, and the frock has an embroidered white chiffon vestee and accordeon plaited tunic drapery. Another frock in this collection was of taupe Georgette over charmeuse, the skirt being tucked to the moyen-age waist line. The bodice was absolutely straight, relieved only by chain stitching in silver, rose and blue thread. Other exquisite models were embroidered in scarlet or henna wool, or else braided or stitched with steel or gun metal threads.

Evening Models Seen

Dry Goods Review also saw an advance showing of stunning evening models for next season's wear which were very

characteristic of the trend of the fashion towards simplicity. All the delicate colors as well as black were evident in this collection and the corsages were almost all of the "bandeau" type, that is evolved from a single wide ribbon or breadth of material and draped cleverly around the figure, usually finished at one side under a knot or fold. The top of the corsage is carried around the figure in a straight line immediately under the arms, back and front being caught together by shoulder straps of various widths of tulle, ribbon, flowers or beads. The corsage usually closes on the left side, sometimes draped well down upon the hips in the Eastern fashion; finished with big loops. The newest finish for the shoulder are double or triple straps of metallic ribbon or flowers or beads, usually applied to a film of the finest tulle connecting all and forming a transparent sleeve effect.

The short skirt is still in high favor, although for evening and formal occasions the longer lengths will be more generally adopted. As a general fact it may be noted that the greatest laxity in styles and modes prevails, but with the one proviso that everything be well-made and worn with scrupulous attention to its details. The backless evening dress seems to have gone for good, and few will regret its disappearance since it brought to light more defects than charms.

Novel Color Effects

One very original evening model seen this month was a long-waisted frock of apricot charmeuse veiled with black chiffon which was heavily beaded in blue and gold. Double shoulder straps, 2 inches wide held up the corsage and shewed a glimpse of flesh through an oval opening on each shoulder. From the dropped waistline four long, narrow strips of the satin hung down all round, finished with beaded tassels. A long, narrow girdle hung loosely about the normal waistline.

The Confined Hem

A rose satin dancing frock was veiled with rose and silver metallic net and caught in at the waist slightly with a turquoise blue ribbon finished with a blue metallic flower at the side. An elastic held in the soft fullness at the hem.

Baby Blue Taffeta

A ciel blue taffeta gown was veiled with three draped panels of self-colored silk net, the edges of which were run with silver metal thread. Silver ribbon held up the corsage and blue and pink picot baby ribbons were entwined at the waist line.

Georgette Dinner Gown

A flesh tinted georgette dinner gown was veiled with three frills of rose net stitched with gold thread. The wide loose girdle was a combination of Nile blue and pink satin caught under a pastel tinted bunch of metallic fruits. Tulle shoulder straps completed the corsage.

Black for Matrons

For the older woman were shown many gowns in black, charmeuse, nets and georgette, with cleverly draped tunics in panel effects, often weighed down by gold or jet tassels. The corsage in one case was half net and half charmeuse with rows of jet and gold beads encrusting the net, on the left side only. Inch wide black ribbon was the only shoulder support.

Jet and Gold Beads Worn

Another dull georgette gown which was heavily beaded with jet in triple rows was relieved from severity by a wide band of silver metallic ribbon which topped the corsage under a surplice of the georgette.

Beaded or metallic headdresses will be worn with these gowns.



New Trick With Panels

This charming misses' frock is fashioned of French blue gabardine and is trimmed with wool embroidery in grey. The flying panels are looped at the ends and buttoned underneath to the straight skirt. Grey suede is the belt, and the hat of French blue velours accepts a soft grey circle of feathers for trimming. A feature of this smart model is that the sleeves are cut in one with the back, and the frock fastens below the shoulder and under the left arm.

"Black," Says Paris, "With Metal"

In a recent communication from a prominent French house, Dry Goods Review was reminded that black will again play one of the most important roles in the realm of formal evening wear this winter. The report further stated that although many of the designers were planning unique color effects, attention was being centred on the stately black models by the best known couturiers.

Chenille Embroidery on Satin

One house which is famous for its dignity of line and achievement in sombre hues, sponsors a very handsome black satin gown embroidered in chenille in panel effect. Long tight sleeves and the becoming "Delta" neckline characterize this model which is delightful in effect as the wearer moves. Long draped lines cling softly about the figure giving charm and distinction with every step.

Black Satin Side Draping

The side drapery is effectively illustrated in a lovely evening gown in black satin—satin you see is to be very fashionable this winter—and the presence of very brief black net sleeves suggests that the very low cut sleeveless model is not quite so much in vogue as it was last year and a season or two before that. The skirt of this model is effectively draped to the right side, the bouffancy being centred over the hip and falling away again in a long pointed train, extending from the side and sweeping back most gracefully. The bodice of this model is most interesting. The sleeves and underbodice are of black net while points of black satin are caught up over the corsage to the shoulders and weighted at the points with beautiful little motifs of metal and diamente trimming.

Paillettes and Tulles Allied

Another lovely evening model employs jet paillettes and floating tulle with ravishing effect. The foundation is satin and the corsage is entirely of satin richly encrusted with the paillettes. But tulle forms a long billowy train and very long sleeves weighted with tassels and bandings of the jet.

Metal is Seen

The use of metal is seen in a modish model exploiting a short draped skirt and a smooth bodice treatment of very simple outline. No over draperies are shown on this model which has the entire bodice covered with gold and jet.

One of the most graceful models shown in this particular collection is developed in a clever combination of charmeuse and tulle. A long clinging train is seen and a draped bodice of the low line type has sleeves of tulle which are so brief they resemble sleeve caps only.



The Apron Front

A charming navy satin blouse model with a crush girdle passing over the front peplum section at the normal waistline. Several shades of blue are used in the silk thread motifs and stitchings. The pleatings add a dainty touch, and the absence of any collar emphasizes the continued vogue for the unbroken round neckline. A narrow frill extends across the back from shoulder to shoulder.

Paris Thinks of Trimmings

Midsummer Evenings Made Lovely With Soft-toned Frocks of Dyed Laces, Metallic-trimmed—Leather Appears on Warm-weather Costumes and Motor Coats Revel in Brighter Colors.

PARIS is aglow with smart Midsummer and early Autumn fashions which are luring buyers from across the seas. Just at present, the paler shades, such as light brown and sand, are very fashionable and very becoming. Certain lace dresses of these shades, often set off by a touch of metallic trimming, preferably in a copper shade, are particularly lovely for evening wear. These shaded laces combine very happily with ivory satin, and there are few women who do not appear lovely in a frock developed in these materials, whilst there are a great many to whom the over-popular jade green is not becoming. The latter shade seduced us all on its first appearance, but today seems a little monotonous. Actually, there is not a theatre where one will not see one, two or even three frocks of this color on the stage and an even greater number among the audience. But, used as a lining to a very ample wrap of black satin, I have seen a vivid green duvetyn used with charming effect.

The New-Old Influence

To whom or to what do we owe this season such a pronounced Egyptian influence upon the fashions? The heavy fabrics, the thick embroideries, the enormous precious stones, the girdles of gold or silver weigh heavily upon the fragile shoulders of Parisiennes; for it cannot be denied, "les elegantes" are becoming more and more slender, and even thin, to the point of making one believe that they are modelled on the types of modern illustrations. Fashion is setting its seal upon straight, heavy and flowing styles. The metallic touch will be found upon prosaic serge frocks and even on tailored suits. One house features stitchery in steel thread in checked or striped designs; from a second, one notices rings sewn on the material, or inlaid like the eyelets of shoes; from a third, steel stitchery is done on taffeta, after the effect of a heaven scintillating with stars. I confess, that for day wear, I find all this metal rather too glittering, and that I prefer the Chinese embroideries on account of their design and soft colorings.



Swagger Wrappy Model

"Cartouche," a chic wrap developed in taupe satin and lined with duvetyn. The large shawl collar is of gray fox.—Courtesy of Ch. Drecoll, Paris.



Partial to Brocade

Brocade and black braid are elaborately used on this smart coat dress of fine grey serge.—Model from Maison Drecoll, Paris.

The Mandarin Blouse

An embroidery such as one may actually see worn of white on black, violet on blue, or red on blue seems destined for some Chinese mandarin's robe, as well as for a Parisian over-blouse. Embroidery has not yet said its last word and renews itself from time to time so as not to weary us. I see some amusing varieties, made of narrow ribbons, imitating minute flowers which cover a part of the frock. I see others made of tiny discs of leather, which resembled confetti; this gaily-colored leather has a delightfully novel appearance on a twill, for instance, and even on a muslin.

Leather in Midsummer

And it is just at the time when leather is "hors de prix" that it is decreed for usage on frocks and hats. On an evening dress I saw the other day two flowers made of varnished leather were employed as a corsage bouquet! Leather belts are, however, frequently supplanted on smarter models by original girdles of novelty materials, such as raffia, cord or braided silk. These are especially smart on twilled materials which are the fad of the hour in Paris. Navy and black twilled costumes with a short sack-coat are all the rage at present. These sack coats are really short loose wraps which are designed to replace sweaters for sports wear, and are usually developed in contrasting material to the skirt.

Vivid Hued Wraps

Most wraps have "Monk's" collars which are lined with a contrasting fabric. One lovely wrap which I saw very recently was made of crepe de chine, accordion plaited, and heavy enough to wear late into the fall. Scarf collars and roomy sleeves are very popular for motor wraps, which, by the way, are no longer of dull, sombre colors, but of vivid greens, reds or cerise. Sweaters are more vivid than ever too, and will be worn under suits to stimulate "gilets" during the fall. Striped silk scarves are more popular just now than summer furs, and far more economical.

Enlarging Building

Operations to Commence at Once on Structure Which Will House 1921 Exhibit

After the success which attended the recent British Industries Fair at Glasgow, the management have got well under weigh for the next Fair, which will be held in the same building in the Spring of next year. Alive to the fact that the accommodation is somewhat limited to Committee of the Glasgow Town Council who organize the show are making arrangements to extend the existing building. Workmen will shortly be employed joining up the main building with the annex adjoining. When this is completed a considerable amount of additional space will be available. So far as is known meantime classification of exhibits will be the same as at the last show, featuring textiles and industrial chemicals and dyes.

Novelties in Fall Blouses

Slip-over and Tailored Types in Sheer Fabrics—Beads Are Applied at Neck and Wrists, While Collars Are Frequently Convertible

AMONG all the many advance showings seen by Dry Goods Review this month, one collection of Fall blouses was especially charming and worthy of mention.

The fabrics were, of course, the sheerest and most delicately-tinted Georgettes and crepes in the usual styles of slipovers and tailored models. The trimmings, however, warrant a detailed description to convey their charm and originality.

One exquisite slipover of white Georgette had the front made slightly longer than the back, which was gathered on elastic and worn under the skirt. The front was drawn back by two sash ends which tied softly over the elastic and so concealed the back finish. The front of this model was hand embroidered in silk in drop stitch effect and had three-quarter flare cuffs and a round neck.

Beads at Neck and Wrists

A flesh Georgette slipover with bell sleeves had a necklace of vivid beads embroidered around the neck, as well as bracelets at the wrists. The effect of this beading was extremely good and was a close copy of the popular beaded necklaces so much worn with blouses of this type.

Nigger and golden brown Georgette blouses were elaborated with gilt metallic thread and burnt orange silk, while steel beads and silver metal threads were effective on black, navy or white Georgette. Gold tubular beads combined with rose silk floss was a stunning combination worked upon flesh crepe. A shell pink Georgette was embroidered in a rose design with turquoise beads, while another of the same shade featured cream filet lace around the convertible collar and tailored cuffs.

Cluster Tucks Very New

The newest finish for tailored crepe de Chine shirts are the cluster pin tucks. The collars are almost always convertible and are often finished with real lace medallions at the corners, which relieve the severeness. Ocean pearl buttons are universally used to close the fronts and cuffs.

The Russian smock will be very fashionable next season in sheer fabrics, elaborated with beads and metallic embroidery.

Swiss muslin and organdy are being shown extensively in blues, pinks and lavenders for wear with plain tailored suits, and will be popular for Winter wear as well, with the separate sports skirt.



A Dainty Flowered Frock

Flowered cretonne has joined the ranks of modish summer dress materials, for here is a fetching costume with short full skirt and it is entirely of cretonne except the frills and little sleeve puffs, which are white organdie to match the dazzling white chapeau.

WHO KEEPS THE MACHINERY OF BUSINESS MOVING?

The salesman who is a really true success and who meets his responsibilities—and we are all salesmen, whether we are advertising men or production men or merchants — is the one who has the idea of service to the customer strongly imbued within him. He is the man who keeps the fires burning back in the factory through the orders he sends in, and he makes it possible for the men producing the product and those dependent on them to make their living. It is a real responsibility and only a real man can live up to it. The successful and respected salesman is first of all a man in every sense of the word—a man giving service to his firm, to his customers and to the community. True salesmanship is a keen desire to serve, and not a deep anxiety to put something over—vision to see the future of our business and to make our business better.



If Summertime Comes!

A charming and crisp little gingham in black and white, revealing a smartly cut white organdie vestee beneath a charming Eton. Note the wide collar, the swagger pockets piped with organdie and the saucy bow. If Summer should come before Fall this delightful model could go on any vacation with assurance of a triumph.

No Refunds

Applications have been made from a large number of manufacturing and other concerns having branches throughout the Dominion for the privilege of making one return from the head office or parent concern, instead of from every branch throughout the country. The matter is now under consideration. If the proposition is finally sanctioned it would entail some slight delay in making the returns to the department, but it would meet the accounting convenience of the firms concerned and reduce the work of the department, inasmuch as it would deal with only one instead of a number of branches.

Sir Henry Drayton has made it clear that there will be no refunds. Some taxes have been wiped out altogether since the Budget speech was made, and others greatly reduced. The situation, therefore, is that traders and the Government have been collecting taxes from the people for which the only justification advanced is that it has always been the custom to collect taxes as soon as the new tax provisions of the Budget are known.

Society Dons Gala Attire in Honor of Irish Baronet

Presence of Sir Thomas Lipton in New York Provides Raison d'Etre For Manhattan's Fairest to Achieve New Triumphs in Fashionable Attire—Lovely Colors and Magnificent Jewels Seen at Dinner in Honor of Fine Old British Sportsman.

NEW YORK.--Midsummer with a series of hot days and the cup races, bringing many to town, has given an impetus to the patronizing of the smart roof gardens for dining and dancing. At the dinner hour a decided freedom in the choice of a costume is observed. One sees many women wearing comfortable sports clothes, pongees and striped silks in simple shirtwaist frocks and even sweaters with sailor hats, but one assumes that these are worn by those motoring to town for an evening.

There is a great deal of all white, and an equal amount of all black worn, with a good deal of combination of the two. For the earlier hours brown organdie worn with a brown tulle hat is a favorite. White serge suits are seen usually with a hat made of white ribbon or taffeta and in the lingerie types

Millinery Styles

White laces are girdled in bright color sashes and worn with large garden hats of light straw, a single rose lying on the brim taking the place of the more ordinary wreath effect.

In the lighter organdies, green, in Nile and jade coloring alone, was noted, organdie hats of the same color being worn. Flounces seem to have general popularity in both silks and cottons and in plain and figured fabrics. Plain as well as beaded Georgettes are still much worn by the type of woman, who always dresses conservatively in public and for this type of frock gray is apparently much more of a favorite than in past seasons.

Absence of Color in Evening

For the dancing hours, later in the evening, much gayer and more elaborately dressed crowds throng the roofs. Evening dress is the usual thing, but here too a decided absence of color is noted. The one bright shade worn is rose color, in both taffeta and chiffon, and there seems to be a penchant for combining this shade with sashes and trimmings of French blue.

The black chiffon is much affected this season, either plain or trimmed with white. Black tulle is designed in crisp ruffle and flounce effect. Paillette and jet embroidered dresses are worn by the older women, and whatever may be said of the bouffant style being finished, for dancing wear it is still among the chosen styles for the younger set, often introduced with a decided bustle tendency.



Many pastel chiffons are worn and the straight brocade chemise, in spite of the warm weather, is another dance favorite, with floating tulle over the arms. White lace is panelled in bright colored chiffon, and sashes of two blending colors are woven in and out at the waistline in a pretty draped effect, with bouffant sash at the side.

Wraps introduce a gaudier color note. All are in the draped cape effects and emerald green, rose color and Oriental blues are noted colorings with some bright figured Chinese silk wraps worn over light colored chiffons and organdies. Few hats were seen at the dancing hour, some wearing, however, tulle turbans, draped with pearls.

Grace and beauty were presented in a marked degree at the dinner party given in honor of Sir Thomas Lipton, at the Atlantic Yacht Club, Sea Gate. It was, in fact, the subject of approving comment in the speech of the guest of honor and many a woman in the company, who had the sense of having been paid a direct compliment, felt not a little justifiable pride in the new gown she had so carefully selected for the occasion.

A brightly lighted dining-room with the centre of the huge dining table cleverly arranged to represent the briny deep, showed tiny models of the contesting boats riding at full sail; the flowers and greens making a perfect setting.

The gowns of the women were exceptionally smart, and worn, as most of them were, with the wrap of exactly the right harmonizing shade, received their full quota of attention.

One attractive gown and cape was a creation of softest French blue taffeta with the tiny girlish puffs and shirrings, so effective in this material, revealing pale orchid and green facings, which produced an effect entirely satisfying when one noted that in the draped wrap with which it was worn, of velvet-like satin, the same soft hues were marvellously blended.

A gown of Venetian lace in deep cream was worn by a woman with hair of shaded bronze and gold, whose cloak was of brocaded silk with undertones of green.

All Shades of Pink Popular

The popular color was pink, from the very soft shell tone to coral. Mrs. H. E. Boucher, wife of the fleet commander, wore a gown of pale pink taffeta; Mrs. Vincent D. Ward donning one of silver lace and ribbon with taffeta of blended pinks. The ever popular drape added much to the grace of both these gowns.

Two very attractive debutantes were Miss Mollie Little, daughter of Mr. and Mrs. Ashton Little, whose frock was a most effective shirred creation of softest pink tulle and taffeta, and Miss Theodora La Mont, a striking brunette, in black tulle and black ribbon velvet. Mrs. Little's gown was of black satin and net. Miss Gladys Jackson, who came up from Wilmington, Del., wore a gown of orchid taffeta under a scarf of Spanish lace and carried a fan of white ostrich. Mrs. Franklin E. Lane, wife of the Secretary of the Interior, wore a modish adaptation of black tulle and jet and carried a black ostrich fan.

Mrs. Hugh Kelly was in brocaded green; Miss Molly Kelly, in gray taffeta, wore cape of double faced satin of cerise and gray; Mrs. E. L. Doheny, wife of the Atlantic Yacht Club Commodore, wore black taffeta with tiny sleeves of black lace; and Miss Jarvis, daughter of Commodore Aemilius Jarvis, was attired in a Lucille gown of draped charmeuse with a train and trimmed in lace and ostrich.

In the English Party

Of the English party, Mrs. C. A. Nicholson wore sea green charmeuse and cream lace; Miss Mary Nicholson in a short-waisted frock of old blue taffeta was quaintly modern and girlish. Miss Ella Weir wore a yellow changeable taffeta and tulle.

Other guests were Mrs. Charles Gauthrop in orchid Georgette and charmeuse; Mrs. C. A. Morse, in yellow lace; Mrs. B. W. Dortch, in white tulle; Mrs. J. C. Negus, black lace; and Mrs. J. T. McCoy in black jet and tulle, lace-edged.

Jewels also were worn with an evident thought of color. Of course, diamonds

and pearls were more frequently the selection, but for some costumes coral seemed the perfectly satisfying ornament. Aquamarines and the orchid-tones were nicely blended. Jade was particularly pleasing with white.

Miss Evelyn Law gave a harem dance in a costume of white Turkish trousers and a tunic of mingled green, gold and black.



When Youth Saunters Forth

An adorable coat model for the growing kiddie, showing the long-waisted upper section lengthened by a full skirt trimmed with tiny tucks. A note of quaintness is seen in the front closing and the high collar with its slender ties. The model is developed in blue-green tricotine, and the hat is in hatter's plush to match with black brim. A cluster of cherries add a vivid and effective note.

Longer Coats in Suit Costumes; Longer Waists in Wrap Coats

Tailleurs Favor Velours Finished Materials in Fur Shades and Coats to the Knees—Long Top Coats Enjoy Brighter Colors Large Fur Capes and Collars and Long-waisted Effects With Flare Skirt Sections.

JUDGING by the suits and wraps shown by Canadian manufacturers this month, the only suitable description is "sumptuous simplicity." Everything—materials, cut, trimming, and finish, is selected towards this ultimate result, and it may be added that this result is fairly costly.

The most exclusive firms are using cheviots, velours, gabardines and some broadcloth for suits in dark colors, preferably nigger and tobacco browns, Copenhagen and navy blues, and some tan and grey shades for early Fall wear.

There is no change to speak of noticeable in the skirts of these suits. The medium short, straight effect is as popular as ever. Coats, however, are longer in length, usually, many of the newest reaching well below the knees, and they are uniformly collared with huge fur capes in natural or dyed oppossum, squirrel or mole. These furs are confined to the collars only, and cuffs are almost invariably composed of the material of the suit.

Pockets and Belts

Pockets are extensively but inconspicuously used on both skirts and coats, and either narrow sashes or belts of the material are worn. The convertible belt is an important adjunct to all coats, and is achieved by the addition of two slits in each side of the coat so that the belt may be slipped through and over the back or vice versa as the wearer may see fit.

In Exclusive Models

In the high-priced lines, plain rich linings are preferred in soft contrasting tones and large buttons of unusual design are very popular. Braiding and chainstitching are universally popular for the dressier lines but the severe "tailleur" will be perhaps a greater favorite. Prices on these lines are said to be 30 per cent. higher than last year, owing to the high cost of labor and the falling off in production.

The Long Coat Models

In long coats the preferred length is seven-eighths, and the favored materials are soft velours, silvertones, polo cloths, bolivias, and duvet de laine.

The silhouette in these coats is perceptibly wider owing to the fondness for cloak lines which drape the figure closely. The severely tailored coat is little in demand, the preference being for elaborate and dressy models in shades of reindeer, Pekin blue, henna, and sand. These colors set off the magnificent furs used so extensively for the cape and shawl collars of oppossum, seal, beaver, and mole.

NOTES ON SUITS AND COATS

Belts somewhat unimportant owing to vogue of blouse worn over the skirt.

Pockets are worn but they are not permitted to rank as a conspicuous feature of fall modes.

Skirts straight and medium length — inclined to be shorter than recent American lengths and longer than French.

Capes and Shawl collars of fur characterize new wrappy coats.

Fur shades for suits, and good blues and faded reds for top coats.

Opossum, mole and beaver favored for trimmings.

Buttons sparingly used.

Waists and Capes

The long-waisted effect so popular in frocks is noticeable also in these coats, the skirt of which has often a flared effect attached to the loose-fitting upper section and loosely belted or sashed. Embroidery is lavishly used on such coats and double cape collars, one of which must be fur, are another novel elaboration.

In semi-dressy coats wide fur bandings edge the cape collars.

Sleeves are usually kimona or Chinese in cut, and sometimes there is a seam carried up on the outer side of the sleeve.

Fancy pussy willow linings are extensively used in better grade lines and large carved buttons are used sparingly with very good effect. Wide mandarin or flare cuffs are a very striking feature of this season's wraps.

A Paris Decree

On cold days, especially for morning walks, heavy English stockings, in dark grey, will be worn with a heavy soled shoe of tan leather. This will be the ideal footwear to accompany a tailored costume, whether the weather be rainy, cold, or snowy.

Money in Hair Goods Department

Ogilvy's of Montreal Illustrate the Value of Having Hair Goods Departments Situated Conveniently to Hair Dressing Parlor—New Styles in Coiffures.

RADICAL changes are coming in hairdressing. Already new ideas are being exploited and the feminine clientele of this progressive department express themselves entirely satisfied with the results. Ear muffs and puffed hair at the sides are waning, since Paris and London decree that the chignon or "waterfall" is de rigeur. Therefore, in view of the tremendous vogue for bobbed coiffures, there will be a wide demand created for false hair of all kinds, since the new mode requires a considerable amount in order to achieve the tall effect. At present in New York and other prominent American fashion centres, the bobbed style is at its height, but as it takes 6 months as a rule for a French or English fashion to become popular on this continent, the average woman may, therefore, anticipate the change by calling nature to her aid and encouraging growth in place of checking it. By next winter, furthermore, the price of artificial hair will have increased greatly and it will require at least $50 worth to arrange the head properly. If the hair is gray, auburn or ash blonde, a woman will have to pay from twice to four times that amount. In the meantime, however, the "bobbed" effect can be simulated by the use of one or other of the clever transformation pieces lately evolved by the manufacturers, which are easily and safely worn over the natural hair. Then there are the new side pieces or "muffs" attached to long, supple wires which are both comfortable and pretty when pinned softly over the ears. These pieces are not pads but miniature switches, waved permanently by the water process. Besides these side pieces, there are also a multitude of tiny cluster curls, ringlets, and puff effects for introducing at the back of the head to soften the outline, especially for evening wear.

Big Demand for Switches

The staple line in hair goods is the switch, especially in number 1 quality. There is a remarkable increase in the demand for the best quality goods and very little cheap goods are wanted, even in the smallest stores. The only artificial goods sold are the small pads for puffing out scanty locks, and these are going like the proverbial "hot cakes." Business in general is almost on a par with conditions in 1912, which was considered a record year in hair goods lines. Good qualities are fairly scarce just now, due to disorders and disease epidemics in the Chinese republic. Chinese hair has to make a double journey before it is ready for consumption by Canadian trade for the reason that the raw stock is exported to the United States to be cleansed and "turned" as the saying goes, and then later returned to China to be graded and again exported to various other countries. Italian and French hair is quite plentiful at present and prices are fairly steady.

Hair Net Styles

An enormous industry has opened up to supply the demand for real hair nets, which are an absolute necessity to every woman at present. The artificial or silk net is passe and the cap-shaped hand-knotted net is selling in enormous quantities in its place, at an equally low price.

Until the war Germany held the monopoly of this trade and it is satisfactory to Canadian dealers to know that nothing but British or American made goods are now being sold in Canada. A prominent Montreal manufacturer of hair goods stated that the price of a hair net was extraordinarily low considering that no machinery could be utilized in its manufacture, only hand work being possible. The average retail price to-day for a best grade tested hair net is twenty-five cents for three.

Dolls' Wigs

Another big factor of growing importance in the hair goods trade is the manufacture of dolls' wigs, both real hair and mohair wigs. All kinds of wigs are wanted, from Kewpie "vamp" coyly caressing her marcelled coiffure to the blue-eyed bisque-faced conventional doll, so dear to the heart of small girls. These goods also are entirely of Canadian manufacture.

Need Better Display

It is a matter of surprise to manufacturers in general that retail stores featuring these lines should scatter their hair goods, such as nets, combs and accessories, and the hair dressing salon, all over the store, with an absolute lack of correlation between the departments. One manufacturer stated that he had proved beyond a doubt that business in these goods could be doubled if some definite connection were made in all lines appertaining to the hair. It is inadvisable, he said, to have the hair net, comb and hair dressing departments widely separated one from another, yet that is the accepted manner.

One large department store which has recognized the possibilities latent in a well-developed hair goods trade is Ogilvy's of Montreal.All these lines have been localized in one part of the building and more goods have been sold in this department than in any of the others, which is proof positive of the wisdom in this suggestion.

The Hairdressing Department

The day has passed when a shampoo was a luxury only to be indulged in prior to a party. The average woman goes regularly to her favorite hair dresser for her shampoo at stated intervals. Modern shampoos no more resemble those of five or ten years ago than does the hair dressing of to-day resemble that of our grandmothers. Nowadays, it is the oil shampoo for dry hair, or the drying shampoo for oily hair, or the glint or brightening shampoo for dull, lustreless locks. Every need is anticipated and provided for. No longer is the simple electric vibration given for falling or scanty hair, but the violet ray massage, which shows results in the first few treatments.

The latest styles in hair dressing have a prominent place in this department and accessories such as combs, pins, barettes, are all conveniently at hand. A new fad noticed was the tiny fringe bang on a hair pin for wear on high foreheads by those to whom the drawn back effect is too trying. These little fringelets are becoming increasingly popular.

For Evening Wear

The bandeau is dead, but for wear with evening gowns, many beautiful and bizarre head dresses are featured, these, however, are extremely expensive and exclusive. Jewelled Spanish combs and tortoiseshell pins are still good, but the stones must be of the best quality. Cheap imitations are not popular.

The Beauty Parlor

Many are the possibilities of the up-to-date hair goods department, for nowadays there is no need for plain women, and who will not suffer to be beautiful? A manicure table, facial massage, hair waving, etc., are all logical developments in such a department and prove universallly worth while when once tried.

Rules regarding appointments by customers and relative to the protection of employees against possible infection should always be in evidence, together with a detailed price list of the specialties of the department.

If a rest room is adjacent to the hair goods salon, the ideal arrangement is attained.

Next winter should see a tremendous vogue for artificial hair and accessories, therefore to be forewarned is forearmed.

British Drapers in Canada

Dominion Has Fleeting Glance at Delegation From British Chamber of Trade as They Dash From Coast to Coast—Six Weeks' Tour as Guests of N. R. M. A. of U.S.—Visit Principal Centres on Both Sides of Border.

THE British drapers are safely home again after a six weeks' tour of the principal dry goods centres of the United States and Canada as the guests of the National Retail Dry Goods Association of America.

The friendships cemented in the Dominion and the U.S. during this visit of the British merchants will do much, it is believed, to further the interests of the trade both in Great Britain and on this continent. A better understanding will prevail as regards policies and systems practised in the Old Country and here, and by this complete interchange of ideas and confidences a very beneficial effect will be felt on both sides of the Atlantic.

The delegation from the drapers' section of the British Chamber of Commerce arrived on this side on May 7 at New York, and until the middle of June were occupied in an extensive tour of the largest dry goods centres in the U. S. New York, Boston, Cleveland, Washington, Detroit, Chicago, San Francisco and other American cities were visited under the guidance of the N. R. D. A. The Britishers were feted at every turn and spent crowded days in becoming acquainted with American methods of running big dry goods businesses.

Enter the Dominion

On June 16 the party, accompanied by members of the American dry goods organization, whose guests they were, arrived at Vancouver, where they were given a wonderful reception. Mr. Chris Spencer, of the well-known firm of David Spencer Ltd., with other prominent Vancouver citizens, met the delegation and conducted the British delegates and their American hosts to the Vancouver Hotel, where they breakfasted, and then hastened to see what they could of the stores before noon, as the Vancouver visit took place on a Wednesday when the stores close there for a half-holiday at noon. In the evening a dinner was held in honor of the visiting delegates at the Terminal City Club, attended by a large number of representative British Columbia merchants.

At Winnipeg

Owing to limited time the party did not make a stop between Vancouver and Winnipeg, but their enjoyment of the Canadian Rockies was described in terms of praise that knew no bounds, and at Winnipeg their wonderful trip was climaxed by one of the heartiest receptions during the entire tour. Winnipeg merchants had a splendid schedule drawn up, and although the party spent only fourteen hours in the city it was voted a top-hole stopover Dry Goods Review's representative in Winnipeg interviewed Mr. F. W. Cook, chairman of the Drapers' Chamber of Trade, who explained the reasons for their visit to Canada and the United States at this time.

"The delegation," said Mr. Cook, "may justly be said to represent the various types of the textile distributive trades in Great Britain from the largest establishments to the ordinary draper doing a medium class trade. The object of our visit is to gather information as to management and organization of dry goods stores on this side of the Atlantic, to compare business methods and merchandise values. We will pay especial attention to window display and advertising." Mr. Cook stated that the dry goods business in the Old Country is in a period of transition and that a visit on this side to study methods would prove of value in the reconstruction of the trade in Great Britain.

"At the same time," declared Mr. Cook, "we are desirous of being of service to our American and Canadian confreres and we have prepared various reports on conditions of trade, high prices and values, and wages, education and training, and various members of our delegation have been appointed to answer inquiries on important matters. In this way we think that the best interests of the trade and of the community and its employees may be best revised. We hope for mutual confidence and exchange of information in the fullest and best way possible, and trust that a reciprocal visit to Great Britain by representatives of the Canadian and American Retail Dry Goods Association may follow our visit to this continent."

At Toronto

Winnipeg gave the visitors a rousing send-off, and on Monday, June 21, the party arrived at the Queen city, where another bumper programme had been arranged in advance. As they arrived late in the day a view of the city by motor in the evening was the only feature of the day. Next morning, directly after breakfast, they were taken in hand by the directors of the T. Eaton Co. and made a complete tour of the whole establishment, notably the mail-order department, the research bureau, and the retail departments.

Shortly before noon the party set forth on a similar trip through the Robert Simpson Company's establishment



British Drapers Visit Canada

A photo of the visiting delegates of the Drapers' Section of the British Chamber of Trade taken at Winnipeg during their tour in Canada and the United States.

under the guidance of H. G. Colebrook, merchandising manager, and at one o'clock the entire party retired to the mezzanine building of the Simpson Company, where they were entertained at luncheon. Mayor Church, who was present, extended a civic welcome, while Sir Joseph Flavelle acted as chairman.

A visit to Fairweather's, tea at the King Edward Hotel, dinner at the Harbor Inn (Sunnyside Pavilion) and a jolly theatre party concluded the Toronto programme, after which the drapers departed for the Capital City.

Warmly Received at Ottawa

The hosts for the day in Ottawa were members appointed by the Retail Merchants' Association, and at breakfast in the Chateau Laurier, Mayor Fisher extended a civic welcome. The party first paid its respects to the new Parliament Buildings, afterwards being divided up into sections so that more stores could be visited in the short time allotted. The well-known stores included in the tours conducted by the various units were Murphy-Gamble Ltd., Bryson-Graham Ltd., Darwins, Freiman's, Devlin's and Ogilvy's. Sir George Foster, Minister of Trade and Commerce, was introduced to the delegates at luncheon and was warmly applauded after an eloquent address.

Mr. Cook said the trip was developing into more than they had anticipated. They came to try and solve the problem of high prices, which was a problem all over the world, a problem so vast that great economists had failed to solve it. They had come to consider the problems of profiteering, labor, and new methods of business, to learn and to impart knowledge. The world was too small for those with knowledge to withhold it from others. The trip had developed into an international tour and one that would result in the binding of the English-speaking peoples together closer than ever before. In the future, because of the better understanding, there would be no chance for misunderstanding or misrepresentation. Every man was going back to England as a missionary and ambassador.

Montreal and Home

Close to midnight on June 24 the drapers arrived at the Montreal station where Mayor Martin awaited them. After breakfast at the Queen's Hotel the delegates again divided into groups and covered the St. Catherine district without a single oversight. In the evening the delegates were the guests of the R.M.A. at dinner, a large number afterwards going to the station to see the Britishers off for New York, en route for England.

Before leaving, Mr. Cook expressed appreciation of the warm welcome extended to the delegates all over Canada, and said he hoped that very soon Great Britain would welcome a similar delegation from the Dominion.

On their return to New York the drapers gave a banquet in honor of the organization whose guests they had been during the tour, and presented Lew Hahn, who arranged the whole trip, with a silver tea service. Homer S. Curtis, his assistant, was presented with a pair of silver candlesticks.

The personnel of the British party included:

E. B. Weeks, J.P., (Messrs. R. W. Weeks), 18 Mount Pleasant Terrace, Tunbridge Wells.

F. Grose, M. B. E. (Grose & Smith), Amerley, S.E.

Lewis Moore (Messrs. Joseph Moore), 24 Albion Street, Leeds.

F. W. Cook, J.P. (F. W. Cook, Ltd.), High street, Dudley, chairman of the delegation.

F. Chiesman (Chiesman Bros.), Lewisham, S.E.

A. N. Hollely (Messrs. Popham's), Belford Street, Plymouth.

C. P. Webber, High Street, Oxford.

Chas. Coleing, O.B.E., J.P. (Coleing & Son, Ltd.).

D. M. Rose (Elliston & Cavell, Ltd.), Oxford.

T. M. Hardwick (George Hardwick & Sons, Ltd.), High Street, Wandsworth, S.W.

F. H. Barber (Barber & Co.), North End Road, Fulham, S.W.

W. J. Hunter (T. B. & W. Cockayne, Ltd.), Sheffield.

Fred Longley, 41 High Street, Aylesbury.

F. Matthew, 19 Fishergate, Preston.

John Boardman (Messrs. Boardmans), The Broadway, Stratford, E.

Lewis Lyne (Debenham & Co.), Wimpole Street, London, W.

A. W. Thomas (Selfridge's Liverpool Branch), Basnett Street, Liverpool.

Mr. Lancaster (Harvey Nichols, Ltd.), Knightsbridge, London, S.W.

Mr. Okey, Bournemouth.

Mr. Hopton, Peckman.

Miss Cook, daughter of F. W. Cook, as secretary to the party.

The British delegates were accompanied by:

Lew Hahn managing director National Retail Dry Goods Association, New York.

Homer S. Curtis, organization's secretary National Dry Goods Association, New York.

Donald Dey (Dey Brothers), Syracuse.

P. A. Bergner (P. A. Bergner & Co.), Peoria, Ill.

S. F. Izard (Izard Co, Inc.), Elmira, N.Y.

Z. Himelhoch (Himelhoch Bros. & Co.), Detroit, Mich.

Mrs. Lucinda W. Prince, director of education, National Dry Goods Association, Boston, Mass.

Roger W. Allen, Nugent's Bulletin, New York City.

Mrs. Roger W. Allen, New York City.

James Goold, Women's Wear, New York City.

Concerning business conditions, British representatives stated that they could not see any chance of prices coming down within the next twelve months or two years, as the merchants in England had already placed orders for the cotton, woollen and linen spring goods at enhanced prices. They ascribed the reason for continued high prices to the high rate paid for raw materials, the high freight rates, and the shorter hours of labor, and the fact that the supply of the world is not equal to the demand. There is a world shortage and this is felt more in Great Britain than in the United States because Great Britain is a world market.

Home Markets Easy, Canadian Trade Neglected

Importance of Export Trade to Great Britain—Orders from Abroad Waiting in Thousands.

IN view of the increasing quantities of United States toy products coming into Canada as compared with the shipments from British toy manufacturers, it would seem, in the case of toys, that the British export business has not been cultivated to the extent that it should have been.

Canada's own toy industry is making good progress, but this country will for years have to import many lines of toys and games. Many British concerns would have been able to do good, big business in Canada this year had they properly cultivated this market.

Some light is thrown upon this apparent apathy in Britain by the following quotation from an editorial in the May issue of "The Toy and Fancy Goods Trader" of England:

"Never in our history as a manufacturing country was export trade of more vital importance than it is to-day. As far as the toy and fancy goods trade is concerned, we are of opinion that our manufacturers are not giving nearly sufficient thought to it. The comparative ease with which the home market can be catered for, and the enormous home demand, are undoubtedly causing the cultivation of an export trade to fall off. Orders are waiting from abroad in their thousands for those manufacturers who care to accept them. We are not unmindful of the fact that shipping facilities have been a hindrance to the furtherance of overseas trade, but these are undoubtedly rapidly improving. In a matter of this kind, it is imperative we look well ahead."

All the more significance attaches to these remarks in view of the attitude of the toy dealers of Canada toward British products, this attitude being a reflection of the sentiment of the Canadian people generally toward all things British.

NEWS OF THE TRADE

Georgia Cotton Mfrs. Hold Convention

Association Holds Convention in Quebec Followed by Farewell Dinner

The 20th Annual Convention of the Georgia Cotton Manufacturers' Association concluded at Quebec on June 30, and was followed by a banquet in the evening.

At its closing session the Association went on record as favoring compulsory education for children between the ages of 14 and 16 for at last eight hours a week, and also favored the establishment of a fund of $500,000 for the establishment and maintenance of a thoroughly equipped technical school at the Georgia Institute of Technology.

The officers were elected as follows. Pres., J. A. Manderville; first vice-president, Cason J. Calloway; second vice-president, M. H. Cole; third vice-president, J. D. Massey.

The choice of the secretary was left to the executive committee, as P. E. Glenn stated that he was unable to officiate in that capacity any longer.

At the dinner the principal speakers were, the Hon. Frank Carrell , M.C., Major-General Sir David Watson and Col. George Ham of Montreal.

Tait Co. Picnic a Huge Success

The annual picnic of the J. D. Tait Co., Ltd., was held on Wednesday, June 30th, to Queenston Heights. The whole party was conveyed by gaily flag-bedecked motors to this favorite spot, leaving the store promptly at 2 o'clock.

A splendid program of sports was entered into with keen enthusiasm, the prize winners later being announced and presented with their gifts amid great merriment and applause. The ladies provided a sumptuous repast which was thoroughly appreciated after the big day's fun.

Presented With Address

W. K. Chapman has left Renfrew to take the position of assistant manager in the departmental store of Charles Austin, Ltd., Chatham. For the past seven years he has been a member of Mr. Pedlow's staff, where latterly he has been assistant manager. The congregation of St. Paul's, Renfrew, presented him with a handsome gold mounted cane and an address.

OBITUARY

Mr. John Muldrew Dies

Mr. John Muldrew, of the firm of Mickleborough, Muldrew & Co., for over fifty years prominent in the business life of Toronto, died at his residence, 582 Jarvis street, suddenly on Monday, July 12th.

The late Mr. Muldrew was born at Newtonville on January 1, 1844. For many years he was connected with the wholesale dry goods establishment of McMaster & Co., until he became associated with the concern to which he gave his name, and from which he only retired last April. Although not a club man, Mr. Muldrew had a very wide acquaintance throughout Canada, and was regarded as one of the best posted men in the woolen trade. He was a life member of the Toronto Board of Trade, and an elder in Westminster Fresbyterian Church and in politics a Conservative.

Although in poor health for the last five years, Mr. Muldrew was active and his death quite unexpected. His wife predeceased him several years ago. He is survived by four children: Mr. W. H. Muldrew of Columbus, Ohio; Mrs. J. W. Mickleborough, Miss Ellen Muldrew and Miss Gertrude Muldrew. A grandson, Mr. Kenneth G. Muldrew, enlisted with the 84th Battalion in Toronto and served in France with the 3rd Battalion.

The trade extends deepest sympathy to the bereaved family.

Woolworth Picnic

A joint picnic of the Niagara Falls and St. Catharines' Woolworth stores was held at Port Dalhousie on July 7th. A special car of merry people left the city at 2, a special delegation from the head office in Toronto joining them at Port Dalhousie.

Has Gone Abroad

Mr. William Dineen, of the W. D. Dineen Co., has sailed for England, and while abroad, will visit Paris and the war area.

Girls From Mills Visit Blue Triangle

On Wednesday, July 14th, the girls from the Carpet Mfg. Co., of Guelph, Ont., spent a sociable evening at the Blue Triangle Club rooms at the Guelph Y.W.C.A.

Among the number present were several girls who have recently come from England to make Guelph their new home.

To these and to all the girls a welcome was extended by Mayor Westoby, who assured them that he hoped they would readily adapt themselves to the advantages of the city and feel almost as much at home in Guelph as elsewhere.

Mr. Wm. Templeman gave greetings to the guests and advised all to become proficient in their work and avail themselves of real recreation provided at the Blue Triangle Club Rooms in order that they might enjoy and profit in their work and play in Guelph.

Mr. H. Quarmby, president of the Carpet Mfg. Co., spoke with sincerity when he said the company were more than desirous of having all the girls comfortably housed and satisfied, and the company were ready to help in any way to this end. He hoped the girls at the new boarding house, Ivy Cottage, recently equipped by the company, and under the able management of Miss Maddock, would continue to make the home happy and comfortable for all, and that when the girls were up in the heart of the city they would choose to frequent the best girls' club the city affords.

The girls enjoyed songs, games, and folk dancing, and after refreshments of strawberry ice cream and home-made cake, the girls, though loath to go, departed in splendid spirits, feeling better acquainted with each other and better informed about the club.

Hold Big Picnic

Over 500 young people, employes of the R. G. Long & Co.'s two union factories, were given an outing on Saturday, July 10th, by their employers to Niagara-on-the-Lake. A boat was chartered by the company and the town hall at Niagara was engaged together with an orchestra. The day was spent in sports and dancing. Numerous prizes were presented for different contests by members of the firm and travellers.

NEWS OF THE TRADE

Neat Booklet

Makers of Famous Wire Line Carriers Present Trade With Illustrated Phamplet Describing Service

The Lampson Company of Boston, Mass., makers of the widely known Lampson Wire Line Carriers, used in many dry goods establishments in Canada as well as in the U. S., have presented a history of their system in a neat little booklet, which is handsomely illustrated, and gotten out in the interest of the retail merchant. The booklet points out how better store service can be secured, and with the aid of colored illustrations explains the advantages to be gained by the use of any of the various Lampson carriers.

New Sewing Room For Big Silk Mills

Seventy-Five Girls Will be Employed in Modernly Equipped Plant to Open Soon

The St. Catharines Silk Mills, Limited, will establish a sewing room in the top floor of the new Mahaffey block, Port Colborne, which will provide employment for from 50 to 75 girls. The company expects to have the new sewing room in operation by August 1. Work will be started at once on the installation of the machines.

Silk gloves and silk lingerie will be manufactured. The company imports raw silk to its factory in St. Catharines, where it is manufactured into silk, and then into fine ladies' wear. The silk cloth will be delivered from the St. Catharines factory to the Port Colborne branch and the process of manufacture continued from that point. The new sewing room will be thoroughly up-to-date in accommodation and equipment.

Feather Slippers

"Some years ago," says a Paris correspondent, "the most expensive bootmaker in the world, as he is proud to proclaim himself, began to make feather slippers, and asked $1,000 a pair for them. They did not become popular. Later, another bootmaker made the same thing for 1,600 francs. Now the same or similar slippers are being made for 350 francs. Their popularity increases as their price goes down."

WEDDINGS

Gayton—Whalley

The marriage took place in Pembroke, Ont., on July 21, 1920, of Annetta Rosalind Whalley, M.A., daughter of Mr. and Mrs. Thos. W. Whalley, and William Arthur Gayton, (late Lieut 15th Reserve Battalion), son of Mr. and Mrs. John E. Gayton, Manitou, Man. Rev. W. H. Stevens of Pembroke, performed the ceremony, which was very simple. After a trip through the Great Lakes and Western points, Mr. and Mrs. Gayton will reside at Vibank, Sask.

Mrs. Gayton was formerly editor of Dry Goods Review, resigning her office early this spring so that she might spend some time at her parent's home in Pembroke before going to live permanently in the West.

Rogers—Leadbetter

On Wednesday, June 23, in the Church of the Redeemer, Toronto, the marriage took place of Helen, daughter of Mr. and Mrs. H. N. Leadbetter, to Lieut.-Col. J. Bartlett Rogers, D.S.O. with bar and M.C., nephew of the late Mr. C. A. B. Brown. The service was taken by the rector, Rev. C. J. James, assisted by the padre of the Battalion, Rev. W. Armitage, Dr. Albert Ham playing the wedding music. The bride was simply attired in white organdie and lace and carried a white ivory prayer book, from which hung trailers of sweetheart roses. She was attended by Miss Marion Streeter of Minneapolis; while the best man was M. Arthur Lewis. Col. Rogers is senior member of the firm of Rogers-Frankfort, Co., Ltd., Toronto.,

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Press—Medecaris

Miss F. L. Medcaris, of Austin, Texas, recently became the bride of Mr. Harry Press, advertising manager for Voss and Stern. The wedding was solemnized in St. Louis, Mo.

Buying in the U. S.

Mr. A. Stern, manager of the La Mode Dress Company, has returned from an extensive trip to the United States, where he visited the various centres with a view to importing the latest novelties in afternoon frocks.

New Representative at Toronto Office

Well-known French House Sends M. Desnoux to Take Charge of Toronto Business

M. Emile Desnoux has arrived from France to assume the management of the Toronto offices of Les Successeurs d' Albert, Godde, Bedin and Cie.

The offices of M. Desnoux are situated in the Empire Building, 64 Wellington Street West, Toronto.

Dry Goods Review Abroad

E. J. Dodd writing from London, says at the Canadian Exhibition in London, England, Dry Goods Review was displayed at the stand of the Department of Overseas Trade, and that quite a number of copies were sold, mainly to persons interested in buying from Canada.

New Chain Store

L. R. Steele, president of the L. R. Steel Chain Stores Company has purchased the poultry block on Wellington street, Sherbrooke, Que., for $100,000. The building will be completely remodelled, and a four-storey department store erected. The feature of this store will be that nothing in it will be sold at a higher price than $10.

The Bank of Toronto site at the corner of Queen and Colborne streets, Kingston, Ontario, has been purchased by the L. R. Steele Co. also. The Company intends pulling down the present building and erecting a huge store on the site.

Ottawa Merchant Buys Ogilvy's, Ltd.

Large Department Store in Montreal Goes to H. J. Daly, of Ottawa

H. J. Daly, president of the H. J. Daly Company, Ltd., Ottawa has purchased the stock control, store and good will of the James A. Ogilvy Company Ltd., of Montreal.

While no announcement was made as to the price paid, it is intimated that it was more than $2,500,000. The name of James A. Ogilvy will be retained. This is one of the largest departmental stores in Montreal, and will be linked up with the Ottawa store for buying purposes. It is understood that the firm will extend its operations to other large centres.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

Silk Muslin Underwear

Manufactured by

LONDON LADIES' WHITEWEAR

Also complete range of Children's Dresses for **immediate shipping.**

OFFICE AND FACTORY:

41 Craig St. East, Montreal

Merit Skirt Company

436B St. Catherine St. W.

Montreal

Skirts

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

New Spring range is now being submitted for your inspection.
Our large production has made it possible to give you better service, quality and price. See our samples.

246 ST. ANDRE STREET

Corner St. Catherine St.

MONTREAL

SHOWROOMS:

Toronto, G. D. Bell, 301 Dineen Bldg. St. John, Mr. W. J. Nagle, Dufferin Hotel. Vancouver, G. E. Ledder, 807 Power Bldg. Hamilton, Mr. R. M. Desmond, Royal Connaught Hotel. Quebec Province, Mr. M. Samuels, 246 St. Andre St., Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

Lazare & Novek

CLOAKS & SUITS

Special range of Salt's Silk Seal Plushes in addition to our regular line of coats and suits which is more complete than ever.

Our travellers will start out June 1st with a full line of samples.

303 Mountain St., Montreal

La Mode Dresses

are hand-made Dresses and right up to the **minute in style and materials.**

Our salesmen are now out for immediate and Fall Delivery. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, - 591 St. Catherine W.

MONTREAL

DRESSES

OF THE BETTER KIND

The S. & D. Dress Co.

142 PEEL STREET

(A few doors above Windsor Hotel)

MONTREAL

Made by
BLAND

The trade Mark of supreme excellence embodying all that's best in Style Quality—Value

Moderate Priced Women's Apparel Untainted by Piece-work Methods

Skirts to have individuality must be designed and tailored by skirt makers, more interested in fine work than fast work, more devoted to values than volume. Such are our employees.

And the same can be said of our waists — Better see the new samples.

W. C. Bland, Limited

New Birks Building
Phillips Square - Montreal

LEHMANN SALES COMPANY

Incorporated

A PLAIN STATEMENT OF FACTS

The Service we render the Canadian Trade is an unusual one. We act as Advisors as to where to buy the best, most reliable and reasonably priced LADIES' READY TO WEAR lines, suitable for their particular Trade.

THE SELECTION

of these Houses has been made after careful study of the merchandise, the policies and business methods of the different establishments. In each case they have proven worthy of recommendation from every standpoint.

SOMETIMES

we are asked "What do you get out of all this?" Also if it is a

LABOR OF LOVE—OR PROFIT.

It is a natural question and the answer is just as reasonable, considering that nobody works for **nothing** these days.

OUR ANSWER

is that we receive a Commission on all goods purchased through our Service to the Trade, from the Houses to which that business has been directed. Only fair, isn't it?

OUR CLAIM

first and last, however, is that we unfailingly consider the interests of those who appeal to us for this advice. Call at our office and let us convince you of it.

LEHMANN SALES COMPANY, Incorporated

39 West 34th Street **New York, N.Y.**

Thistle  **Brand**

Your store will benefit with a stock of our

Waterproof and Motoring Top Coats For Ladies and Gentlemen

An ideal combination of beauty and utility, they are the greatest trade builders and trade holders any store can show.

Samples now being shown by our travellers.

THE SCOTTISH RUBBER CO., LIMITED

316 Notre Dame Street W. MONTREAL

Important to Millinery Buyers

Announcing

Greenberg Limited

227 Notre Dame St. W.

Montreal

Manufacturers of

Ladies' Plush, Velours, Beavers and Velvet Hats

You will be made welcome at our Showrooms, situated in the heart of the wholesale millinery district, any time you are in the city.

Our Motto: Right Style at Right Time and Right Prices.

B. C. Ladies' Hat Mfg. Co.

1039 Granville Street

VANCOUVER, B. C.

The House where you see the styles of to-morrow at moderate prices.



Only Pattern Hat Manufacturers West of Toronto

Pattern Hats from $7.50 to $10.50

We also carry a full line of Crowns and Shapes in Buckram and Wire

Write for our Fall Style Sheet



Woolno - Corsets

GRACEFUL STYLES
COMFORTABLE FITTING
SPLENDID ORIGINAL DESIGNS
FEATURES THAT BUILD SALES AND ENSURE REPEATS

Front Lacers, Back Lacers, Elastic Tops, Sports Models. Wide range of beautiful models, and a good stock on hand ensuring prompt deliveries.

SPECIAL.—A few of our most popular models can be supplied at from $3.00 to $12.00 doz. under prevailing prices—subject to previous sale. Samples sent or traveller call on request.

Woolnough Corsetiers

TORONTO, ONT.

The Publisher's Page

TORONTO JULY, 1920

Improving Our Service

THE Directors of the Canadian Press Association decided in 1919 that the MacLean Publishing Company was the largest newspaper organization in Canada and must therefore pay the highest annual fee to the Association. The Montreal "Star," with its two big weeklies, comes second, but the "Star" group had been doing business for 18 years before the MacLean Company began. While we have not the details upon which the Press Association based their decision, we understand they figured that the MacLean Company had a larger advertising revenue. This is not the case. Lord Atholstan's properties probably carry a third more business, use more paper and have a greater total circulation. The MacLean papers on the other hand get more revenue from circulation; have to pay perhaps three times as much in salaries and wages and show considerably less profit.

Good service to readers first and advertisers next has been the cardinal principle upon which the MacLean Company has been built. In doing this, every man, woman and junior apprentice on our staff has had a share. We have tried to gather about us and train the best experts in the country. Here is an example of what we are doing:

In the recent annual examinations of the Toronto Technical School, session 1919-20, in the Typography branch—that is the department where they learn how to set type—only 27 boys out of the whole city passed, of whom 10, or nearly 38 per cent., were boys of our own composing room, while in two out of the three classes, MacLean boys stood at the head.

Several of our papers are the best of their class in the world, but we are still far from satisfied with the service we are giving. As we can afford it, as the country grows, as our business grows, the service will be improved. We ask our readers to take these Technical School results as an evidence of our efforts to serve them better and better, for by giving a superior training to these boys we are laying the foundation for the still better work we hope to do in the future.

Readers can help us to give them a better service by sending in—direct to the President, Vice-President, or General Manager—criticisms and suggestions.

Dry Goods Review

MONTREAL TORONTO WINNIPEG VANCOUVER

WESTERN TRADE NEWS

Customer's Convenience Comes First

Safe Ltd., Salmon Arm, B.C., Have Installed Modern Kitchen, Rest Room With Bed and Washroom For Out-of-town Customers' Convenience — New Millinery Department Added—Splendid Dry Goods Department.

THE Safe Limited, Salmon Arm, B. C., includes a splendid dry goods department, a view of which is given in the accompanying illustration. A very attractive millinery department has been opened recently which is attracting new customers to the Safe store, as well as providing a necessary service to old customers who have felt the need of a millinery department in the same store where they were making purchases in clothing and accessories.

This company has been in business for a number of years and has many distinctive features of interest. The shares of the company are owned by farmers and others in the community, being run on a co-operative basis with a special discount for cash trading. The name (Safe) was derived from this motto: "Simply Aim for Equity." Their aim is to supply goods at the lowest possible cost.

A feature of this business is an extensive mail-order business throughout the surrounding district. To handle the company records and the mail-order trade an office staff with modern office equipment has been installed, as shown in the other picture herewith. An adding machine, typewriter and other modern fixtures are shown.

"Each department is under separate management and all are separated by partitions, so that the customer wishing to shop in various parts of the store feels that the man behind the counter is experienced at his particular line of business and is not merely a general clerk in a general store," said Mr. G. G. Barber, store manager, to a representative of Dry Goods Review.

Rest Room for Customers

A combined rest room, kitchen and toilet is another feature of this store. The kitchen is fitted up with stove, cooking utensils, table, chairs, dishes, etc., and is for the use of customers coming in from great distances. These customers bring their own food and cook and eat it at the store just as if they were at their own home. It avoids the necessity of relying on expensive hotel fares for their food requirements under such circumstances. The rest room, next to the kitchen, is also complete in its furnishings, even to a bed for anyone who might be taken sick. A toilet and washroom adjoins the rest room.

Customers waiting for late trains are allowed the use of these rooms even after the store is closed for the day, the rooms having a separate entrance from the street and allowing of their being shut off from the rest of the store after closing hour. An addition is now being built to the store, and with its completion at the end of this year some rearrangement of departments is contemplated in order to provide room for extensions.



View of Safe Store at Salmon Arm

This is the dry goods department of the Safe Ltd., Salmon Arm, B.C. This store has recently added an attractive millinery department to look after the feminine needs in Winter and Summer hats of becomingness and style.

WESTERN TRADE NEWS

Hun Plane in Store

The first German airplane ever exhibited in Winnipeg has been loaned by the Aero Club of Manitoba to the T. Eaton Co. Ltd., and will be shown to the public on the fifth floor of the company's establishment as soon as it is assembled.

Nearly Half Century With Company

Mr. J. G. McTavish Retires From Business After Long Period of Service.

John George McTavish Christie, who retired from the services of the Hudson's Bay Company a few weeks ago, was 46 years with that company. During the recent celebration of the two hundred and fiftieth anniversary of the company Mr. Christie received a solid gold medal with three bars from Sir Robert Kindersley, Governor of the company, who came out from England for the occasion. The three bars with the gold medal signify fifteen years' extra service over 30 years, a bar for every five years.

Mr. Christie's grandfather was a Governor of the Hudson's Bay Company, and built the fort at Fort Garry, and planned the lower fort near Selkirk. Mr. Christie's father was Hon. William Christie, also with the company. Mr. Christie had two brothers with the company and all five gave over 200 years service to the Hudson's Bay Company.

Mr. Christie and his wife are now in Toronto and will likely spend the winter with Mrs. Christie's mother, Mrs. J. W. Lewis, 30 Classic avenue.

Hudson's Bay Co. in Dominion Day Sports

Employees Enjoy Busy Day at Stony Plain, Winning Events

A prominent part in the Dominion Day sports' program at Stony Plain was taken by the Hudson's Bay Athletic and Amusement Association, about seventy members from the big store organization making the trip to the neighboring town.

Football, baseball and ladies' basketball teams were entered in the program by the Bay, the baseball game being played between the Knights of Columbus team from the city and the Bay, the former winning by a count of 11 to 2. In their turn the ladies' team from the Bay won handily from the Stony Plain girls with a score of 25 to 0. Connie Tweedle for the Bay scored 15 points for her team.

The final event of the day was the football game between the H. B. boys and Stony Plain, the city team winning by six goals to nil, Anderson scoring 4 and Arnold 2, with the entire Bay team playing in good form.

David Spencer, Ltd. Purchase Warehouse

Vancouver Departmental Store Acquires Valuable Water Street Property

David Spencer, Limited, has purchased from R. P. McLennan and E. J. McFeely the property at the north-west corner of Abbott and Water Street.

Asked if this property would be used for the growing mail order business of this firm, Mr. Chris. Spencer stated that at present the three-storey building would be used for a storage warehouse, from which it is admirably suited without any alterations. The price given for the property which has 66 feet frontage on Water Street, and a depth of 132 feet, was $135,000,00.

Eaton Staff Hold Annual Picnic

Book, Stationery and Music Department Of Winnipeg Store Have Jolly Day

The staffs of the book, stationery and music departments of the T. Eaton Company's Winnipeg store joined forces and gathered for their annual picnic last month, going to Kenora Park on the Red River. A splendid program of sports was given during the afternoon under the guidance of A. J. Kitchen, manager, and the prizes were keenly contested. The party danced at the pavilion in the evening and returned home by the steamer Kenora.

TO SELL LADIES' WEAR

Livingston's, Ltd., well-known in the West, are opening a branch house in Edmonton, where ladies' wear exclusively will be sold.

ADDS NEW DEPARTMENT

Mrs. M. E. McWhinnie, whose business is situated at 1912 Powell Street, Vancouver, B. C., has recently arranged to carry a complete line of men's furnishings in addition to her present stock of dry goods and millinery. In future half of the floor space of the store will be given up to this department.

TO OPEN IN BLAIRMORE

R. A. Roberts is contemplating opening a men's furnishing house at Blairmore, Alta.

H. M. DEVLIN'S STORE

H. M. Devlin has opened a dry goods store in Victoria, B. C.

SPECIALTY SHOP AT CALGARY

Under the name of Annette Ladies' Wear, a smart new specialty shop is being opened in Calgary, Alta.

Freeman's Equip New Fitting Rooms

Prominent Ottawa Specialist in Ladies' Wear, Add Artistic Accommodation For Customers

The beautiful new fitting room just finished for A. J. Freiman, Ladies' Wear, Rideau Street, Ottawa, adds one more reason to the suggestion that the ladies of Ottawa can shop at home as well as elsewhere, and with just as up-to-date establishments. The main salon has been finished in aluminum grey with very rich Florentine brocade panels. Self colorings of blue have been chosen as most suitable to match the woodwork while at the entrance of each of the eight fitting rooms hang curtains and lambrequins of the same silk as the panels, that are trimmed with specially designed edgings and bouillon fringe, the deep cream of which adds a touch of color to the room. Wardrobes by Jones Bros., of Toronto are fitted with the latest automatic racks and are of quartered oak. A heavy pile Wilton rug in soft pastel blue adds a beautiful finish to the rich effect. Triple mirrors offer the different views so very necessary to My Lady in the fitting of a gown. Tables and chairs have been made to order and finished to match the general scheme.

TOURING DOMINION

Mr. A. B. Hargreaves, managing-director of the Vyking Mfg. Co., Ltd., Chorley, Lancashire, is expected to arrive in Toronto shortly on business interests for his firm who are manufacturers of raincoats and weatherproofs. Mr. Hargreaves, during his stay in Toronto will be located at the King Edward Hotel and to this address business communications should be sent. Mrs. Hargreaves is accompanying Mr. Hargreaves and the tour through the Dominion is one with which pleasure is to some extent to be combined with business.

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

DOMINION LINENS, LTD.
GUELPH, ONT.

Manufacturers of
Finest Household Linens and Cottons

Western Agent:
T. H. WARDELL
24 Aikens Bldg. - Winnipeg

We Carry a Complete Stock in WINNIPEG of



Veilings, Quick-on Veils, Cap Shape Nets, Cam-sodes, Neckwear, Boudoir Caps, Ribbons, Hdkchfs, Laces, Nets, Em-broideries, Georg-ettes, Tricolletes, Chiffons, Mallines, Seed, Bugle and Bunch Beads, Bridal Veils, Sprays and Wreaths, Accor-deon Pleating, Scarfs, Soutache, Tassels, Trim-mings, Buttons, Necklaces, etc.

We solicit your Orders and guarantee satis-faction

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

Paris.—Will French fabrics, especially those of wool and silk, undergo a decline in price before long? This is a question now occupying much attention in various quarters, and Le Journal du Commerce, in a recent issue, analyzes the situation as follows:

"A decline in the price of these articles seems to us a little premature, in spite of the marked reaction undergone in raw materials. At present, manufacturers in our big centres of reconstruction, whether it be in wool, silk or cotton, are working to fill orders taken while prices were high and which will keep them busy for several months. That people should refrain from placing new orders, in expectation of a drop in the price of textiles, is entirely natural. But it is well not to overdo it. And when we see Belgian buyers demanding en masse, as recently at Roubaix, whether it is true that novelties have gone down 3 to 5 francs a meter, one can only consider such aberrations regrettable. Before the needs, which are still enormous, have been supplied, before the warehouses of the manufacturers are overflowing with stocks, in spite of the restrictions in production caused by the eight-hour law, before the general expenses represented by the high cost of coal, of accessories, of good tools and equipment, which are at present exorbitantly high, before wages and even raw materials decline materially, will be a long time yet.

A Lyons textile firm has, it is reported, just discovered how to produce from camphor and other chemicals a wonderful new fabric called silk cellulose. This material is said to resemble real silk so exactly that only an expert can tell the difference. By the new process the manufacturers claim that production is cheapened, and the consumer is able to procure silk which is far below the price of the genuine article.

COATS
DRESSES
SKIRTS
WAISTS
Are now being shown for Fall
W. J. COLLETT
302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.

GEO. C. SMITH
WESTERN SALES AGENT



FOR MEN WOMEN & CHILDREN

Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.
Geo. G. Smith, Winnipeg
403 Canada Bldg.
Regina L. M. Day | Calgary J. Bartle | Vancouver H. S. Elliott

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

THE DRY GOODS REVIEW
143 153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 192

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

Large Green Boxes

Belleville, Ont.—Can you kindly inform me where I can procure large green boxes covered with green fabric to hold stock? I want to get boxes of uniform size if possible.

Answer.—Address of firm making this kind of box has been forwarded.

Balloons

St. John's, Nfld.—Kindly tell me where I can purchase gas balloons, and get the information how to inflate them?

Answer.—Addresses of manufacturers have been sent.

Red Plush for Altar

Elmira.—Please tell me where I can purchase red plush suitable for altar covering in church?

Answer.—Address of firm has been sent.

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

Familiarizing, Educating and Stimulating the Trade
Regarding Your Organization, Trade-Mark and Product.

The example is set by the world's most successful organizations of continuously familiarizing the trade regarding their organization, their trade-mark and their product.

In the fat years and the lean years the advertising of the world's most successful concerns never slackens—no more than they would take down their sign.

While the most skillfully calculated appropriations show a wise increase in lean years they are never noticeably lessened during prosperity—because the great sales of to-day come, not from the advertising of yesterday, but perhaps from that of last year or even the year before .

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

WHOLESALE MILLINERY

Write to-day for

Our Latest Catalog of New Styles

159-161-163-165-167-169-171 No. Michigan Ave. CHICAGO, ILL.

Chas. A. Stonehill, *Pres.*

TORONTO, ONT., Show Room, 30 Wellington St. W

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED

400 Richmond St. W., Toronto

T. H. Birmingham & Co.

LIMITED

93 to 99 Spadina Ave., TORONTO

Makers of

Women's High Grade Neckwear

"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Ideal Importing Co., Ltd.

468 King St. W. - Toronto, Ont.

Manufacturers of

Shoulder PADS Sleeve and Canvas Fronts

Importers and Jobbers

Jute, Union, Linen, Collar, Canvas

References: London, Eng. New York—Montreal

FRED. BIRKS

Commission Dry Goods

14 Phillips Sq., MONTREAL, Can.

Tel. Up. 388. Covering all Provinces.

GERSTENZANG BROS.

Popular Priced Flowers and Feathers

670-674 Broadway, NEW YORK CITY

Montreal.—"A very noteworthy feature in the business situation is the almost entire absence of failures in this district, only one insolvency being reported for the past fortnight, and this may be fairly accepted as testimony to the general soundness of business conditions in this old conservative province. General remittances from Eastern provinces are well maintained, but there is some complaint with regard to requests for renewals from the newer Western provinces," says R. G. Dunn & Co., in their weekly review of Montreal trade.

"The midsummer lull in wholesale and manufacturing circles is somewhat intensified this week by the teamsters' strike, which is the cause of much inconvenience. More boot and shoe factories are closing down, and none of those still working are being operated to over 50 per cent. capacity. The shoe retailers' convention, which closed last Saturday, was marked by considerable enthusiasm, but apparently did not result in the placing of very many orders, and leather men are looking for a quiet market for some weeks to come. Among producers of men's clothing and women's wear there is also an appreciable slackening in manufacturing activities.

"Dry goods travelers are now nearly all on vacation, and the volume of present orders is light. The woolen situation is apparently one of more or less uncertainty, and many British manufacturers of worsted are pushing forward shipments, in some cases anticipating dates of contracted deliveries, some holding they are doing this in expectation of a fall in prices, some with regard to applications for cancellations from this side, which they are not disposed to entertain. In connection with the British Government's control of the wool market during the war, it is now authoritatively reported that they cleared a profit of £38,000,000."

VEILINGS and SILK NETS

HODGES & LETTAU

232 McGill St. Montreal

FOR HONEST VALUE AND SATISFACTION

CROWN PANTS

Wil increase your sales. Our production has increased 50% over former years.

CROWN PANTS

322 Notre Dame West, MONTREAL

JASCUMA

Pyjamas for Style and Quality

THE FOSTER MFG. CO. Ltd.,

Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags

Write for Prices

THE COPP, CLARK CO.

517 Wellington St. West Toronto

HOOSIER SHEETINGS CANNELTON, Ind.

"HOOSIER"

The best 36-inch brown domestic in America

Buy it by the bale; sell it by the bolt

Indiana Cotton Mills

Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.

The Botanical Decorating Company

Incorporated

208 W. Adams St., Chicago, Ill.



BALLOONS

Printed with your advertisement at small cost. Brings the mothers and children.

L. G. BEEBE

28 Wellington St. E., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades.

Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland

State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Burton McLean Limited of Winnipeg have installed up-to-date "Centre Show Case Wardrobes." These are of special design and similar to the equipment supplied recently to one of the largest clothing dealers in Toronto by Kent-McClain, Limited, (Toronto Show Case Company).

WRIGHT'S BIAS FOLD TAPE
Known to home sewers everywhere. Made in U S A since 1898. "W & N." Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver
All ready to sew on middy blouses and sal or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

Agencies wanted for Great Britain
L. A. NELSON
Hosiery & Knitted Goods
Agent, Wholesale and Export.
Headquarters, London, England,
59, Gresham St., E.C. 2.
Open to represent manufacturers, all classes except Summer Ribbed Underwear.

RIBBONS OF DISTINCTION
J.C. AMERICA'S BEST RIBBONS
'J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
JOHNSON, COWDIN & CO., 40 E. 30th St., New York, N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON, N.15, ENGLAND.
HAIR GOODS MANUFACTURER.
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY.
CABLE ADDRESS: TROMEROLO, LONDON.

BLANKETS
PRIESTLEY BROTHERS
Blanket Manufacturers
GROVE MILLS HALIFAX
Telegrams and Cables, "Blankets" Halifax
Codes, A.B.C. 5th, and Bentley's

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street
Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

Montreal.—During the year of 1918, there were in Canada 1,694 establishments engaged in the manufacture of women's wear, representing a total invested capital of $25,351,755, during 1918, according to figures compiled by the Canadian Pacific Railway Company. Clothing factories numbered 192, with an invested capital of $19,020,-092, while the custom clothing houses aggregated 1,502, the latter representing an invested capital of $6,331,663.

By provinces the investment was as follows: Alberta, $177,-325; British Columbia, $283,-781; Manitoba, $158,606; New Brunswick, $169,483; Nova Scotia, $16,709,198; Prince Edward Island, $700; Quebec, $7,359,023; Saskatchewan, $93,-237. The province of Ontario easily leads in this part of the industry, being more than double its nearest rival, Quebec.

A total of 6,009 persons were engaged in the industry, of whom 1,070 were male and 4,939 female. In salaries and wages they received a total of $3,255,-858 per annum. The employees of the factory clothing section were responsible for an output worth $32,364,340, and those in the custom clothing of $14,-546,631. Materials to the value of $25,692,926 were used by both sections in manufacture.

The Dupont Fibre Silk Co., recently incorporated for the manufacture of artificial silk, has bought a plant site on the river road in Tonawanda township, on the outskirts of Buffalo, N. Y. It has a frontage on the Niagara River of 100 acres. The buildings, when completed, will afford a factory area of some 200,000 feet. It is expected that operations will be begun some time next spring and that about 700 will be employed.

The company has a capitalization of $4,000,000 and was formed as a result of an agreement entered into between E. I. Dupont de Nemours & Co., of Wilmington, and the Comptoir Des Textiles Artificiels of Paris, France, which control practically all of the largest artificial silk plants in Europe.

I Specialize in Boot Laces
for the wholesale trade in the better grades.
Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc.
For Clothing and Cloak Trades

The Gem of the Notions
Starsnap
The Perfect Dress Fastener
Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE **D. B. Fisk & Co.**
Chicago
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

We read all the Newspapers. On what subject do you wish
Information
Canadian Press Clipping Service.
143-153 University Avenue, Toronto

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

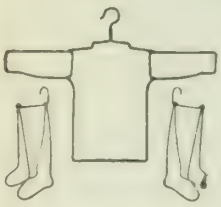
KENT-McCLAIN AGAIN

Messrs. Holt, Renfrew & Co., of Toronto, have enlarged their Hosiery Department and have installed new Wall Cabinet, Counters, and Silent Salesmen, specially designed by Kent-McClain, Limited (Toronto Show Case Company).

Information

We can keep you posted with all daily news and business Tips

Canadian Press Clipping Service
143-153 University Avenue, Toronto



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

MESH BAGS in Silver and Gun Metal Finish. METAL FRAMES for Ladies' Hand Bags.
Made in Canada for the Canadian Trade
WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING

Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTS' SUPPLY CO.
77 York St., Toronto

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
BARTELL PATENT POCKET CO.
117 East 34th St., N.Y.C.

J. CHANANIE

Wholesale Dry Goods Importer
has removed to larger and more central premises at
323 NOTRE DAME ST. WEST
MONTREAL
where he will render still more efficient service than in the past

New York.—The Women's Wear Exhibitors' Corporation announce a Fall exhibit of everything in women's wear, to be held at the Pennsylvania Hotel, August 2-7. Not only ready-to-wear articles of all kinds, but many materials and dress accessories will also be shown, enabling buyers to make their purchases for many departments at one time. About 140 leading manufacturers of various lines will show the latest styles in different articles.

Coming as it does at the time when so many buyers are in the city, it is expected that the exhibit will have a record attendance. The fact that the goods will be displayed in open competition by manufacturers immediately assures a saving that might ordinarily go to the jobbers, it is said, and that prices will be inviting is promised. The Women's Wear Exhibitors' Corporation, under whose auspices the exhibit will be conducted, have secured the co-operation of many prominent buyers and manufacturers and look forward to a monster get-to-gether week. The officers of the corporation are: George L. Spencer, president; Fred C. Hahnel, vice-president and treasurer; Harry Cunningham, secretary; all of whom have had considerable experience in successfully staging similar events. The Nottingham plain net lace workers have determined to continue the strike, which is costing the union £1,000 weekly.

Owing to the refusal of the Derby and West of England workers to participate and so make the strike national, the Nottingham operatives have resolved to sever connection with them completely, thereby threatening the solidarity of the National Federation of Lacemakers.

An advice states that in 172 shops out of 232 in the Associated Fur Manufacturers' Association the average pay of the workers is $65 a week. Milady who is scandalized at the price of furs is not paying for any sweat shop labor in this industry.

TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

AWNINGS

FOR
Stores, Offices, Factory, or Residence.
Write for Price Lists and Measurement Charts. Address
C. H. PETCH
Successor to
EDMONDSON & PETCH
Ottawa ∴ Canada

SMALLWARES — AND — HOSIERY

THE ROBERT HYSLOP Co LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
18 West 33rd Street
New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

Cotton Comforters
Down Comforters
Deliveries Guaranteed
The Toronto Feather & Down Co., Ltd.
2154-56-58 Dundas St. W., Toronto

Choir Gowns

The Best in Design
The Best Made
The Most Reasonable in Price
HARCOURT & SON, LIMITED
103 King Street W., Toronto

STERLING DRESS CO.

Popular-Priced Ladies' and Misses'
DRESSES and SKIRTS
220 KING ST. WEST - TORONTO
ADELAIDE 3857

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Messrs. Perkus & Company, of Iroquois Falls, Ont., have placed their new fixture contracts, including Silent Salesmen, Hat Cases, Revolving Wardrobes, etc., with Kent-McClain, Limited, (Toronto Show Case Company).



CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
"Turns Waste into Profit"
12 SIZES
Send for Catalog
CLIMAX BALER CO
Hamilton, Ont.

ESTABLISHED 1872
Knitting Machinery
Power and Hand
May we hear from you?
CREELMAN BROS.
Box 1437, Georgetown, Ont., Canada

American Bead Co. Inc.
IMPORTER AND MANUFACTURERS OF
BEADS AND NECKLACES
485 FIFTH AVENUE
NEW YORK CITY

COTTON PANTINGS AND SUITINGS
for Manufacturers only
GANSEMAN & DeMYTTENAERE
MOUSERON BELGIUM
MAKERS OF LEADING LINES
G. C. EGAN CO., LIMITED
18 St. Helen St., - MONTREAL
Sole Canadian Representatives.

HAROLD F. WATSON,
FOSTER, Limited
Commission Agents
208 CORISTINE BUILDING
Main 4157 *MONTREAL*
SILKS, RIBBONS, HOSIERY, COTTONS
HOSIERY AND KNITTING YARNS

CANADIAN COTTONS ANNUAL MEETING

At the recent annual meeting of the shareholders of the Canadian Cottons, Ltd., in Montreal, the retiring board of directors were re-elected and the usual routine business transacted. It was generally understood that an increased dividend was to be announced in the near future. This was gratifying, in view of the extensive improvements to the mills, and the consequent heavy added expenditure which had necessarily attended such an undertaking.

TRURO STAFF PICNIC

In honor of the first half-holiday of the season the entire staff of the B. J. Rogers, Ltd., of Truro, Nova Scotia, celebrated the event on June 2nd by a luncheon and garden party at the summer home of Mr. and Mrs. B. J. Rogers. A delightful afternoon and evening was spent, after which the happy party motored back to Truro, enthusiastic over the cordial hospitality of their host.

Montreal.—The Board of Directors of Goodwins, Limited, have decided on an extension to the present building, with a view of accommodating the enlarged business. Additional stories will be placed on the entire annex of the building and other improvements are to be made. The extensions to be carried out will cost in the vicinity of $150,000.

London.—Publicity is being given in this country to resolutions of the British Trades' Association of Canada representing hundreds of British traders in the Dominion, complaining of unreasonable and unjustifiable cancellation of orders from Canada to British cotton and worsted trades and recommending concerted action against cancellation except for sufficient reasons and in no case unless application is made through agents in Canada.

DIRECTORIES

Of all Canadian Trades.
All branches of the Dry Goods Trade covered by WOMEN'S WEAR, JULY; MEN'S WEAR, SEPT.; TEXTILE PRODUCTS, JAN., combining above two.
Fraser Publis'ing Co. 222 Craig W., Montreal. 122 Wellington W., Toronto.

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth - Blue Bell Cheviots
Standard Woven Cotton Fabrics
SMITH, HOGG & COMPANY
115-117 WORTH STREET - NEW YORK
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Regardless of what your pattern experience may have been it will pay you well to investigate our new pattern proposition. 100% profit —Patterns not sold returnable for full credit like cash—Fashion Sheets free.
Home Patterns are illustrated in The Ladies' Home Journal and will outsell any other pattern on the market.
Write to-day for samples of our beautiful Fashion Publications and full details of our new plan.
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116 Fifth Ave., New York Toronto Factory, 215 Victoria St.

Cohen Brothers
MANUFACTURING CO., INC.
AN INTERNATIONAL INSTITUTION
The Leading Sweater House
16-18-20 West 32nd St., New York

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and
CHAIR-PADS
MADE BY
Canadian Manufacturing of Novelty
49-51 Boucher St. MONTREAL

JUTE GOODS
WHY NOT BUY DIRECT FROM THE MANUFACTURERS:
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12 BANK OF OTTAWA BLG. MONTREAL

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Cash for Old Stock.
For Stiff Hats, Black or Colored.
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164 McGILL ST., MONTREAL

DOUBLE BUYERS' MARKET GUIDE

MYERSON BROS.

Importers of

SILKS, SATINS

AND

LININGS

Of All Descriptions

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MONTREAL

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Manufacturers' Agents and Commission Merchants
New Birks Building - Montreal

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Wool and Union Serges and Fancies.

Cloakings
Velours, Tweeds, Seals, etc.

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Nottingham Laces, all kinds, also Lace Tea Cloths, Runners, Panels, Cushion Covers,

Wool Travelling Rugs
Irish manufactured Rugs in a beautiful variety of patterns.

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In Damasks, Towels, Crashes, Glass Cloths, Linen Sheetings, Pillow Linens, Drawing Linens and Handkerchiefs of all kinds.

Nottingham Lace Curtains and Bungalow Nets.



Universal Hair Goods Company, Limited

Converters, Manufacturers and Importers of Human Hair Goods and Hair Nets.

DOLLS' WIGS

We are the ORIGINAL Manufacturers of Real Human Hair and Mohair Dolls' Wigs in the Dominion

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Fraser Bldg., 43 St. Sacrament Street,
MONTREAL

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AND SPECIALTIES

WHITE DUCK COATS in All Styles
SUMMER CLOTHING LUSTRE COATS

WAREHOUSE and AUTO DUSTERS
DUCK AND FLANNEL PANTS
MEN'S APRONS

OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS

MILITIA AND CADET UNIFORMS
BREECHES AND MILITARY SUPPLIES

The Miller Mfg. Co., Limited
44-46 York Street, - TORONTO
The Oldest and Largest Specialty Clothing House in Canada.

Cleveland. A spirit of optimism seems to pervade the Cleveland retail market, so far as buyers and merchandise men are concerned. While few buyers will commit themselves to a statement as to their immediate purchases, practically all say that they expect a very big season, and many say that they are going to be in the market oftener than they have ever been before, and expect to keep in closer touch with the manufacturer.

Many manufacturers in this part of the country have also signified an intention to purchase their piece goods in small quantities and not to get far ahead of the demand, so far as production is concerned. Many buyers and manufacturers seem to agree that this method is the best to bring production and prices back to a normal standpoint. But even though many merchandise men and buyers speak of late and meagre purchases, nearly all agree that this is going to be "some season." At any rate, no one can be found who believes that cheap merchandise will be in demand at any time in the future.

Scottish tweed manufacturers have a very considerable number of orders on their books for cloths of good quality, so that all the looms are fully occupied, says The London *Times*. With the outcry against the high prices of clothing generally throughout the country, it may be that there will be a diminution in the demand, but at the present moment manufacturers have sufficient orders on hand to ensure steady employment for some months to come. Merchants, however, are against committing themselves to large orders for the future, as they do not wish to be caught with large stocks in the event of a fall, while manufacturers are not anxious to promise much too far ahead, because of the uncertainty of the wool market, apart from which the wages question still hangs fire.

La Vogue BRAND (REG.)

"DRESS FABRICS"

F. A. RODDEN & CO.

Dry Goods
Commissioners and Importers
52 Victoria Square MONTREAL

STUYVESANT 3619

Art Button & Novelty Mfg. Company

Manufacturers of

JET AND FANCY GLASS BUTTONS

FOR JOBBING TRADE ONLY

Decorators on Buttons of Every Description

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Quality Men's Clothing

"Tis the Quailty behind the name that counts"

Popular Priced

Clothes

for MEN, YOUNG MEN and BOYS

THE FREEDMAN CO.

37 to 41 Mayor St. Montreal

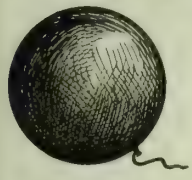
DOUBLE BUYERS' MARKET GUIDE

Complete Lines at Keen Values in

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Shirts
Ties
Gloves
Hosiery

Miller Men's Wear Limited
Miller Bldg.
44-48 York St., - TORONTO
"Everything in Men's Furnishings"





Hair Nets
Fancy Goods
Small-wares
Balloons

ALVIN E. SMITH SALES CO.
Mfrs. Agents and Importers
251 St. James St.
MONTREAL

Montreal. — The Canadian Fur Auction Sales Company announces the appointment of H. T. Holman, Summerside, P. E. I., as a director. R. S. Coltart, vice-president, was elected to the office of managing director. He stated that the affairs of the company were in a very satisfactory condition and that the prospects for the coming Autumn sale were very bright.

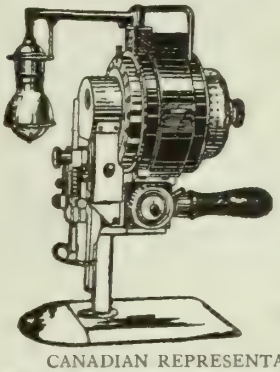
After arbitration, the Industrial Court has awarded the Scottish woolen trade operatives the following increases:

Time workers: Male workers over 21 years of age, 6s.; female workers over 18 years of age, 4s.

Weavers, 20 advance over current rates.

The workers' claim was based on the increased cost of living and the prosperous condition of the trade, the latter being denied by the employers.

The increases take effect for the first pay day in July.



AN EASTMAN CUTTER

Will Reduce Your Cutting Costs

Free Demonstration

Eastman Machine Co.
Buffalo, N.Y

CANADIAN REPRESENTATIVE:
W. J. WESTAWAY COMPANY, LIMITED
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Main and McNab Sts. Hamilton, Ont
400 McGill Bldg., Montreal

Experienced dry goods man, now on way to England to reside, is open to accept buying commissions from reliable importers. Over ten years buying experience in Canada, of Laces, Ribbons, Embroideries and Smallwares. First-class Canadian references given. Box 197, Dry Goods Review, 143-153 University Ave., Toronto.

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

WANTED—TRAVELLERS TO SELL ON COMMISSION BASIS A very high class art silk on spools for hand knitting, crocheting and art needlework. Packed 8 spools or tubes, each 175 yards, to the box. Several good territories open. Satisfactory arrangement will be made with a business-getter. Apply stating present lines and territory covered to Box 105, at 161 Beaver Hall Hill, Montreal.

WANTED—IMMEDIATELY, THOROUGHLY EXPERIENCED MANager (lady preferred) for Dry Goods Department, including Millinery and Ladies' Ready-to-Wear. One to take complete charge of Department. State age, experience, references, salary expected and all particulars in first letter. Address Trochu Valley Department Store, Trochu, Alta.

FOR SALE—QUARTER-CUT OAK (DULL FINISH) PANELING for background and ceiling of show windows, two oak framed mirrors. Lamson parcel and cash carriers. Further particulars sent on request. Easy terms. Apply to Thos. Mulcahy Ltd., Orillia.

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READY-TO-WEAR DISPLAY FIXTURE FOR SALE—ONE ONLY, 8 ft. Centre or wall fixture, double diamond glass all round, obscure glass top, nickel-plated rod for hanging garments, sliding doors one side, 6 ft. high, 28 in. inside measure, finished in fumed oak. Not 1 year old. Made by Kent-McClain. If you are open to buy, you can save money by writing to "Fixture," P.O. Box 755, Halifax, N.S.

LINE WANTED—TRAVELLER, 17 YEARS' EXPERIENCE, ASKS for a good line for Quebec and Maritime Provinces. Write A. S., 164 Desfranciscains St., Quebec.

SALESMEN WANTED AT ONCE—THE LARGEST SPECIAL SALE organization in the world wants one hundred men of sterling character, who have ability in advertising, making show cards and the advanced methods in merchandising. Either experienced special sale conductors or assistants or men or high class calibre to learn our method. Profitable, steady work. Address A. J. Stewart, Salesmanager, 2548 Nicollet Avenue, Minneapolis, Minnesota.

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"Made-in-Canada" Raincoats

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When you buy a Dominion Rubber System Product, you get a standard of quality and service unsurpassed anywhere else in the world.

"DOMINION RAYNSTERS" are Dominion Rubber System Products. They are designed to meet the needs of Canadians. They are made in Canadian factories by Canadian workmen —and backed by the resources of the greatest rubber manufacturing system in the Dominion.

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For information as to styles, materials and prices, write our nearest service branch.



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DOMINION RUBBER SYSTEM SERVICE BRANCHES are located at

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Stamped articles, both linen and cotton, for art embroidering—LINGERIE, CHILDREN'S DRESSES, DRESSING SACQUES, GARDEN APRONS AND HATS, and a great variety of dainty and useful articles.

Belding-Corticelli Limited

MONTREAL TORONTO WINNIPEG VANCOUVER

DRY GOODS REVIEW

Vol. XXXII | Publication Office: Toronto, August, 1920 | No. 8



REVOLVING ALADDIN DISPLAY STAND TURNS CUSTOMERS' INTEREST—INTO DEALERS' PROFITS

PEOPLE like to turn things—women, particularly, when they see this stand on the counter, will instinctively give it a turn. With each turn a new color suggestion comes into view—and thus a sale will often be made while you are serving another customer.

This handsome revolving display stand in mahogany finished steel—28 inches high, 7 inches square, is given free with your first order for 1 gross assortment of Aladdin. As the cakes are sold you fill up the blank compartments from your reserve stock of Aladdin.

Order an assortment of this wonderful new Dye Soap. It will prove one of the best sellers you have ever welcomed to your store.

On ordering mention name of Jobber through whom you wish order filled.

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Manufacturers of O-Cedar Products.



Kenyon

Knock-about Suits

The "Cheviots" and the beautiful colorings of the "Merridale Tweeds," help to emphasize the unusual scope of our Knock-about Suits for Fall.

Style 2-332. **$52.50.**—Mannish, man-like Cheviots, in attractive colorings.
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C. KENYON COMPANY, Inc.

NEW YORK

New York
5th Ave. Bldg., Broadway & 23rd St

Chicago
223 Jackson Boulevard

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The Newest in Outing Cloths suitable for Sport Coats and Mackinaws for Women

Cross Stripe Patterns

This beautiful material is a Priestley product; Greenshields, Limited, the sole Canadian agents. It comes in four combinations: Ice Blue ground with Antwerp stripe; Iris ground with Olympian Green stripe; Wolf Grey ground with Icelandic Maroon stripe; and the popular Canadian Red ground with Black stripe.

Dept. "B" — Woollens

Greenshields Limited

Victoria Square - Montreal

A. S. King Silk Company

Limited

TORONTO



"The Silk House of Canada"

The Largest Stock
of
SILKS
in Canada
for
IMMEDIATE DELIVERY

JAPANESE SILKS
CHINESE SILKS
CHARMEUSE
DUCHESS SATINS
GEORGETTES
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and
SILK SHIRTINGS

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or
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Yokohama, Japan

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Chefoo, China

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Ottawa, Canada

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The NEW Fabric!

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Boys' Knickers.
Handkerchiefs and Notions.

Ladies' and Children's Hosiery, Gloves, Underwear, Sweater Coats, Knitted Wool Goods and Blouses.

Dress Goods, Silks and Velveteens.

Towels, Towellings, Tablings.
Blankets.

Flannelettes, White Cottons, Scrims, Cretonnes and Sheets.

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Cretonne Drapery. Number of designs 34. Regular prices—16 pieces at $1.10 per yard; 65 pieces at $1.20 per yard; 212 pieces at $1.25 per yard.

Any or all numbers and prices clearing at $1.00 per yard.

Bungalow Nets. This line of merchandise is splendid value, excellent patterns. Prices cannot be duplicated on present market.

Yours very truly,

John Macdonald & Co. Limited
Toronto

Made in Canada by

The Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air gently, "beats" out its embeddedgrit, andsoprolongs its life

IT ATTRACTS NEW TRADE TO A STORE



The HOO

ELECTRIC SUCTION

Canadians for Canadians



WE are told repeatedly by our dealers that The Hoover is the means of bringing into their stores people who have been accustomed to trade elsewhere.

The extensive advertising that pushes The Hoover to the fore, and the good name it bears among its users on all sides, arouse the desire of a substantial class of people to see it.

After these people have purchased Hoovers they are so well satisfied that not only do they direct their friends to the same store for Hoovers, but they patronize the store for other goods for themselves in many instances.

In this manner The Hoover opens new accounts for our dealers, which adds materially to the profit accruing to them through the handling of these thorough cleaning and mechanically perfected electric cleaners.

We have desirable openings for dealers in a number of the smaller localities throughout the Dominion. Write to us.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, Limited
Factory and General Offices: Hamilton, Ontario

VER

SWEEPER

It *Beats*...
as it Sweeps
as it Cleans



ENTRANCE HALL AND "INFORMATION," BELFAST



GENERAL OFFICES, BELFAST

THE Irish Linen Society's operations are conducted for two main purposes:

Primarily, to concentrate upon methods which will help retailers to sell their linen.

Secondarily, to render a complete service to buyers visiting the Belfast and New York markets.

As evidence of the latter here are photographic views of the Society's "Buyers' Headquarters" in Belfast where visitors may obtain complete market information — be put in touch with sources of supply and receive personal service in the way of reservations, accommodations and the current numbers of all business and consumer magazines and periodicals.

The IRISH LINEN SOCIETY
BELFAST IRELAND

AMERICAN OFFICE
231 West 39th Street
New York



PRIVATE OFFICE, BELFAST



BUYERS' READING AND WRITING ROOM

RETAILERS are assisted to expand their linen business by continuous advertising of a broad national scope. The Irish Linen Society is thus constantly reminding the public of the values and virtues of True Irish Linen.

Further, this advertising gives prospective customers reasons for the prices that linen buyers have to mark their merchandise.

People need linen — true Irish Linen — for their homes, more than anything else.

It is demonstrated how the acute shortage of years has affected prices. This advertising makes linen all the more precious in their eyes, therefore all the more desirable.

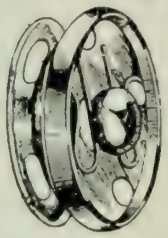
The IRISH LINEN SOCIETY
BELFAST IRELAND

AMERICAN OFFICE
231 West 39th Street
New York

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

Muser's *Lead the* Creations *Line for* Novelty *and* Charm

The very culmination of beauty and refinement, embodying the cleverest conceptions of our most expert designers, our

LACES	**WASH GOODS**
EMBROIDERIES	**RIBBONS**
DRESS TRIMMINGS	**HOSIERY**
GEORGETTES	**BRASSIERES**
CHIFFONS	**HANDKERCHIEFS**

will seize the fancy of your city's exclusive clientele, whose patronage you court.

Our buyers on the Continent keep us in constant touch with the European markets, and thus our products are always a little ahead.

We are manufacturers and importers of Laces, Dress Trimmings and Embroideries. Importers of Fancy Dry Goods.



Muser Brothers (Canada) Limited

Manufacturers and Importers of Laces,
Dress Trimmings and Embroideries.
Importers of Fancy Dry Goods.

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago
Baltimore Los Angeles San Francisco

London Nottingham Paris Calais
Caudry Le Puy St. Gall

A Strong Line to Carry



Strong in the qualities that every merchant can strongly recommend.

Stronger than ever, because those qualities have been strictly maintained while many lines have deteriorated.

"St. George"
UNSHRINKABLE
UNDERWEAR
FOR MEN'S WEAR

If your customers rely on your judgment of values you will welcome "St. George" as a guarantee of satisfaction.

All popular weights and styles, in Scotch Knit, Heavy Wool Rib or Fine Elastic Combinations.

Get them from these Agents:

COYLE & RODGER
230 McGill St. - Montreal

R. COPPING & SON
31 Melinda St. - Toronto

A. R. McFARLANE - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

The Trade Mark

identifies a product which is even BETTER than before the war.



The Inside

is the fleecy "Woolnap" which has always been so popular a feature with a large number of your customers.

The Outside

shows evidence of the extra-careful workmanship and high-grade yarns which mark every garment we make--unsurpassed in Canada.

"St. George" WOOLNAP

will enhance your reputation as a judge of underwear values. Stock it, for the customers who want warmth, wear and comfort. Judge for yourself and we are confident you will find it worthy of your strongest recommendation to your most particular customers.

AGENTS:

COYLE & RODGER, 230 McGill St., Montreal; R. COPPING & SON, 31 Melinda St., Toronto; A. R. McFARLANE, Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



The Dealer Gets the Blame

If Goods don't meet Customers' Demands

Your customers asking for cashmere stockings, want quality and durability, combined with economy. They rely largely on your word and judgment in their selection. If the stockings fail to live up to their expectations, **you** get the blame—and lose the custom.

If you want satisfied customers, feature

A.B.C. HOSIERY

for Men, Women and Children

Our claims for superiority and durability are based on the high class of yarns we use, the care exercised in manufacture, and on the tests of their wearing qualities. On the market now for several years, A.B.C. Hosiery has won a reputation on its merits.

Children's Hosiery—1 and 1 rib, sizes 4 to 10.

Women's Hosiery—Flat stitch, perfect fit.

Men's half hose—All sizes, elastic cuff.

Every pair of A.B.C. Stockings has reinforced heels, toes and soles

Right in quality, comfort, durability and price.

Allen Bros. Co., Limited

883 Dundas Street E. - Toronto, Ont.

Selling Agents for Canada: William G. Evis & Co., 28 Wellington St. W., Toronto

"CANADIAN GOODS ARE BETTER"

Close-Fitting Ankle and Elastic Top Provide Style and Comfort



Superior Quality, Beautiful Weave, and Lovely Colors Assure Ready Sales.

Winsome Maid Pure Thread Silk Hosiery

Winsome Maid Pure Thread Silk Hosiery gives that which every woman is looking for—the slender, close-fitting ankle, instead of an ankle that wrinkles and disfigures.

It also fills your customers' requirements in other particulars, such as a beautiful weave, free from rough needle marks or imperfections of material; the durability provided in reinforced heel, toe and sole; the elastic top; the anti-ladder stitch where silk and top meet; the wide range of exquisite colors.

All sizes 8½ to 10.

The name attracts—the quality delights—the wear satisfies.

ALLEN SILK MILLS

43 Davies Ave., Toronto

Selling Agents for Canada: William G. Evis & Co., 28 Wellington St. W., Toronto

"CANADIAN GOODS ARE BETTER"


ADMIRAL
COSY COMFORT
UNDERWEAR
GUARANTEED UNSHRINKABLE
NATURAL
WOOL
Made for Men and Boys
in Shirts, Drawers and
Form-Fitting Combinations
Sales Agent to Wholesale Trade
C.O.PATON
23 Foy Building, Toronto.
Made in
Canada

Knit Goods For Fall



A
Splendid Range
of
Sweater Coats
Pull-overs
Underwear
and
Socks

Also

Ringwood Gloves
From $4.50 to $45.00 per doz.
For Ladies, Gents, Boys and Girls

Use our Mail Order Service. All orders shipped same day as received.

We give special attention to letter orders, telegrams, and long-distance telephone orders.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

SAMPLE ROOMS:
7 Charest St., QUEBEC Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS Metropole Building, SHERBROOKE
503 Mercantile Bldg., VANCOUVER
50 Bon Accord St., MONCTON, N.B.

Knit Goods of Note



SCARFS
SWEATERS
UNDERWEAR
AND
HOSIERY
FOR
Men and Women

The economy wave now sweeping over the country will bring our garments into even greater demand, because of their sturdy, durable, long-wearing qualities.

But they answer the style and popular price appeals as well, and at once invest the wearer with style and distinction.

By stocking a representative selection of our knit goods, the merchant can look forward to an active demand and an excellent profit.



P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL

Quebec: 9 Rue Charest, Tel. Bell 2545
Sherbrooke: 103 Wellington St. Tel. Bell 34
St. Hyacinthe: 234 Cascade St., Tel. Bell 541

Ottawa: 25 Sparks Street, Tel. Queen 3874
Three Rivers: 82 Royal Street, Tel. Bell 362
Toronto: 152 Bay Street, Tel. Kenwood 3901

Cotton Staples of Proven Merit

If you are interested in Cotton Staples, Racine's will supply you with the best, offering retailing possibilities which make a successful leading line. Our

Flannelettes
Sheetings
Shirtings
Ginghams,
Prints, Etc.

are universally popular, because they combine high-grade service with popular price. They are exceptionally beautiful fabrics, with splendid wearing characteristics.

The Racine line of Cottons sells with little effort, because it is just the sort of merchandise to meet the demands of the hour.

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I — Men's Fancy Furnishings.
J— Ladies' Ready-to-wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

ALPHONSE RACINE, LIMITED

Manufacturers and Wholesale Distributors of DRY GOODS

60-98 St. Paul St. West, Montreal

Factories: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

Permanent Sales Offices:

Ottawa, 111 Sparks St.
Quebec, Merger Bldg.
Sherbrooke, 50 Wellington St. N.
Three Rivers, Main Street
Ri viere-du-Loup, Hotel Antil
Toronto, 123 Bay St.
Haileybury, Matabanick Hotel
Sudbur y, Nichol Range Hotel
Sydney, N.S., 269 Charlotte St.
Charlottetown, P.E.I., Queen & Sydney Streets



Sept. 1st.

—starting date for "Made in Canada" Shoe Advertising Campaign

Every detail of the MADE-IN-CANADA SHOE ADVERTISING CAMPAIGN now being perfected —it will be launched to the General Public on

September 1st, 1920

Address
Communications
to Secretary,
National Advertising
Committee,
Shoe Manufacturers
Association
of Canada,
Bank of Hamilton
Bldg., Toronto.

The Shoe Manufacturers Association of Canada ask the co-operation of the retailers—without whom the campaign cannot be the success it should be. But your hearty co-operation, and that of every dealer in Canada, will mean SUCCESS by bringing about a new attitude on the part of the General Public towards every branch of this important industry — the MAKING and SELLING of shoes.

SHOE MANUFACTURERS ASSOCIATION OF CANADA

CLIFT & GOODRICH INC.

328 and 330 Broadway - New York City, N.Y.

COMMISSION MERCHANTS

To the Jobbing Trade exclusively.

We represent leading Manufacturers of the United States making:

Men's Summer Balbriggan and Mesh Union Suits.
Men's Summer Balbriggan and Mesh Shirts and Drawers.
Men's Summer Ribbed Union Suits.
Women's Summer Straight Vests.
Women's Summer Union Suits, in various finishes.
Men's, Women's, Boys' and Children's Nainsook Underwear.
Men's and Boys' Winter Heavy Cotton Ribbed Union Suits.
Men's Flat Fleeced Shirts and Drawers.
Men's and Boys' Flat Fleeced Union Suits.
Women's Winter Cotton Ribbed Union Suits, in various styles.
Children's Winter Cotton Ribbed Union Suits.
Children's Winter Cotton Ribbed Sleeping Garments.

SAMPLES ON REQUEST

Canadian Representative:
Mr. R. Reade Davis, 31 Melinda Street, Toronto, Canada

The Best Dye Under the Sun

The "Mid-Summer" Test

proves that Sunset color is FAST under most severe conditions. Sunset offers the widest range of beautiful colors—is clean—easy to use—sure in results.

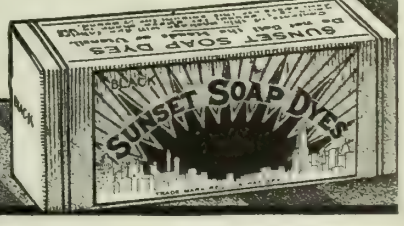
Sunset Soap Dyes

Dye all fabrics—Cotton, Wool, Silk, Mixed Goods—in one dye bath—Heavy Goods as well as light, delicate material.

WINDOW CUT-OUT FREE—Size 28x40 in.—Many striking colors. If you have not yet obtained a Sunset Window Cut-Out, and are willing to give the window space, write us at once. Address: NORTH AMERICAN DYE CORPORATION, LTD., Toronto, Canada.

15¢

Prices and discounts from your jobber, or HAROLD F. RITCHIE & CO., LTD., Toronto, Canada.



Repeat Sunset Sales mean quick turnover and steadily increasing profits.

22 Colors All Fast



T. K. KELLY,
President

I WANT GOOD MEN

I WANT 100 BIG BRAINY MEN

To Learn this Wonderful Business of Mine

THE merchants of America, men who own stores of the better class, wholesalers and manufacturers, are awake to this master money making idea and the growth of the demands for this scientific perfected service of mine necessitates the calling of another class of 100 men to be taught my master money making plan of merchandising, advertising and finance, that I may be able to handle efficiently this ever growing business. If you can qualify, get in touch with me.

The Kind of Men I Want—

Must be of sterling character, over thirty—men who have a broad experience in different lines of merchandise, some idea of intensified advertising and store arrangement—men of fine appearance and of executive ability—some knowledge of window trimming and card writing. Department managers or successful merchandisers—men who can give bond and have initiative and desire to earn $8,000 or more per year. Men who want to be busy the year 'round at pleasant essential work.

To men of the above qualifications, I will give instructions in every branch of my special sales plans, free.

How We Do It

$10,000 Sold First Day for Pettitt & Lamb
Herington, Kansas



We put on perfected special sales for merchants of the better class in every state in the Union and every province in the Dominion of Canada.

TO THESE MEN I OFFER

This Course Consists of

Merchandising

Under supervision of Mr. Frank Fox, one of America's greatest valuators. You are taught values—phychological arrangement and merchandise display by J. J. Leisen, recognized authority.

Advertising

By A. J. Stewart, leading special sales copywriter—will show you the way in copy, lay-out and display, as well as perfect you in the art of selling by the printed word.

Finance

I will personally train you in correct methods of finance—the same as I used in my three banks and in thousands of stores in the United States and Canada. Showing how to compound your money monthly.

A five year contract is given to men who can qualify. Here let me say that we have a net responsibility of $500,000. This is not a school run for tuition fees, but a big broad appeal from a big financial man to get big broad men to help take care of the expansion of the LARGEST SELLING ORGANIZATION IN THE WORLD.

Our sales are efficient—No haphazard methods—Powerful Publicity—Economical in the extreme—Merchants of the better class solicited—Write for our plan and terms.

T. K. Kelly Sales System

Minneapolis, Minnesota

Kirby, Beard & Co., Limited

Birmingham, Eng.

Manufacturers of High-Class Staple and Novelty Smallwares.

"Hair Pins"

Universal, ½ oz. rolls, plain and crimped.
Diamond, ¾ oz. rolls, plain and crimped, flexor.
Best quality, ¾ oz. rolls, plain and crimped, flexor.
Scientific, ¾ oz. rolls, plain and crimped, flexor.
Best quality invisible, ¼ gross pkgs., jet and bronze.
Best quality ball point, ¾ oz. rolls, jet and bronze, plain and crimped, flexor.
Best quality ball point invisible, ¼ gross pkgs., jet and bronze.

"Hair Pin Boxes," Assorted Pins

Champion, Alberta, Perfection, Empire, Glacier, Best Japanned, Leatherette.

"Pins," Sheets

Queen's Own, Princess' Own, Superior, Royal, Shakesperian, Lilliputian, Ribbon Pins, Jet Mourning Pins, Dress Makers' Pins, Household Pins.

"Hat Pins"

Sterling Silver Hat Pins, Gold-Plated Hat Pins.

Louise Curlers, Hair Wavers, Bodkins, Bone and Steel Crochet Hooks, Thimbles, Needles, Scientific, Sharps, Between, Milliners', Embroidery Needles, Steel Knitting Needles, Darning Needles, Fancy Needle Cases, Fancy Work Boxes, Manicure Sets.

All above lines stocked in Montreal.

Sole Selling Agents:

McINTYRE, SON & CO.
LIMITED

13 Victoria Square

Montreal Canada

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

Dominion Wadding Company.

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.

Whittemore's Shoe Polishes

Bostonian Creams

The ideal cleaner for kid and calf, both glazed and unglazed. Brown, Gray, Cordo, Tan, and all the popular colors.

Nobby Brown Paste

for Brown shoes: also combination.

Peerless Oxblood

combination for red shoes; also paste.



Quick White Liquid Canvas Dressing.
Albo Cake White Canvas Dressing.
Top-Notch White Leather Dressing.
Rival Gloss, Self-Shining Dressing.

WHITTEMORE BROS. CORP.

Cambridge, Mass.

PUBLISHED ANNUALLY.

THE

LONDON DIRECTORY

with Provincial & Foreign Sections,

enables traders to communicate direct with

MANUFACTURERS & DEALERS

in London and in the Provincial Towns and Industrial Centres of the United Kingdom and the Continent of Europe. The names, addresses and other details are classified under more than 2,000 trade headings, including

EXPORT MERCHANTS

with detailed particulars of the Goods shipped and the Colonial and Foreign Markets supplied;

STEAMSHIP LINES

arranged under the Ports to which they sail, and indicating the approximate Sailings.

One-inch BUSINESS CARDS of Firms desiring to extend their connections, or Trade Cards of

DEALERS SEEKING AGENCIES

can be printed at a cost of 8 dollars for each trade heading under which they are inserted. Larger advertisements from 10 to 80 dollars.

A copy of the directory will be sent by parcel post for 10 dollars, nett cash with order.

THE LONDON DIRECTORY CO., LTD.,
25, Abchurch Lane, London, E.C. 4,
England

BUSINESS ESTABLISHED 105 YEARS.

MOTHER LAND TRADE SECTION

INFANTS' FOOTWEAR LIMITED

England
Infoot House, London, E. C. 1

Canadian Branch
Greene-Swift Bldg., London, Ont.

Babies' Nursery and Dress Shoes of Dainty, Novel and Exclusive Designs

Soft-Sole Shoes in White Kid, Tan and Scarlet Persian Leather, Emerald Green Leather, Pink, Blue and White Suede, Red and White Plush, Silk, Poplin, Wool, etc.
Hard-Sole Shoes in sizes 1-6, Tan and Black, BUNNY BOOTS, in Genuine Rabbit Skin, Natural and White.
Children's Gaiters in White, Black, Tan, Scarlet and Green Felt, also in White, Tan and Red Woolly-wear.

Place your import orders for Fall and Winter requirements now.
We carry stock in Canada and give special attention to small orders for immediate delivery.

INFANTS' FOOTWEAR LIMITED GREENE-SWIFT BLDG. LONDON, ONT.

TELEGRAMS: WAKEFUL GLASGOW

CODE: A.B.C. 5TH EDITION

WILSON & CO.

48 ALBION STREET
GLASGOW

MANUFACTURERS

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
Book Muslins **Robe Muslins**
Voiles
Anglo-Swiss and Broche Muslins,
"Wilsco" Lawns, "Zelette"
LACE CURTAINS
LACE NETS

Cables:
TOWELLINGS, MANCHESTER
A.B.C. 5th EDITION

THOS. POTTER & SON

LATE ELI LEES & CO., LTD.

Manufacturers of
WHITE, GREY, FANCY TURKISH AND HONEYCOMB
TOWELS
BATH BLANKETS, TERRY CLOTHS, ROLLERINGS, DUSTERS
BLEACHED TWILL AND PLAIN
SHEETS and SHEETINGS
31, MAJOR STREET, MANCHESTER

AGENTS:
H. WARD, DIBB & CO.
Carlaw Buildings
30, Wellington Street, West - TORONTO

Telegrams: "Wardibb, Toronto"
Telephone: "Adelaide 5686

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO. LTD.

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England



The Trusted Line for the Fall Trade

"OBERON"

BRITISH MADE

UNDERWEAR

Regd. Trade Mark

The demand for "OBERON" Underwear is enormous and ever-increasing, and is constantly compelling us to enlarge our factory in size and staff. "OBERON" Underwear is made in all garments and all sizes for ladies, children and men; it represents excellent value—the kind that gives complete satisfaction and secures repeat orders.

NOTE THIS LIST OF OTHER "OBERON" SPECIALITIES

Hosiery, Underwear, Sports Coats, Knickers, Knitted Scarves in Silk, Artificial Silk and Wool, Ladies' and Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Ladies' and Men's Raincoats and Waterproofs.

Samples at the Addresses Below

Eastern Provinces
Marshall & Harding,
Carlaw Bldg.,
Wellington St. W.
Toronto

Western Provinces
Mr. G. E. Ledder,
Cornox Street
Grace Court,
Vancouver, B.C.

GEORGE BRETTLE & CO., LTD.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

MOTHER LAND TRADE SECTION

Ministry of G R Munitions

By Order
of the Disposal Board



The Disposal Board have

STOCKS

lying in the United Kingdom and AVAILABLE FOR EXPORT of Engineering Stores

Ferrous and Non-Ferrous Metals
Plant and Machinery
Steam Engines and Boilers
Factory Stores
Machine Tools
Railway Material
Contractors' Stores
Electrical Instruments and Machinery
Boots and Leather Equipment
Motor Boats, etc., etc.
Medical Stores
Chemicals and Explosives
Motor Vehicles
Agricultural Machinery
Aircraft
Furniture
Textiles and Clothing

Buyers should instruct their representatives in the United Kingdom to communicate with D. B. 8, Canadian Export Department, Ministry of Munitions, Whitehall Place, London, S.W.

Cable address "DISPEXPORT, MUNORGIZE, LONDON"

MOTHER LAND TRADE SECTION

W K. PERROTT & SONS.

W K PERROTT C J PERROTT E S PERROTT

SILKS, RIBBONS, VELVETS.

TELEPHONES - CENTRAL 1752 1753 1754
TELEGRAMS - SARSENET, CENT, LONDON
CABLEGRAMS - SARSENET, LONDON
CODES USED - MARCONI INTERNATIONAL, A B C 5TH ED. BENTLEY'S & PRIVATE.

Branches
LONDON. .. 288/292. REGENT STREET, W.1
LUTON. ... 6. SILVER STREET.
MANCHESTER. 35. BROWN STREET

58, 59 & 23, ALDERMANBURY.
LONDON, E.C.2.

August, 1920.

We take this opportunity of advising our Canadian friends that, during the Fall of 1920 and the Spring of 1921, we shall be able to offer a good selection of all classes of PIECE SILKS in plain and printed.

Your enquiries will be esteemed a favour and same will have prompt attention.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

Crockers Bulletin

THE HOUSE
for
VELVETEEN



↑
OUR SPECIAL
PRODUCTIONS

All enquiries will have careful attention.

CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION



WE SPECIALIZE *in* CLOTH *for* LADIES WEAR

SAND SERGES
TWEEDS
BLANKET CLOTHS
WORSTED COATINGS

JOSEPH FOSTER & Co.

CALDER MILLS
ELLAND, YORKSHIRE
ENGLAND

Established 1853

London Warehouse :
1 LANGHAM PLACE
REGENT STREET W.

MOTHER LAND TRADE SECTION



4171 4196

Make Your Fall Display UNIQUE!

Enterprising merchants will, this Fall, be making a Fashion Display that will create sensational interest. Women will throng the stores of the wise buyers who are stocking

Britain's Smartest Style Ideas

by the famous English Clothes Designers.

HEATONS

(LEEDS) LTD.

NORTH STREET
LEEDS, ENG.

Makers of the world-famous

'ALWEATHA'
RAINCOATS
AND
'ESIW'
WOMEN'S, MISSES' AND GIRLS' COATS.

WOMEN'S SUITS,
COATS, SKIRTS AND
RAINCOATS
GIRLS' COATS

Represented in Canada by

Ernest Johnson

151 Victoria Street
TORONTO
Phone Main 2221
Phone Beach 3026 Evenings

Mr. Johnson is now on the road, introducing this up-to-the-minute range of British Fashions to the leading Dry Goods Stores in Canada. He will call upon you when in your town if you write to Toronto NOW.

ALL MODELS TO RETAIL UNDER LUXURY PRICES

MOTHER LAND TRADE SECTION

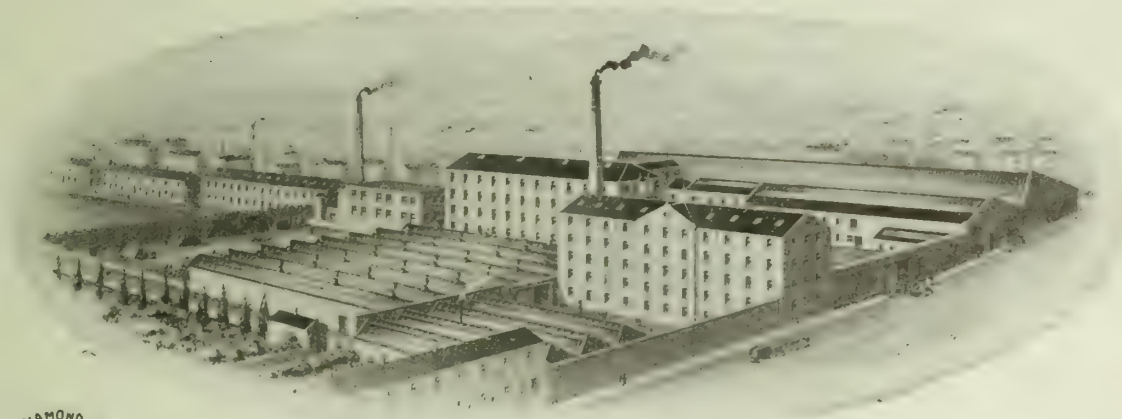
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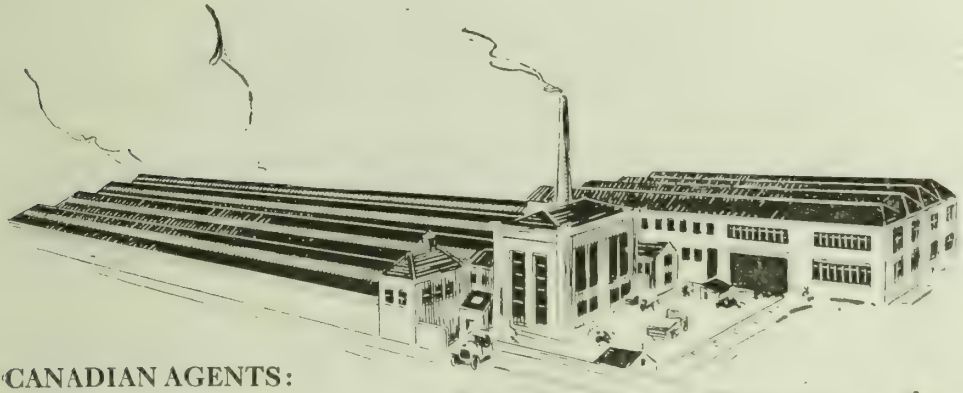
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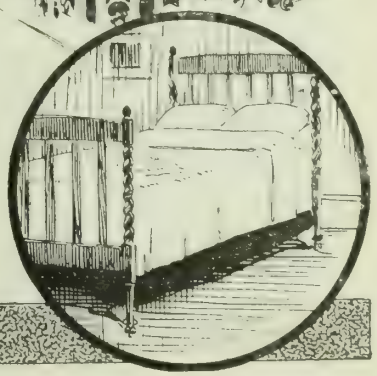
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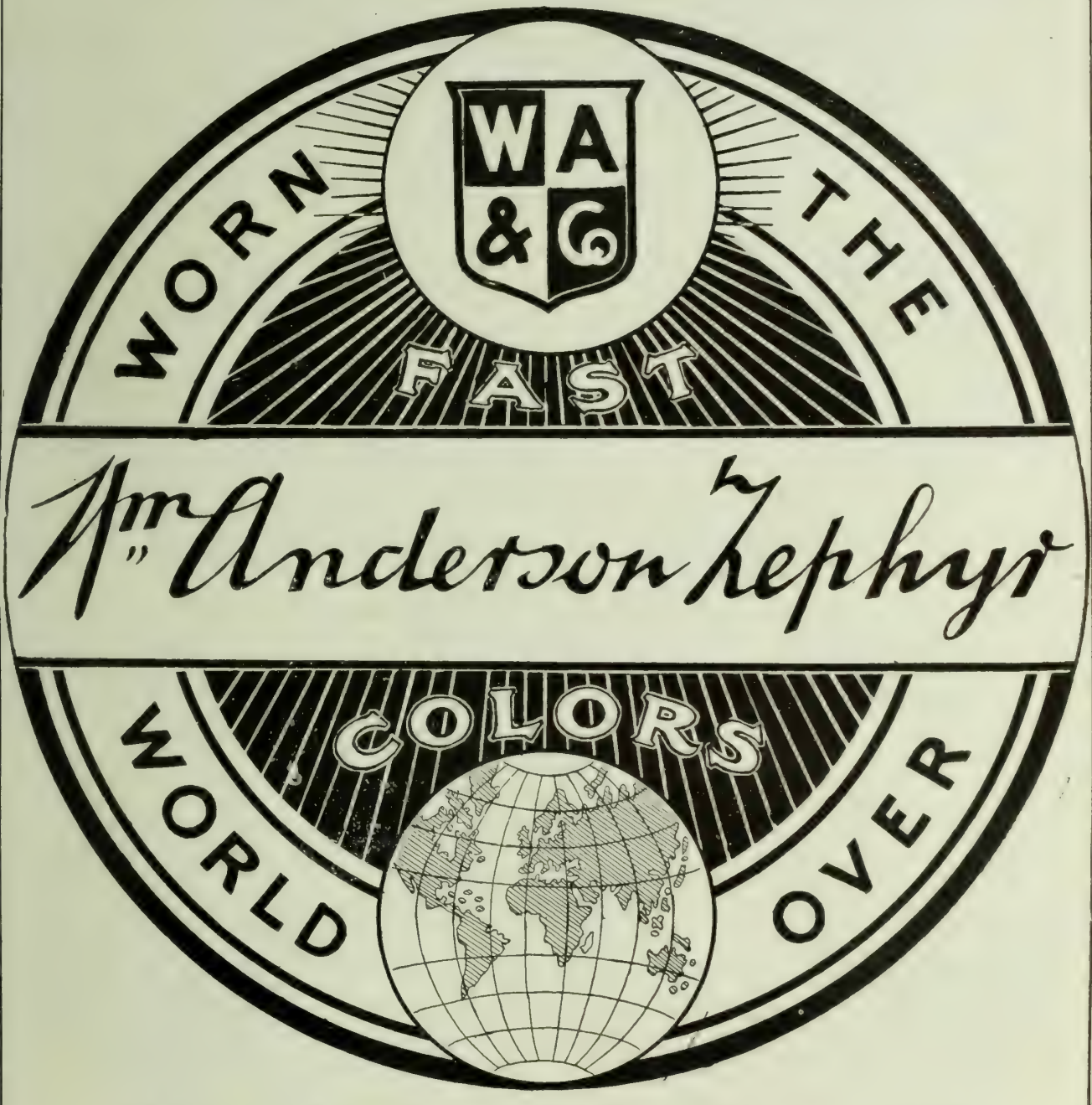


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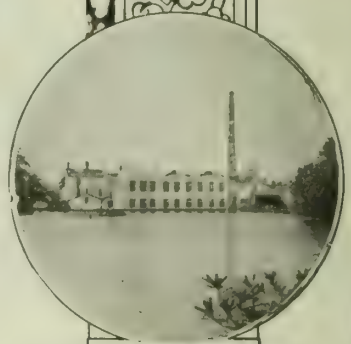
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Sold direct to the retail.

Show cards, Window Tickets and Literature Supplied. Enquiries invited.

The Pesco Range

Obtainable in Pure Wool and Silk and wool textures—

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For Infants — Binders, Wraps, Kilties, Gowns, etc.

For Gentlemen — Shirts, Trousers, Combinations, etc., etc.

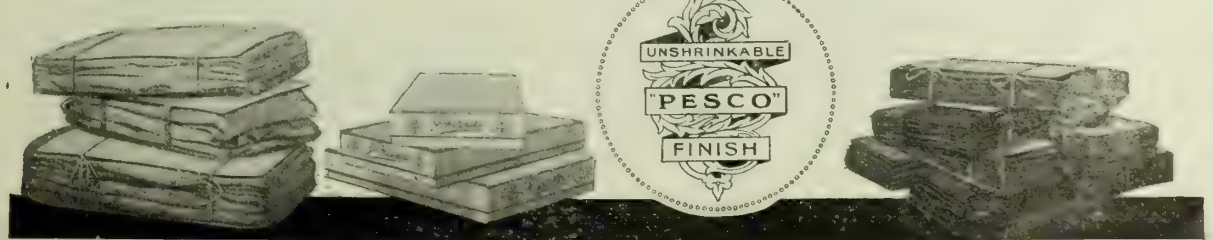
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and

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Guaranteed Unshrinkable



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Up with the lark in the morning

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LISTA
PURE SILK

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Registered Trade Marks.

Important to Buyers of
HIGH-CLASS COTTON FABRICS

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THE

"FERSTRONG" BRAND

is a guarantee of the Highest Quality, also of an absolute uniformity of quality in all repeat business, as all the FERSTRONG Materials are made out of the ***Finest and Purest Cotton the World can Produce***

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Made from best Scotch Fingering Yarns in all Shades. Guaranteed All Wool.

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Made of Wool with cotton back. In all sizes and shades. Styles with button shoulders and also polo collars.

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MONTREAL and TORONTO

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— SPECIALTIES —

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MILLINERY MUSLINS in BLACK, WHITE and COLORS

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THE W. R. BROCK COMPANY
LIMITED

WHOLESALE DRY GOODS

MONTREAL

MOTHER LAND TRADE SECTION

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

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Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

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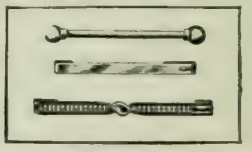
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MERCHANTS visiting the Canadian National Exhibition, August 28th to September 11th, are very cordially invited to inspect our complete range of Fall goods. All Departments are well prepared to take care of your requirements and we extend a hearty welcome.

Every facility in our warehouse at your service and prompt shipment of goods purchased guaranteed.



When Leaves Are Falling.

Chill November has no terrors for the outdoor enthusiast when she can trip forth on a cross-country hike in togs as smartly becoming as these. The sweater and scarf present a new and happy idea in wool sets, while the sturdy looking brogues, the swagger checked skirt, and heavy wool stockings reveal the good taste of the modern sportswoman.

Dry Goods Review

ESTABLISHED 1887

Issued the 15th of Each Month

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THE EXHIBITION

DRY GOODS REVIEW extends a cordial welcome to those of the trade who are visitors in Toronto for the Exhibition. We will be delighted to receive any of our readers at the office and will consider it a pleasure to assist out-of-town visitors in any possible way.

Practically every branch of the trade will find many points of interest in the various buildings at Exhibition Park—the manufacture of materials will be carried on, and the cleverest window trimmers in the Dominion will arrange the displays of costly furs and beautiful fabrics in the Manufacturers' Building. The manufacture of carpets will be shown, and all types of modern store equipment will be on exhibit with courteous, efficient demonstrators in attendance at all the booths. There will be hundreds of other interests that will give the dry goods merchant a bigger, broader point of view that will help him in his business and enable him to achieve bigger things.

THE YEAR OF UNCERTAINTIES

THE year of 1920 has been and still is full to the brim of uncertainties the world over; such conditions have of necessity affected the dry goods trade.

Starting in New York early last Spring a wave of pessimism spread like wild-fire throughout the United States, almost culminating in a disastrous financial crisis; discount sales were everywhere in evidence. It should be a source of the greatest satisfaction and pride to all Canadians to realize that the Dominion has hardly been affected at all. The eyes of the world are on Canada to-day, her hour of opportunity has arrived and it behooves each one of us therefore to take advantage of every available chance, not for selfish reasons but to lend a helping hand in this great forward movement which is lifting Canada to a foremost position among the progressive nations of the world and enabling her to take her rightful place among the councils of the wise for the permanent settlement of peace and the general betterment of all the citizens of the world.

The Canadian National Exhibition is one of the most powerful of these helping factors. It is not only the duty of every citizen of Canada to contribute his or her share through this source, but it should be regarded as a privilege and a pleasure to support this magnificent institution wholeheartedly. The dry goods merchant will derive unlimited benefits from the Exhibition—it will be to his own loss if he fails to be among those present.

PRICES

"THERE has been a general lull, but immediately after Exhibition I feel confident that we can expect big business," declared a prominent wholesaler this month. "This is the time of year we always look for dull business and it has been accentuated this season because of prevailing conditions. While in some instances the cost of raw materials has fallen a little, I do not see that prices can possibly be lower—in fact, they will be almost universally higher, for labor is increasing its demands right along."

Another manufacturer said he believed the peak had been reached but that normal prices would not be seen for perhaps three years in some lines. A year would see a slight decline in others. "It isn't safe to make predictions, however, because just at present it's anybody's guess," said this manufacturer.

BUY NOW!

THE retailer is in business to do business; if he has nothing to sell it follows that his customers will see nothing to buy. It is the belief of the veterans in the trade that nothing can be gained by holding off between now and Christmas. When the rush comes, as it surely will, the merchant who has overdone caution will find his shelves sadly unattractive to the holiday shopper. It is easy enough to order but it takes some time to manufacture, and even if the retailer is willing to pay further advances the manufacturer may have to refuse his orders on-short-notice, which arrive at the last minute.

Effecting Better Window Displays by Unconventional Use of Colour

Making the Public Stop, Look, and Enter Is the Purpose of the Store Window—Is Yours Passed by Unnoticed or Is It the Talk of the Town and the Subject of Pleasing Comment?

COLOR is undoubtedly one of the most important factors in attracting the attention of passers-by to the store's window displays. Color has an arrestive effect—it makes people stop and look who would have passed by without a second glance had the display been minus the color.

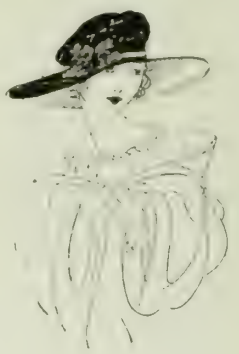
But color alone is not enough in many cases in these days of uniformly good window displays when real art, skill and salesmanship are put into every show window by the store's window trimmer. Something else is needed every now and then in the use of color to make the displays stand out and be so effectively unusual as to make folks talk about them and urge their friends and acquaintances to go down town for the special purpose of looking at the displays. This something else is the unconventional use of color—the doing of different things from the things that are being done with color in the show windows by all the other stores in the vicinity. It is the purpose of this article to suggest to the readers of Dry Goods Review some of the unconventionalities which will attract attention to the windows and aid greatly in boosting the store's sales of the goods on display.

Study Musical Revues

The best way to get an idea as to the most effective use of color in the display is by studying the color schemes of the leading musical shows and especially those shows which boast of large choruses or which go in for extravagant scenic effects.

It is seen, upon studying the operas from the viewpoint of a display man, that some of the most striking effects are gained through the use of smashing large quantities of colors and through an always positive striving for effects, which makes itself evident, no matter how delicate the treatment or how soft and blended the colors are.

For instance, suppose that the opera is depicting a scene in early spring. The scenery and the costumes are delicate pinks and greens, the lightest and most pleasing of colors all pleasantly blended into a perfect color scheme. Everyone, of course, exclaims about the scene being perfectly sweet and so delightfully delicate and all that, but it is noticeable that the effect achieved is very forcefully positive and certain. Though the softest of colors are used the effect is just as impressive upon the minds of those who see it as a clashing combination of



blacks, staring reds and all the other major colors.

Make Effect Positive

Surely there is a hint in this for the window trimmer and the hint is this: ever leave the window shoppers in doubt as to the effect you are striving for. If you are trying to put over a spring scene, make use of your soft, delicate colors so positive that there isn't the slightest doubt of just what is meant. And if you are putting over a striking black and white window, put it over strong. Don't muss it up with a lot of other colors, but make it so daringly black and white that everybody gets the idea at once.

Of course this doesn't mean that every window display must have some definitely positive color scheme. That isn't the idea at all. If every display hammered hard on some definite color scheme all the time, the more conventional windows would soon be attracting all the attention, for too much unconventionality defeats its own purpose by turning people away to the more ordinary things. Doing the thing that folks expect you to do is good business for the major part of the time, but the doing of the unconventional thing in window displays every now and then tones things up, adds pep to the store and attracts a lot of attention when there isn't too much of it. And it is about these occasionally unconventional uses of color in the displays that this article deals.

Going back to the inspection of the use of color in musical shows we find that colors which are supposed to be garish are frequently used in combination with considerable success. Vivid, flashing colors which fairly scream for attention are used with considerable profusion and the more delicate shadings are generally confined to only one or two scenes.

Color Contrasts Good

There would seem to be a good hint for the window trimmer. Just as it is good business to be always positive about the window displays, never letting the public be in doubt as to what sort of goods are being displayed and just what the idea is behind special holiday or event displays, so it is a good scheme to use colors that are extremely positive when framing an unconventional color display. For instance, a display which consists of delicate tones will hardly ever make as much of an impression upon as many people as will a display in which rich reds are grouped in striking shapes and methods and which fairly demands attention from the passersby. So, too, a display with brilliant rainbow effects will, as a usual thing, secure a lot of attention because of its very brilliance, whereas a delicate pink window will be merely called "sweet" and quite easily and quickly forgotten by the majority of people.

The fact of the matter is that the vast majority of folks are rather barbaric still in their likings for colors. They like the brilliant colors, the fiery reds, bright blues, glowing oranges, flashing greens, and so forth. They want colors that are strong, upstanding, unmistakable and they will respond quickly to displays which hammer hard on these colors, whereas the majority of people will react but faintly to delicacy in color. In fact it is not too much to say that many people consider delicacy in color as being "high brow." Of course there are comparatively few people in this country who carry their liking for strong colors to the extent of adopting such colors for their wearing apparel, but it is probable that a lot more of them would do so if they weren't afraid of being unmercifully "ragged" by their friends.

A Brilliant Checkerboard

With this knowledge that strong colors in even the most garish of combinations will appeal powerfully to many people, it is an easy matter to frame a window display in which the unconventional use of color will be sure to attract a tremendous amount of attention. For instance suppose that the window trimmer frames a checkerboard background in which he uses brilliant, positive colors

Continued on Page 52.

Keep Your Mailing Lists Live and Business Won't Stand Still

Time and Money Spent on Keeping Up-to-Date on Customers Bring Good Results in Many Businesses—Want Slip and Card Index Systems Prove Their Value — Novel Ways of Getting Across Appeals Tried Out by Many Merchants

HAVING planned his mailing list, and having made definite arrangements to constantly add "live names" as these may present themselves from time to time, the dealer faces a still greater problem. Viewed in the light of recent retailing progress, it is most important, and very often the most perplexing problem.

In short, how is the dealer to classify the thousand, or five thousand, or ten thousand names that he keeps on file for follow-up by mail, for the purpose of securing added patronage for his establishment?

A merchant is called upon to exercise keener insight and greater ingenuity in properly classifying the multitude of names on his mailing list than is required in gathering these names from the various sources.

Recent events have given added significance to this phase of retail salesmanship. A general shortage of newsprint, more acute in certain localities, has resulted in considerable reduction of advertising space in local newspapers, with the effect that many merchants have been compelled to either reduce their space allotments, or to temporarily abandon their local newspaper advertising campaigns.

A Direct Campaign

A situation of that kind, even if a temporary one, is apt to bring tragic results to the dealer, unless the latter is prepared to meet the emergency with a bullet-proof mailing list. With the aid of a well-gotten-up, well-classified mailing list, the dealer can put on an intensive, well-directed direct mail campaign which can appropriately take the place of newspaper advertising.

The sales manager of one of the largest retail concerns in Ontario, known throughout the country for his progressive methods, is of the firm belief that direct-by-mail advertising, as it is practised by a number of enterprising merchants, is to-day the most important factor in salesmanship.

"Direct mail," he says, "is rapidly coming to the fore as the most important selling factor of this era. It occupies first place, in contradiction of the theory that has been accepted for years that the printed advertisement as applied to newspapers and magazines was the most potent appeal aside from the salesman himself.

"There is rarely a sale or event of any importance that we plan that does not carry its share of direct mail work. It may be anywhere from one hundred to ten thousand letters or circulars but they are placed where we believe they will produce, and they do.

"The newspaper cannot do everything. It cannot add the personal touch that can be put in a letter or well edited circular and I firmly believe that your percentage of sales are larger in proportion to circulation than the newspaper."

Mind you, this man is not minimizing the importance of local newspaper advertising. The concern he represents has been a consistent advertiser since its birth, but the point he stresses is that other merchants are apt to minimize the importance of direct mail in making their sales campaigns successes. And he adds very aptly:

"The ordinary method — the first thought in relation to any sales event is how big an advertisement will carry? It should be—how many people can we reach? And then study to reach these people."

The last sentence best characterizes the efficient mailing list. It is not to be a mere list of names. An efficient mailing list ought to be well clasified. Each group in the classification represents a certain class of customers, or prospective customers. One group is accustomed to buying a certain quality of merchandise, while the other group is accustomed to buying merchandise of a lower and cheaper grade. Another group of prospects can be relied upon to be immediate purchasers, while those in another group cannot be relied upon to buy until a year or more has elapsed.

Proper Classification

These and many other groups enter in the making of a complete mailing list, and they must be properly classified and filed away for ready reference. Some dealers have found it advisable to divide their lists into two classifications. One consists of the names of regular customers. The other is the prospect list, consisting of the names and addresses of people who must be consistently followed-up before they can be turned into faithful and consistent customers of the particular establishment.

It will be seen that the latter group will demand a different soft of letter from the one sent more or less regularly to the regular trade. Dealers have found that a different letter is usually required for each group, in order to make possible the most appropriate personal appeal.

A Business Builder

Although a mailing list serves its purpose best when it brings a reasonable quota of immediate sales, the dealer should not lose sight of the fact that an efficient mailing list is really a persistent builder of future business. Once a man or woman has gotten his or her name on the mailing list every effort should be made to follow up the prospect consistently for as long a period as is necessary.

This is best illustrated by the experience of a prominent New York merchant who recently inaugurated a novel idea at his establishment. He instructed the members of his sales force to take the name, address and birthday of every child accompanying a customer to the store. This information is noted on a separate slip, which is handed to someone in the manager's office at the end of the day. The information is transferred to a card, which is filed away according to the birthday.

On each birthday, the child whose name is entered on one of these cards receives a handsome birthday greeting card from the merchant. This continues on each successive birthday, up to the time the youngster reaches maturity, and independent buying power. By that time the merchant has won over a regular customer, and a very faithful customer at that.

"When I first inaugurated the idea," the merchant told the writer, "people thought that I was making a flier for infant trade. Though that partly was my purpose, my chief aim was to begin building up trade for the next twenty years. I thought the best way of doing this would be to start building up my prospective list for twenty years to come."

At the time this article is being written the merchant has on file something like five thousand names of youngsters, each of whom receives a birthday greeting card, and each of whom is counted a prospective customer.

There are many other classifications. Some dealers have a separate file for those of their customers and prospects who are known to be salaried people, others who are in business for themselves, those who own their own homes, and so down the list.

Must be kept Up to Date

The mailing list should be constantly revised, so that changes in addresses, due

to removals, can be duly noted. Names of those who have removed from the territory, the names of deceased persons, should be eliminated immediately.

One western concern uses a very simple method of continually checking up its mailing list. This firm has the most complete list of any in the same territory. It includes practically every purchaser in the district, all properly classified. The merchant can tell in a minute whether John Jones is a regular customer, whether he is a home owner, whether he owns an automobile, whether his business has progressed during the year, and whatever the size of his family is.

Commissioned Canvassers

After going through the effort and expense of compiling this list the merchant faced the problem of keeping it up to date in every respect. He thought the matter over and he devised the following plan; he divided the territory into districts. In each district he engaged the services of a correspondent, usually some professional man or woman who has lived in the particular district a good many years and who has gotten to be on intimate terms with a good many of the residents.

He sent printed blanks to these correspondents, offering to pay them for as many names and as much data about these people that they can send in from time to time. This method is now being used by a number of merchants throughout the country.

The correspondents are asked to furnish the concern with information concerning deaths, births, fires, weddings, and other personal events in their territories. The following instructions are printed on each blank:

"After the information reaches you this report should be made out at once and promptly mailed to us. When a citizen dies, we want to remove the name from our mailing list. When a child is born or a couple married, we want to congratulate the fortunate parties, and solicit their patronage for such goods as we can furnish. When a fire occurs we want to express our sympathy and offer our aid. Please get all this information to us at the earliest possible moment."

Having lined up his prospects, the dealer is by no means done with his work. A number of people who have been solicited by mail have made some purchases. The problem now is to hold this new trade. This is the final test of an efficient mailing list.

It never pays to lose sight of your customers or your prospects. There are certain things these people are going to purchase to-day, to-morrow or the day after to-morrow. You feel that you are entitled to the sale. If you only knew more or less definitely what these people will want to buy it would make it easier for you to direct your fire.

The Card Index System

This is not very difficult of accomplishment. A simple card index will do the trick. On each card is noted the name of the article or the kind of article each customer bought in the past, not forgetting to include such details as size and selling price.

This task can be delegated to your salespeople. The salesperson can record on separate cards the buying habits of each of his or her customers, and any additional information necessary—whether the customer is a charge or cash customer, whether he or she is a quality or quantity buyer, and whether he or she is very particular about special requirements regarding service and delivery.

There are some people who are actually insulted at the mention of a bargain sale, while others will buy heavily when a bargain sale is held. The latter will be very much interested in any announcement to the effect that low quality goods will be disposed of at very much reduced prices. Here are two different appeals to be taken care of by your correspondent.

This system has no application to those on your mailing list who have not as yet made any purchases at your store, but it is true that a great many prospects have gone through the store without making any purchases for the simple reason that they cannot find the article they want, or the quality of material that they desire particularly.

The "Want Slip" an Aid

With the aid of the "Want Slip" system this class of prospects can be turned into regular customers. This method has been tried by a number of dealers, in each instance with success.

The dealer supplies his salespeople with special "Want Slips." On each the salesperson notes the name and quality of article someone asked for but which could not be supplied. Any article called for and which is not carried in stock or is "out" must be entered on one of these slips, and the same handed in at the office every morning. The name and address of the person asking for such article, or articles, is also noted.

In the office each slip is checked up. It is also determined whether the article is in any of the following groups: "Don't Want," "Can't Get," "On Order," "Will Order" or "In Stock." This information is transfered to a weekly report, and checks made against each article, to determine the number of times customers have asked for them during the week. If there is a sufficient demand every effort is made to put the article on sale immediately, and letters are directed to those who desire to purchase them.

One dealer who has been very successful with this system states:

"Changes in political, social and economic conditions are invariably followed by changes in public taste in merchandise. And never before, probably, has man lived in times when conditions were so unstable. It is for this reason that in progressive stores the country over the Want Slip system is being revived and utilized with greater results than ever before.

"Our Want Slips have provided a sensitive gauge to public demand. They have enabled us to add to our stock many a new line of merchandise which was not carried before and thus enabled us to satisfy many an increased demand. Such a policy is advisable for every store, big or small, not only because of the profit derived from the sale of the added merchandise, but—what is vastly more important—because of the prestige it builds for the institution, stamping it as the place 'where you can get new things first.' The advertising value of such an impression can scarcely be overestimated."

The enterprising merchant can use any of the above ideas with good results, and he can also have the satisfaction that he has a regular live list o hand, and not a mere morgue of names and street numbers.

EFFECTING BETTER WINDOW DISPLAYS BY UNCONVENTIONAL USE OF COLOUR

(Continued From Page 50)

of various kinds for the squares. This would give a striking, unusual effect to the window display. Or suppose that for a rainbow window he drapes rainbow silks around the entire window at about a foot above a man's height. This would give a continuity to the entire display and a different aspect to it which would certainly prove appealing. Or suppose that in front of a background of the most intense black he places a floor cover of the most intense green and upon this places a display of brilliantly red sweaters. Surely such a display would be different and striking.

Of course such uses of colors as these in the display will strike many window trimmers as being crude. But are they any more crude than similar massings of colors in the musical show choruses? And aren't they the smashingly positive sort of things that will appeal forcefully to the same great majority of people who think that the musical shows are marvels of color effectiveness?

The unconventional use of color in the window displays is a good thing every now and then. It attracts a lot of attention and creates a lot of talk. But when it is suggested that the color scheme be unconventional it is meant that it be entirely different from the ordinary. Remember that unconventional means getting out of the beaten path and that anything which is away from the usual is sure to be talked about. So if you intend to be unconventional in the use of color, be so!

New Zealand Taking Steps to Foster Trade With Canada

Trade Relations Between the Antipodes and the Dominion Being More Firmly Established —Representative of New Zealand Concern in Canada to Make Careful Survey of Situation and to Place Business

"NEW ZEALAND has the biggest purchasing power in the world," declared Mr. F. C. Brookbanks, a prominent textile merchant of Auckland, New Zealand, when interviewed recently by Dry Goods Review. Mr. Brookbanks has been a visitor in Eastern Canada recently and was seen by a Montreal representative of Dry Goods Review with a view to discussing the possibilities of advancing trade relations between Canada and the Antipodes.

Since the cessation of the war and especially in the past year, business relations between Canada and Australia and Canada and New Zealand have been very active and it is the desire of the manufacturers both here and in the Commonwealth to further in every possible way the building up of trade intercourse.

"New Zealand trade is worth cultivating by Canadian manufacturers," said Mr. Brookbanks, "since we are purely a pastoral and agricultural country with little or no manufactures to speak of. During the war we did an extensive business with Japan, but the Eastern sources of commerce are no longer satisfactory. The grades are too low in quality and business methods are unsuitable to us in every way. Goods are far too often not sent to sample and as a result nobody wants their merchandise. Latterly, it has become impossible to judge colors from their dyes, which are especially bad in dark shades.

United States Busy

"The United States," said Mr. Brookbanks, "has fully realized the importance of trading with us and is already doing a tremendous business, having sent out its own representatives and appointed resident agents in the various large cities such as Auckland, Wellington, Dunedin and Christchurch. Furthermore, for the last two years certain American firms have been allocating a considerable portion of stock for New Zealand trade. In some cases these goods could have been disposed of in their own country, but in order to encourage and foster New Zealand commerce, they have adopted this course."

"Now in theory, the ideas of the American manufacturer are excellent, but in practice they are bad," stated Mr. Brookbanks, "and English goods are therefore much preferred by our stores. I am here to investigate personally trade conditions in Canada and to judge at first hand whether Canadian markets offer greater opportunities to the New Zealand importer than do the European or American.

"After a careful study carried out in all parts of the world I am convinced that Canada alone can satisfy our requirements, if she will but take the trouble to rectify and overcome the drawbacks existing at present so detrimental to the expansion of her foreign export trade."

When asked what criticism he had to make regarding the matter, Mr. Brookbanks replied: "I can readily give several instances of the difficulties I refer to, but my criticisms are meant in the kindest way as between cousins, so to speak.

"To begin with, we merchants invariably experience annoying delays in the execution of our Canadian orders. A delay in delivery is just as vital a loss to us as to Canadians themselves. When you consider that we are five months behind you as regards seasons, it ought to be the easiest thing in the world to accommodate us, since what is unseasonable in Canada is just the reverse in New Zealand. Again, when a manufacturer accepts an order from us, he must give us some idea of the date of delivery. Otherwise we could not assume the risk at so great a distance. Another thing, some of your manufacturers have a bad habit of substituting without authority, and the result is invariably unsuitable. In every case, we should prefer to place a second choice, if this would be adhered to.

"Carelessness in shipping arrangements is another fruitful cause of annoyance to us. The omission, for example, of the statutory customs declaration to the effect "these goods were made in the British Empire" entails the payment of enormously increased duty, whereas, a little foresight and extra trouble on the part of the exporter would save us a considerable amount of needless expense."

The freight charges from Canada to New Zealand are excessive, in Mr. Brookbanks' opinion. Last year, he declared, he had imported a case of furs from a Montreal firm and the freight charge amounted to £24. When it is remembered that a first-class passage could be secured from Montreal to Auckland, including full service and meals for that rate, it seems rather excessive for one case of furs.

Before coming to Canada, Mr. Brookbanks had been advised not to invest heavily in Canadian cotton textiles on account of the heavy import duty on raw materials. Upon careful comparison, however, he was agreeably surprised to find that Canadian cotton textiles are far better than products of most parts of the world, even with duty, and in consequence hereafter he will advocate Canadian imports in these lines.

New Zealand's Advantages

Touching on the advantages which New Zealand has over the United States as a field for Canadian exports, Mr. Brookbanks had three reasons in favor of such an arrangement. First: the low rate of exchange between the two countries; second, the duty is 50 per cent. less than to the States. And third, there is a strong public sentiment among New Zealanders in favor of keeping trade within the Empire.

New Zealand is an island over 1,200 miles in length and possesses a wealthy population. At the present time, there is a great shortage of labor there and hundreds of looms are lying idle. As the population is, for the great part, composed of farmers, it can be readily understood that popular styles of medium priced merchandise will find a ready sale. American catalogues of the most up-to-date type are finding their way in increasing numbers into New Zealand homes, but little or no British or Canadian literature is thus disseminated.

As the New Zealanders are anxious to deal with the manufacturers of the Dominion there is no reason why with a little more care Canadian products of a highly satisfactory quality cannot be placed in the hands of the New Zealand populace at fair prices.

BUYERS ABROAD

Miss Smith, millinery buyer for Murphey-Gamble's, of Ottawa, is in England on a buying trip for the firm. Mr. Gordon, Murphey-Gamble's exclusive lady's tailor, is also in Europe for the purpose of studying the fashion centres and will be away for six weeks.

A Modern "Salon de Beauté"

Patrons of Henry Morgan & Co., Montreal, Revel in Perfect Service in Newly Opened and Beautifully Appointed Hair Dressing and Manicure Department—Novel Barber Shop for Kiddies Has Strong Appeal.

MESSRS. HENRY MORGAN & Co., Ltd., have achieved the last word in the matter of up-to-date beautifying service for their many customers. Within the last fortnight the entire second gallery of their store has been transformed and redecorated until it has become a veritable "salon de beaute," conducted upon the most scientific and modern methods imaginable. Running the entire length of the gallery and including some nine private rooms for hairdressing, etc., a kiddies' barber shop, and a manicure department, the new salon easily ranks among the best equipped of its kind in Eastern Canada.

The various appointments of the department are skilfully arranged to the best advantage and the restful and artistic effect achieved by the combination of ivory enamel and black walnut panelling affords an unusually restful setting.

The Manicure Parlor

A long row of gleaming porcelain manicure tables, each with its hot and cold faucets, lighting and medicinal arrangements for the application of therapeutic treatments, such as oil baths for softening cuticle, etc., is the feature of the main gallery. Flanking the wall behind these tables are the private rooms where customers may enjoy any form of hair and scalp treatment specialized by the department as desired. Other by the department, as desired. Other matching under daylight, facial and scalp massage, permanent waving, violet ray treatments, and last, but by far the most important, the children's own barber-shop and play-room.

The newest methods are employed in all these departments, including the application of ferradic force in massage and scalp treatments, a prophylactic sterilizing apparatus for metal instruments used in manicuring, and a formaldehyde disinfector for all brushes, etc., which are always kept sealed in wax paper for use by each separate client. A portable manicure table is always in readiness for emergency calls when customers require double attention at one and the same time.

The Children's Shop

The children's department is worthy of special mention, not alone for the immaculate appointments and sunny atmosphere which characterize it but most of all for the delight any visitor may experience in watching the juvenile customers who are waiting their turn for a Dutch cut or an electric wave. Inside a wee playroom a dainty table is spread for tea, and cordial hosts, including Mr. Teddy Bear and Miss Dolly Dimples, are always present to entertain the waiting youngsters, who are charmed beyond words with the reception they receive, and for whom a hair cut or shampoo has no more terrors.



View of Children's Room in the Salon de Beaute

At the right can be seen the play room in connection, where the children are entertained with the most delightful playthings while awaiting their turn with the haircutter. The high chairs are an interesting feature of the equipment.



Modern Equipment!

This is not a junk heap of war wreckage, but a lady undergoing the process of having her hair permanently waved by a new electrical process, which is by no means as terrifying as it might appear.



A Splendid Stock

View of the Toilet Accessory Department of the Salon de Beaute of Henry Morgan Co. The floral decorations and furnishings are particularly artistic.

New Fashion Salon to Open

All this is by no means the last of the improvements and innovations planned by the Henry Morgan Co. On September 14 next the eventful day of the annual Fall opening, another new section will be formally introduced, namely, a French "Salon de Modes," wherein women of exclusive tastes will discover the latest importations in gowns and hats displayed among surroundings entirely in keeping with their charm. It is not always understood that a subdued but artistic setting will enhance tenfold the distinction and chic of almost any frock or hat, but the French have understood this most important phase of merchandising thoroughly, and Messrs. Morgan are the latest Montreal firm to adapt themselves to the possibilities latent in a French room.

Macaulay Bros. Co. Newly Organized

Old Established New Brunswick Concern Has Strong Staff of Directors

The firm of Macaulay Bros. & Co. has been reorganized during the past eight months, with Mr. R. A. Macaulay as President, Major H. H. Donnelley Vice-President and Mr. J. A. Coster, Secretary-Treasurer, with Mr. D. J. Brown as Managing Director. Mr. R. A. Macaulay, the new president of this old and well established firm, was trained as a mining engineer and he is applying to the business at the present time some of the general principles which made him a most successful mining engineer at Cobalt, Ontario, and also some of the principles which he had seen applied in the Canadian army while overseas, viz: system, discipline, co-operation and centralization. Major Donnelley, the new Vice-President of the firm, was at one time an Upper Canadian man, and was for a few years superintendent of the Government dredges. Both Mr. Macaulay and Major Donnelley served in the Canadian Army and did splendid service for their country in the world's greatest war.

As the Retail Merchants' Association is ambiguous in the clause relating to whether the secretary should or should not have a vote, Cox, of Alberni, made a resolution to have the wording changed to more simple form.



A View of the Gallery

A view of the main gallery, showing the manicure tables, and private dressing rooms for hair dressing, etc.

Super-Service is Craig Co. Slogan

Well-known Brockville Furriers Have Built Up Business of Dominion-wide Reputation Through Hard Work and Good Service to All Customers— Extending Present Premises.

THE ROBERT Craig Co., Ltd., of Brockville, Ont., have established a dominion-wide reputation as makers of fine furs, and are well known from Nova Scotia to British Columbia, by reason of the personality and wide experience of the officers, Messrs. Robert Craig and F. Craig. The latter, it will be recalled, was the official auctioneer at the recent Canadian Fur Sales held in Montreal, and much of the success of that event is due to his brilliant handling of the hammer.

In 1888 was founded the Fur and Hat business, the origin of the present firm. Ten years ago a men's department was added, comprising made-to-measure and haberdashery sections. In 1918 still further additions were made when a women's ready-to-wear department became a new feature of this enterprising store. At the present time the firm occupies three entire floors of a large building and contemplates further developments in the near future.

An Artistic Interior

Every department in the Robert Craig store is designed to be a perfect setting for its particular line of stock. The down stairs show rooms are artistically decorated with flowering plants and the lighting is carefully arranged to the best advantage. Glass show cases and revolving racks are found in every department and of course every modern efficiency device for the giving of "super-service" has a place in this progressive store.

The Fur Rooms

The fur salon is naturally the pivot of interest to the visitor in Brockville, and despite market conditions and the luxury tax, this department was never busier in its history. Scattered about the salon are striking models forecasting the coming season's designs in coats, wraps and smaller pieces, while under glass are to be seen quantities of other styles and models.

The salon is arranged to look as little like an ordinary show room as possible by the use of luxurious fur rugs and floral decoration. An indirect lighting system ensures perfect illumination and comfortable chairs complete the effect.

Hudson seal and sealine are, of course, the predominating skins shown. One magnificent model on view was a full length coat of seal and Alaska sable, the latter forming the lower section of the coat and in which roomy pockets were concealed. A deep monk's collar of the sable and a narrow convertible sash of seal were features of this exquisite wrap, which was closed by large bone buttons.

A short sport coat was developed in sealine with handsome collar of moleskin. Shoulder wraps in combinations of furs were another interesting feature, such as mole and lynx. Fox, opossum, fitch, mink, kolinsky, stone marten, and mole furs were also in evidence in an endless variety and some muffs were also shown, although pockets are still a strong rival to the muff for winter wear.

A staff of 15 are constantly employed in the fur work rooms of the Robert Craig store, where renovating is also carried on in conjunction with the origination of new models.

A Novelty in Men's Wear

One particular novelty shown in the men's department is a new belt in a variety of colors, which is manufactured from a by-product of motor car tires, and is similar to rubber in appearance, but which has a fabric core or centre. These belts are finished with four styles of buckles and can be used by women as well as men, and are a decided novelty of undoubted service.

Not Affected Business

The Robert Craig Co. are in favor of refunding the luxury tax to customers who return goods, and state that the tax has caused some inconvenience in the fur department, but on the whole has not affected business in general. Week-end special sales are the favorite method of the store for stimulating business and are exceedingly popular in Brockville, where the slogan regarding "super-service" is a household proverb.

WILL INVESTIGATE PROFITEERING COMPLAINTS

The following resolutions were passed at the annual convention of the National Association of Retail Merchants of Canada:—

That it is the opinion of the members of this convention that the time has arrived for the establishment of a publicity bureau at the head office of our association at Ottawa, for the purpose of sending out notices to the trade press, and to the daily and weekly newspapers, notifying them of our activities, and submitting to them articles which would educate the public on the necessity of the retail merchants.

That whereas a great many statements are being made by men in public life setting forth the enormous extent to which, in their opinion, profiteering is being carried on in Canada, but who so far have failed to name the guilty parties or to take any definite or legal action to prevent the same. And whereas we believe that general statements of the above character, made without any true knowledge of the existence of the same, have a bad moral and commercial effect on the trade of Canada, we, as members of the Retail Merchants' Association of Canada, ask the aid of our customers to assist us by sending to the secretary or to any officer of our association in any city, town, village or province throughout Canada, or to head office of the association in the Banque Nationale Building, Ottawa, any complaint they may have, no matter how small, of any profiteering or over-charging, and we, as an association, will appoint a committee of well-known, honorable retail merchants, and allow the accuser to appoint a similar committee of any persons he may choose, to examine fully into any charge that is made, free of all costs to the accuser, and if we find any case of profiteering among any retail merchants, non-members or members of our association in any part of Canada, we will undertake to prosecute them to the fullest extent of the law, with all the publicity that such action would entail.

That instead of placing the collection of the Luxury Tax on the retail trade it should be collected at the source of supply, namely, from the manufacturer and importer, and in this way it would be absorbed in the same manner as all systems of taxation are absorbed.

That this association favor a "Made-in-Canada" campaign.

That more rigid Customs inspection at border cities be urged.

That the Dominion Retail Merchants' Association be henceforth known as the National Association of Retail Merchants of Canada.

That an effort should be made to have the gold and silver inspectors supervise the False Advertising Act, and to see that the same is enforced.

That this association ask for local provincial option in regard to fire insurance arrangements.

That the press be admitted in future to Dominion Board meetings.

That more care and effort be put in the work of display in members' stores.

That the next meeting place for the association be in Winnipeg.

Dominion R.M.A. Ask More Rigid Customs Inspection at Border Cities

Dominion Association Will Now Be Known as National Association of Retail Merchants of Canada—Important Resolutions Passed at Annual Convention in Vancouver

Staff Correspondent Dry Goods Review

VANCOUVER, July 26.—Assembled in the Hotel Vancouver, the president, J. A. Banfield, of Winnipeg, opened the 15th annual convention of the Retail Merchants' Association of Canada.

His Worship, Mayor Gale, of Vancouver, extended the welcome of the City of Vancouver. Mr. McRobbie, B.C., member of the Dominion Board; "Mat" Phillips, of New Westminster, the new British Columbia president, and R. M. Miller, president of the Vancouver branch, all supported the Mayor in the kindest terms. John M. Bentley and W. J. Hougood, of Halifax; T. A. Getz, of Red Deer, Alta. (Alberta president); S. E. Fawcett, of Saskatoon; B. W. Ziemann, of Preston; W. B. Ball, of Assiniboia, Sask., and John G. Watson, of Montreal, all replied in fitting terms. All of the visitors were lost for adjectives to describe their impression of the vastness of the Western Empire they crossed to reach the convention. That's the big thing about these conventions. They permit a few of the influential citizens in various parts of our great Dominion to learn what they did not know about their neighboring provinces, and the conditions under which their fellow retailers are working.

The roll call of officers found all present with the exception of the treasurer, who wrote regretting his absence owing to circumstances over which he had no control.

The accredited delegates registered were as follows:—

J. A. Banfield, Winnipeg; Jno. G. Watson, Montreal; E. M. Trowern, Ottawa; Jno. M. Bentley, Halifax; W. J. Hopgood, Halifax; S. E. Fisher, St. John; Robert Strain, Woodstock, N.B.; Walter G. de Wolfe, St. Stephen, N.B.; T. A. Gaetz, Red Deer, Alta.; Jos. Killas, Medicine Hat, Alta.; F. E. Raymond, Saskatoon, Sask.; S. E. Fawcett, Saskatoon, Sask.; J. H. Curle, Manitoba, Secretary; M. J. Phillips, New Westminster; B. W. Ziemann, Preston, Ont.; W. C. Miller, Toronto, Ont.; D. W. Clark, Toronto, Ont.; W. P. Ball, Assiniboia; Geo. H. McRobbie, Vancouver; Geo. S. Hougham, Vancouver; D. H. Kent, Vancouver.

Mr. and Mrs. W. S. Inglis, Winnipeg; J. A. Peters, Woodstock; T. A. Beacock, Woodstock; Lorne Kressy, Kipling; Frank Schroeder, Jonson, Sask.; Jos. Tate, Raymore, Sask.; A. G. McLean, Raymore, Sask.; A. J. Humphries, Raymore, Sask.; J. R. Homer, Saskatoon; G. A. Smith, Halifax; T .G. Watson, Montreal; Mr. and Mrs. L. B. M. Wright, Assiniboia; G. Craddock, Assiniboia; W. P. Ball, Assiniboia; L. Maze, Assiniboia; J. S. D. McNaughton, Mossbank, Sask.

President's Address

President J. A. Banfield presented his address reviewing the year's work as follows:

Gentlemen:

It gives me great pleasure to meet you again at our annual convention on the Western coast of this great Dominion, in this beautiful city of Vancouver, and to present to you my first annual report. Had I known at the time you honored me by electing me president of the Dominion Board and the Dominion Executive Council, that the duties in connection with this office were so far reaching and of such an important character to the retail trade of Canada, I would certainly have hesitated before accepting the office. I think that every retail merchant would admit, whether he is a member of our association or not, that the year through which we have just passed has been one of the most



J. A. BANFIELD,
Of Winnipeg, who has been re-elected President of the National Association of Retail Merchants of Canada.

strenuous years in the history of the retail trade.

How the situation could have been met without an association such as ours — which reaches from coast to coast—is difficult to comprehend. In past years, when we were all busy trying to arouse interest in and to point out the necessity of every province being organized, little did we realize what it meant until the time arrived for united action.

Must Double Efforts

We must all be pleased with the results of our efforts, but we must remember that we have only laid the foundation. From now on we must build the superstructure, and in order to do so it will be necessary to more than double any efforts that have been made in the past, no matter how great they have been.

Personally I have great faith in the principles upon which this association is founded and the excellent character of the men who are associated with it. Its aims and objects reach out toward higher ideals in retail distribution. We ask for no special privileges, no attempts to take advantage of any other class, but an earnest effort to serve the public in the best and most economic manner, and to eliminate from the retail trade all methods of a deceptive or unethical character. These are ideals that I am sure the great body of retail merchants in Canada are aiming to achieve. To accomplish them we must make every effort to enroll more members into our association, and this can only be done by individual effort on the part of all the officers and all the members, and should not be left entirely to the paid officials of the association. I must frankly confess that the more time I give to the work of the association, the more work I find there is to do.

It must be remembered that the members of the Dominion Board and of the executive council are all engaged in looking after their own individual business, and receive no remuneration, and I am sure that we would all like to give more time to the association work if it were possible to do so.

Great Progress Being Made

During the past year I have attended a great many meetings of the association, and among others, I attended, by invitation, two conventions of the Saskatchewan Provincial Board, and I am pleased to report that excellent progress is being made in that Province.

I also attended, by invitation, the annual conventions of the Provinces of New Brunswick and Nova Scotia, and I found excellent progress being made in those provinces. I visited also the city of Vancouver, and I was pleased to find great progress being made in this city and throughout the province of British Columbia. I have also kept in close touch with the work of the Manitoba Provincial Board and am pleased to report progress there.

On my way East I twice visited the office of the Ontario Provincial Board, and was pleased to find the work of that province progressing in a satisfactory manner. I also visited the office of the Quebec board while passing through Montreal, and found that their membership is increasing and there is every indication of excellent progress.

In addition to these I visited the head office at Ottawa four times during the year —once in connection with a special meeting of the Dominion Board held in the month of January, 1920; once in connection with interviewing the Government regarding the Board of Commerce; once in connection with a consultation with the secretary and treasurer of the Dominion executive regarding the proposed system of taxation by the Government, and again to attend the National Industrial Conference, as your representative. I also attended a meeting of the Western executive council in Regina for the purpose of assisting in its organization.

Widespread Activities

In addition to these various visits I have received and replied to a great deal of correspondence from the head office at Ottawa, and provincial offices in reference to the work of the Dominion executive council and the Dominion Board. In this connection I desire to state that very few members have any idea of the activities and importance of the Dominion office, only those who have an opportunity of following the work that is being done.

As the association grows in strength and members, in my opinion provision

must be made for an increase in the revenue of the board. A resolution will come before you for your serious consideration to amend the constitution so as to increase the present per capita tax paid to the Dominion Board from one dollar to two dollars per member. To pay this additional amount may be difficult for some of the provincial boards unless they increase their membership fee, but we must bear in mind that if we want a continuous and increasing service from the Dominion office we must make provision for an extra assessment, and the more we improve the financial condition of the Dominion office the better the service the provincial boards will receive for their members.

Raising a Welfare Fund

You will also be asked to consider a resolution whereby this convention will discuss the advisability of raising an "organization and legislative welfare fund" of fifty or a hundred thousand dollars from those retail merchants throughout Canada who can contribute extra sums beyond their membership fee for the purpose of assisting in the organization work in every province, and also for the purpose of having funds in hand, when required, to more effectually assist in opposing any legislation of an injurious character or promoting legislation of a necessary character.

I might say that recently the manufacturers found it necessary to raise a fund of one million dollars for similar purposes, and so also have the labor union bodies and the farmers' organizations.

For years, as you know, our organization has been engaged in a great educational work among the retail trade that has cost time and money. In addition it has cost a lot of money to lay the foundation and equip our provincial offices and the office of the Dominion Board. Add to this the large sums of money we have spent in defending our members against injurious legislation, and there is no wonder that we require a fund for the purpose above mentioned. This is a matter that will require your careful consideration and action.

If it is your wish that such a sum as mentioned should be raised and if the securing of this money could be coupled with the formation of a special committee consisting of those retail merchants who could spare sufficient time from their business on occasional times to address meetings of retail merchants in various parts of Canada, and who would know that their expenses were taken care of, I thoroughly believe we could send a call out to the retail trade of Canada that would bring every self-respecting retail merchant into our ranks.

Must Defend Himself

The defence of the retail merchant must be made by the retail merchant himself. The day for sitting down and expecting the other fellow to look after us has gone never to return. We who have our money and our time invested in the retail distribution of merchandise must be awake to our position and we must be prepared to sacrifice our time and our efforts. The strong must come to the defence of the weak. Our plan of organization is based on sound principles; your money is sunk in Provincial and Dominion Board equipment. You have faithful and loyal secretaries and organizers in every province. The foundation stone is laid and I hope that before we leave this convention that every man will go home pledged to greater effort and greater sacrifice, and we can then build on what we have founded, an organization of which not only every retail merchant in Canada will be proud, but our customers, who are the general public, can feel assured that as long as this organization lasts their interests will be properly protected.

In closing, I desire to express my high appreciation of the excellent assistance that has been rendered by my fellow associates on the Dominion executive council, and thank you for your close attention. (Prolonged applause.)

Secretary's Report

Vancouver, B.C., July 22nd, 1920.

To the Officers and Members of the Dominion Board and the Dominion Executive Council of the Retail Merchants' Association of Canada.

Gentlemen:

Owing to the fact that the annual meeting of the Dominion Board this year is held four months later than it was held last year, and in order to cover the entire period between the holding of last year's convention and this year's, the report of this, the 15th annual convention of the Dominion Board of our association, covers a period of 16 months instead of 12.

On January 13th and 14th of this year a special meeting of the Dominion Board was held at Ottawa regarding certain orders which were made by the Board of Commerce and which we considered to be very objectionable to the retail trade. Copies of the minutes of this special meeting, together with copies of the minutes of the last annual meeting of the Dominion Board held in Ottawa on March



F. E. RAYMOND,
Saskatoon, Provincial Secretary, Saskatchewan R.M.A., who was present at the National Association Convention in Vancouver.

17th, 18th and 19th, 1919, have been placed in the hands of every member of the Dominion Board and, consequently, it will not be necessary for me to refer at any length to the proceedings of those meetings.

End Restrictions With War

Upon the termination of the great world war I am sure that every retail merchant felt that we had arrived at the completion of the period over which the Government placed restrictions of an unusual character regarding retail distribution. In this it appears that we were mistaken. Not only have we been restricted to an unusual degree through the actions of the Board of Commerce, but we have been especially selected from among the other commercial classes and appointed unpaid collectors of a luxury tax, the operations of which are not only unfair but unreasonable.

Added to this imposition, in looking over the expenditures of the Dominion Government we find large sums of money passed in the estimates to provide better facilities for the agricultural, laboring and other classes, and not one cent allowed for the improvement of the retail distributing classes, who have more money invested in Canada than all the other classes combined.

In addition to this, if we look over the platforms which have been prepared by all the political parties to date, we find every effort put forth to capture the attention of the other classes so as to secure their votes, and nothing but condemnation and almost an entire lack of recognition of the retail distributors as a class, and whatever reference is made to them is made in derision, they being looked upon as being of the "profiteer" and "combine" classes.

This may not make pleasant reading, but I, personally, believe that the time has arrived when we must look the facts square in the face and act unitedly. To prove these statements, all that it is necessary to do is to look carefully over the orders that have been issued by the Board of Commerce, and read the copies of Hansard on the discussion of the luxury tax, and then, to complete the evidence, read the many speeches that have been made at conventions of public bodies, both religious and artisan, and, without having any knowledge of the facts, the retail distributors are held up to ridicule and often to scorn.

Need For Co-operation

These introductory facts are cited for the purpose of calling your attention to the need of closer co-operation between all classes of retail merchants throughout Canada, and to further impress upon the members the fact that more than 90 per cent. of the time of the Dominion Board office is taken up by giving attention to measures that require to be opposed, rather than to those of a constructive character and which would be of benefit to Canada as a whole. This is certainly not as it should be, and every effort should be made to find a remedy.

At the last convention of the Dominion Board a number of resolutions came before the meeting, and they were handed over to the office of the Dominion Board to deal with.

Membership Grows

The number of members appearing on our membership roll from the date of the last convention in March, 1919, as compared with last year, is as follows:

	1918-19	1919-20
British Columbia	86.66	436.69
Alberta and Saskatchewan	1,336.00	2,316.35
Manitoba	748.50	560.65
Ontario	2,736.42	1,982.30
Quebec	637.00	1,023.00
New Brunswick	787.00	655.00
Nova Scotia and P.E.I. ..	198.85	715.00
	6,530.43	7,688.99

Showing an increase over last year of about 1,158.00.

This report must certainly be gratifying to us all because it shows a growth and an increase over last year, but, gentlemen of the convention, I cannot disguise the fact that I am far from satisfied. If our association has grown to be the only organization of its kind in Canada that stands for the defence of the retail trade, why is not every retail merchant in Canada under its banner? The answer to that lies at our door. We are engaged in a great educational movement; we must be thankful for our advancement, but when we become satisfied we will begin to decline. We must **push forward** and we will not be satisfied until the last retail merchant in Canada becomes a member.

Financial Statement Gratifying

I am pleased to say that the financial statement, as you will notice by the treasurer's report, shows an improvement which must also be gratifying to you.

Before closing, I desire to express my high appreciation of the excellent manner in which the members of the Dominion

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No Change in Dry Goods Markets

Prices Remain Firm in All Lines, While Many Are Still Advancing—Linen Prices Out of Sight and Cotton Soaring As a Result—Silks Strengthening Rapidly—Good Wool Still Scarce.

MARKETS AT A GLANCE

SINCE last month there has been little or no change in market conditions of general dry goods. There is an increasing confidence in the trade that Fall and Winter business will be big in spite of the unsettled conditions which have prevailed throughout the past months. The business world still presents an abnormal aspect and will do for several years, but there is a general feeling among the wholesale houses just now that as soon as Exhibition is over they will be able to settle down to a good winter's business. There is a disposition on the part of the retail trade to buy a little more cautiously now, for although in most lines there is no indication of lower prices for another year, there is just that slight possibility that some change might take place in the course of the next six months, and no one under the circumstance wants to be stocked to far beyond immediate requirements. In some lines, however, it will be impossible for the wholesalers to sufficiently accommodate customers, and it is expected that it will be at least three years before linens will be available in any quantities again. This situation will affect the price of cottons; and they are already being quoted higher for Spring. Woolen materials are not down, and in all lines supply is the great factor. Good news of the crops and a noticeable firming up of prices in all lines points to a season of good healthy business. Deliveries are gradually improving and the wholesalers are ready for a rush of sorting business which they expect will be heavy in the course of a week or two.

COTTONS

In Great Britain and the United States slight recessions are shown here and there in such lines as voiles, repps, casement cloths, etc., but otherwise there is no variation from prevailing high prices and there is still a very marked shortage in many of the most staple and important cloths.

The world famine in linens is increasing the demand for cottons and thereby rendering the situation still more serious. It is expected that the advance prices quoted for Spring cottons will stay very firm and that next season may possibly see further advances. At all events the present shortage will be apparent for some time to come.

Canadian cottons remain absolutely firm. They have never advanced to the same extent as British and American cottons and at the time being, as well as for a long time past, they have been a much better value than any goods that could be imported at the same prices. Moreover the demand for Canadian cottons continues to be vastly in excess of supply, so that the ration-ink system adopted by the mills for many seasons must continued operative.

LINEN

There is absolutely nothing new to report on linens except that the situation grows daily worse. As intimated in these reports repeatedly the supply is steadily decreasing in some lines almost to the vanishing point—and there is no relief in sight. Retailers are begging for anything in linens but the representatives of the linen manufacturers interviewed this month state that they do not see how they can do very much more business, so low has the supply become. Prices are out of all proportion and it is expected that years will elapse before the flax fields of Australia, Belgium and Russia will be yielding a sufficient crop to care for the needs of the world's markets. At present Ireland is producing less than one-third of what she could were flax supplies available.

WOOLENS

Though the prices of coarse Canadian woolen materials are admittedly lower the prices of fine imported woolens remain firm. This means that suitings and woolen coat and dress materials will not decline, for all such materials are importations, and in Great Britain to-day though the prices of raw materials are admittedly lower, the cost of labor and production is such that these factors are succeeding in keeping prices firm. The lower priced woolens of Canadian manufacture can scarcely be considered an item as these yarns are only used in the manufacture of coarse, grey blankets, lumber men's heavy socks, etc. The buyers who are just returning from abroad report an indifferent attitude on the part of the mill owners who are not encouraging the placing of orders in view of the fact that they are so behind in deliveries.

SILKS

Silks are gradually recovering from their slump, and more confidence is being evidenced in the markets. An increasing demand is springing up and wholesale houses report that business is quite good and looks as if it will greatly improve in the next month. Prices are holding firm and retailers are buying extensively in soft silks for the Fall and Winter trade. The European silks are still at prohibitive prices and in view of the demand in Europe and an appar-

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British Buyer Urges Commercial Intercourse

Representative of Well-known English Firm Believes That Time is Ripe for Increasing Business With Canadian Houses

MR. D. S. JAY, representing the firm of Tew and Raymond, of London, England, manufacturers of coats and costumes, has been in Canada the past few weeks. Trade is very brisk on the other side, according to Mr. Jay. The Motherland has had its wave of cancellations, but the high water mark was reached about 2 months ago and the worst phase of this practice seems to have been passed, just as it has in Canada. Things have levelled up considerably in the past few weeks.

Mr. Jay said that there was a general feeling of hope that it might be possible to reduce the cost of certain lines next year, but that there was absolutely no hope for a cheaper supply this year.

"Any reduction in clothing and ladies' wear prices, as far as British manufacturers are concerned, must start with the textile manufacturers," stated Mr. Jay, who added that his present mission was to ascertain how the situation stands with regard to trade with this country.

"In any case," declared Mr. Jay, "everything depends on the mills, which are at present working at such full pressure that it is necessary to get orders placed well in advance.

"As soon as the mills show signs of reducing the cost of textile products, the price of the manufactured goods will come down, but it is useless to hope for any reduction through cheaper labor Labor is determined to stick to the high wages it has won, therefore any reduction must be made in the cost of materials, the overhead charges or the profits."

Boost Trade With England

"It is just about time," Mr. Jay continued, "that Canada should thoroughly appreciate the possibilities of increased trade with Great Britain. I am here to see what the Canadian people really want and to study the needs of individual localities and classes as minutely as possible.

"We have felt," he added, "that British firms have been too conservative in their dealings and attitude as regards trade with Canada. Heretofore, when a Canadian retailer raised an objection to, or pointed out the unsuitability of a particular range of goods for his class of trade, the British manufacturer took refuge in his antiquated conservatism, usually preferring to sacrifice trade to meeting the demands of the Canadian retailer. He realizes his error today and is prepared to go to any length in order to encourage and foster an interchange of commodities between the two countries, which of all others are the ones most closely connected by virtue of a common heritage."

"In the Old Country," said Mr. Jay, "a long, cold spring, together with high prices, combined to make the buying public put off purchasing at Easter time. The result was that now people are buying almost twice what they ordinarily do and the demand already threatens to surpass the supply, even though prices are as high as formerly."

Swiss Expert Publishes Book on Embroidery

In an advice to the Department of Overseas Trade the Commercial Secretary to His Majesty's Legation in Berne comments on an interesting book recently published by Dr. V. Nef, entitled "The Swiss Embroidery Industry During the World's Turmoil."

The author has collected a large amount of valuable information which will naturally prove to be of great historical value to the Kaufmannisches Direktorium of St. Gall, which in that part of Switzerland may be looked upon as the leading and most important central trade association. The author has put on record all the difficulties with which the embroidery industry has had to contend during the war and all the important questions which refer thereto. A perusal of the work will show the reader what enormous difficulties the embroidery industry had to fight against with regard to procuring raw material and semi-finished articles, as well as difficulties regarding the export of the finished article. The manufacturers, however, evinced great pluck and eventually succeeded in overcoming all the difficulties in spite of great disappointments. Taken as a whole, the embroidery industry seems to have done well. The author of the book closes his work with the following remarks:

"In spite of all obstacles and difficulties during the war, it may be asserted that taken as a whole the Swiss embroidery industry has comparatively successfully overcome a most difficult crisis. It must not be forgotten that in spite of enormous losses caused by the prohibition of exports to the United States of America and by restricted contingents fixed in various European countries, the industry was partly compensated by being able to open new markets, such as Holland, Scandinavia, Bulgaria, Turkey and so on. The chief competitor of St. Gall, namely, Plauon in Saxony, was unable to compete during the war which gave a fresh impetus to the Swiss embroidery industry and enabled Switzerland to increase her exports. This was partly due also to the impossibility of procuring any appreciable quantities of cotton textiles in Germany, which enabled the eastern part of Switzerland to increase its output and supply the demand for embroidered goods.

"In many countries to which exports from Switzerland are sent, large fortunes have been made during the war and a new class of buyers has arisen. Another reason for the success of the Swiss embroidery trade consisted in the fact that St. Quentin, in France, which before the war competed successfully with Switzerland, but which during the war was occupied by German troops, was no longer able to compete. In consequence France began to buy her embroideries from Switzerland, whereas formerly she bought them in St. Quentin.

"Stress is also laid on the fact that the war did not only create losses, but also certain advantages as large profits for embroidery manufacturers in Switzerland. It now remains to be seen what influence the reduced hours of work, the enhanced wages and the continuous rise in the price of cotton goods will have on the embroidery trade. No one knows what will happen when once the pre-war competition of other countries recommences, and no one yet knows what the new commercial treaties will bring. But one thing is certain that after all the prohibitions and regulations which the embroidery industry had to put up with during the war, a great feeling of relief has set in at these prohibitions having been relaxed and a fresh feeling of freedom in production and export has set in."

Appointed Agents For English Firm

Novelty Voiles of Famous English Make Come to This Side Again

Voss & Stern, 71 Fifth Avenue, have been elected sole distributors of the John Woodrow and Son line of novelty voiles for the United States, Canada, South America, Cuba, Porto Rico and Philippine Islands.

Because of the war, shipments of this unexcelled English line were suspended in 1915. Now that conditions are again reaching a normal state, John Woodrow and Son have designed a line of novelties that come up to the high standards set by them in earlier seasons and from all indications expect an unprecedented demand.

A Modern Store that Doesn't Advertise

L. N. Poulin's, Ltd., Ignore the Daily Papers, Pay the Luxury Tax for Their Customers and Go On Making Money—Special Emphasis on Efficient Salesmanship and No Bonuses Part of Policy

SPARKS street in Ottawa is lined with up-to-date, busy shops, but few are busier or more progressive than L. N. Poulin's, Ltd., "Ottawa's Store of Satisfaction." Established in 1889 in a very small way, the firm now occupies one of the largest business sites in the heart of Ottawa's shopping district. Just three weeks ago an additional section, comprising four floors, with a window frontage of 66 feet, was opened and is being devoted to housefurnishings of all kinds. The ground floor of the annex presents an unusually attractive appearance when viewed from the main store from which it leads. Gay cretonnes and filmy nets curtain the doorways and windows, while the many ranges of carpets and rugs are stacked uniformly in piles along the aisles. Beyond this is the linoleum department, which carries one of the largest ranges of its kind in Ottawa. The upper floors are not as yet completed, but will eventually be devoted to furniture of all kinds.

Enlarging Constantly

New departments are constantly being introduced into this progressive business. Silverware and jewellery are the latest newcomers and are most attractively displayed against a background of mirrors and illuminated by artificial light in order to heighten the dazzling brightness of silver and plate. The ground floor is devoted to dry goods, fancy goods, men's haberdashery and women's accessories and some idea of its extent may be gained from the fact that Poulin's was formerly 9 distinct stores, now absorbed and merged into one.

All on Up-to-Date Scheme

Mr. Poulin is a firm believer in store efficiency. No device which shows promise of possible success is neglected in the endeavor of the store to give satisfaction. Many instances are afforded of this spirit, during a walk through the many sections. One policy which is extremely popular with customers is that Poulin's pay the Government tax on luxuries themselves. This is not such a loss of profit as might at first seem apparent as Poulin's offset this expense by the fact, remarkable in its way nowadays, that they do not advertise. That sounds as though Poulin's were behind the times in this respect, but they have proved time and time again to their perfect satisfaction that a slight discount to regular customers and the payment of the tax repays them more satisfactorily than a similar outlay in advertising matter. "Action" in the case of this firm, "speaks louder than words," to judge by the results achieved.



Staff Conferences

Poulin's are also believers in efficiency classes for their sales clerks and therefore twice a month the entire staff assembles for this purpose and everyday problems in salesmanship are discussed and helpful suggestions are offered by the heads. The firm has a recognized and well deserved reputation for efficient sales people, and in reply to a query from a Dry Goods Review representative, Mr. Poulin explained the store's policy.

In the centre of the main downstairs store there is a section occupied by a parcel inspector, who does nothing else but inspect every package of merchandise which leaves the store. She examines the contents to see that they correspond exactly with the slip and that the parcel itself is properly wrapped, as regards paper, string and general appearance. For every error she detects, she recives a ten cent bonus. This method has reduced the number of errors made by salesclerks from a average of 30 a week to almost nothing. There are some 21 girls who are expert inspectors, the result of their initial training on entering the Poulin store. From being inspectors they become sales clerks, and in both stages they are graded according to their ability and training, there being three classes of salespeople and three of parcel inspectors.

How Promotion Is Gained

Ability alone is the key to success in this store and advancement is readily granted to any ambitious clerk who rises through the various stages and in no case can a department be headed by any other than an employee who has received his or her training in the store itself. This system of grading brings better results, according to Mr. Poulin, than would the application of the bonus system to speed up sales. It is not so much how many sales are made by each clerk, as how satisfactory each one is to a customer, that determines the success or progress of a department. In each transaction with a customer, the salesclerk represents the firm itself and in Mr. Poulin's opinion a store's service is estimated by its customers mainly on the good impression made by the staff members. Prompt, pleasant and polite service encourages business and cements a bond of confidence between the store and the customer, and this confidence is the fundamental element upon which L. N. Poulin has established a successful business.

A Lecture Bureau With Series of Films

American Company Makes Offer to Canadian Retailers at Fair Rates—A Success Abroad

An enterprising American dry goods publication has inaugurated a new idea in publicity work, aimed to increase efficency among the sales staff of the larger department stores in Canada. For the sum of $1,800 this company will undertake to supply films dealing with every aspect of the dry goods business, and competent lecturers to speak before the employees, at stated periods. This service will be in operation throughout ten months of the year, with a weekly change of films. The fee is said to be too high for the majority of retailers, but there is no doubt that the idea will prove exceedingly popular.

While this instruction—with films—has been a practice successfully adopted by English firms for some time, by many American firms and by a few of the larger Canadian concerns, the scheme has hitherto been operated on the responsibility of the individual firm. The organization of this "lecture bureau" introduces a new phase of store education and places very excellent aids within the reach of the many rather than the fortunate few.

CONVENE IN SEPTEMBER

The N. B. Provincial Convention of the Retail Merchants' Association will be held in St. Stephen on September 23rd and 24th. The Dominion president, Mr. J. A. Banfield, of Winnipeg, will be present. Also other Dominion officials.

Making the Boys' Department Pay; Separate Department for Little Men

Grafton's, of Hamilton, Use Lady Clerks in Boys' Department — Liberal Use is Made of Premiums—Boys Always Remembered in Clothing Advertisements—Circular Advertising.

NOT only from the standpoint of immediate sales and good profits, but, looking to the future, clothing men are beginning to see the great possibilities in a boys' department. To make firm friends with the "little men" is to retain their friendship as big men whether it be in the personal or the business relationships of life. It is worth while, therefore, to cultivate their friendship, to make them feel that they have a place in the world. In conducting a clothing store, it is worth while to look after their special requirements and to make them feel wnen they come into the store that there is a spot in that store specially reserved for them. Many merchants, in their advertising, too, do not overlook the boy; their needs are finding a larger space in the daily advertisements of many men of the trade than they used to. And merchants say it is a paying proposition

According to Mr. Watson, the manager of the Grafton store of Hamilton, this branch has devoted more space to the boy's department than any other of the Grafton branch stores. And it is a separate department, on a floor by itself away from the spot where the bigger men do their shopping. "Formerly, all our goods were on the one floor," said Mr. Watson to Dry Goods Review, "but we have found that it pays to have the boys' department on a floor by itself. Probably nine-tenths of the buying of boys' clothing is done by the mothers and they do not like to be bothered by having men around. They like to buy exclusively in a department by themselves." In Grafton's Hamilton store, this large department, too, has its respective departments in which boys' furnishings, hats, etc., are kept.

Grafton's have found that the use of lady sales clerks has been a good thing for the department. In the clothing department, they have two men and one lady who look after the needs of the boys. "We find that when it comes to selling the younger children," said Mr. Watson, "a lady sales clerk works very well. They seem to appeal to the mothers better and to show more patience with the kiddies, who are apt to get nervous when they are buying. In the furnishings department we also have a lady clerk."

"What draws the boys most is our premiums; we find them a great drawing card. They come in for footballs, baseballs, catching mitts, base-ball bats, hockey sticks and many other minor sport goods, which we give away as premiums. We give a premium for each dollar's worth of goods bought and when the premium reaches the figure which will purchase the article the boy wants, he comes in and gets it. So far as the premiums themselves are concerned, we secure as good premiums as the merchandise which we sell, believing that to give away a poor premium is not to hold business from the boys.

Keeping the Boys in the Fore

"We try to keep our boys' clothing

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The interior view of Grafton's Boys' Department in their Hamilton store.

Slogans for Men's Wear Stores

Local Conditions Have Much To Do With Framing Slogan—Slogan Can Be Used as Offset to Continual Sales—Merchant Advises Changing Slogan Every Year or Two.

By Frank H. Williams

A SLOGAN is a mighty good business-builder for the retail men's wear store provided the slogan is a good one. A slogan is a constant talking point, it provides a point of continuity for the store's advertising matter and it serves as a mark for the store to shoot at.

But what constitutes a good slogan? What sort of a slogan shall the new retail establishment adopt?

Shall it hammer hard on service, or price, or quality? Just what is the sort of a slogan that will attract the most attention from the public and cause the most people to come to the store and purchase goods?

Local conditions have as much to do with the framing of the right sort of a slogan as anything. If a new store is starting up in a town where the clothing stores have been somewhat asleep then the slogan "The Store That Does Things," would be appropriate and business-building. If the store is making a drive against "sales" and is maintaining its prices constantly then the slogan, "One Price the Year Round," would tell the store's story quickly and forcefully.

But though the exact wording of the slogan should be determined by local conditions and the character of the store, it would seem as though the shorter and snappier the slogan is, the more it will be calculated to do things in a business way for the establishment that adopts it.

For instance "Comparison is the Lever That Turns Business Our Way," is a mighty good slogan except for the fact that it is too long. It's too much of a mouthful. It's not the snappy, peppy sort of a thing that lends itself readily to repetition or to consideration.

On the other hand, "The Store Ahead," tells a whole story in a short, concise manner and is calculated to make people think and talk and is, therefore, the sort of a slogan that will be most effective for the store that is using it.

And here are some other short, snappy slogans which are of a snappy, peppy, business-building character:

"The Friendly Store."
"The Fastest Growing Store."
"Where Quality Rules."
"Ohio's Greatest Clothing Store."
"The Store That Saves You Money."
"The Store That Undersells."
"Come Where the Crowds Come."
"YOUR Store."
"Where Style Reigns."
"The Logical Clothing Store."
"The Cheerful Store."
"Aristocrats of Men's Clothiers."
"The Greatest Store for Values."
"Clothing Hustlers."
"Men's Quality Clothes at Lowest Prices."
"You Can do Better at Smith's."
"The Big Store With The Little Prices."
"Watch Us Grow in 1920."

It is good business policy to vary the slogan now and then, every other year or so. Though the slogan may be nearly perfect it will in time, like everything else, become worn out and when it does, then remember that "The Store That Does Things," justifies its use of that slogan by changing it!

Some Advances on Spring Hosiery

ACCORDING to the manager of one of the large specialty houses in Toronto which handles hose, the first offerings of hose for the spring of 1921 will be no higher in price than the last quotations. The news will be most welcome to the trade, but it can only benefit the trade, so declares this manager, if immediate advantage is taken of it. The reason for there being no advance on the first offerings is two fold. In the first place, sorting business is well over and considerable stocks have been left on the shelves of the jobbers. This house, therefore, has decided to maintain the same price. In the second place, the mills are just beginning work on spring hosiery and no prices have been quoted yet, even to the jobbers.

It should be understood, however, that these prices apply only to the first offerings. When the new stock is on the market, prices, so say hosiery men, are going to be higher by about 25 per cent. Spring showings will be a trifle more varied and fancy than during the last few years. During the war, the mills were not accepting orders for fancy creations because the demand was simply for hose regardless, largely, of the patterns or styles. That is changed somewhat now and fancier lines are being produced.

The trade will, within a very short time if not already, be seeing Christmas novelties. Prices for these novelties will be higher than last Christmas, due partially to the natural advance that has gone on during the past year on account of labor and raw materials; also to the fact that there will be a larger variety from which to make Christmas selections. Dry Goods Review has seen some of these lines and they are not only quite equal to former offerings but the same care has been taken in arranging them in boxes so that the retailer may be able to make the best possible showing of them.

MAKING THE BOYS' DEPARTMENT

(Continued from page 62)

department as much before the public as any of the other men's departments. There is never an advertisement written about men's clothing in which there is not mention made of boys' clothing, too. We very frequently run a separate advertisement altogether for boys' clothing, particularly with summer goods, and we find that it pays very well. We do considerable advertising to the parents and this fall we will send a letter to the boys directly, not sending them a circular letter with a one cent stamp on it, but with a sealed envelope so the boy will feel that Grafton's are taking a very personal interest in him. In one of our circular letters, for instance, we mentioned that we had confirmation suits and we sent these letters to many of the Roman Catholics and got a good response from them because they saw we were looking after their requirements."

Quicker Turnover than in Men's Clothing

While there is not so much money invested in a boys' clothing department, Mr. Watson states that the turnover during the year is quicker than in men's clothing. A boy will wear out two or three suits of clothes while his father is wearing out one suit.

Grafton's keep their boys' clothing in as fine condition as their men's clothing. The suits and overcoats are all in glass cases as the accompanying photograph shows. The odd pants and cheaper lines are kept piled on tables in the centre of the department.

GOLDEN JUBILEE

September 9th next will mark the end of the jubilee anniversary of the founding of the firm of Bryson-Graham, of Sparks street, Ottawa. In honour of this auspicious epoch in the history of the firm, Messrs. Bryson and Graham are featuring the words "Golden Jubilee —1870-1920" — prominently throughout their stores, and are planning an elaborate display in keeping with their golden anniversary. Their annual fashion display and other new features will take place on this date.

Reasonable Reasons

There must be some good reason for the popularity of Tapatco Gloves and Mitts, two kinds of reasons—the Dealer's and the Manufacturer's.

The most important reasons from the Dealer's standpoint are rapid turnover and lasting satisfaction.

From the Manufacturer—careful selection of high grade leather, best quality cantons and constant attention to every minute detail of workmanship.

These seem to be the most reasonable reasons for the large sale of Tapatco Gloves and Mitts. And—the fact is that Dealers are finding greater demand for the superior Tapatco Brand every year.



TAPATCO BRAND
REGISTERED TRADE MARK

STYLES

Gauntlet, Knit Wrist and Band Top. In Heavy, Medium and Light Weights. Also Leather Tip and Leather-faced Gloves, Jersey Gloves and Mitts in Tan, Slate or Oxfords.

THE AMERICAN PAD & TEXTILE COMPANY
CHATHAM, ONT.

The Deacon Shirt Company

beg to announce that their travellers are on the road with the new Fall line of

Working and Outing Shirts,
Flannels, Taffetas, plain and fancy,
Tweeds, Drills, Flannelettes,
Oxfords, Sateens, etc.
Night Shirts, Pyjamas,
Boys' Waists.

The Deacon Shirt Co.
BELLEVILLE, ONTARIO

Special Values

"Direct from Mill *to the Trade"*

"Through Commission Merchants"

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds
Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK REGISTERED **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

ON account of
THE HEATHER MILLS COMPANY,
Selkirk (Scotland).

"From whom we have Sole Canadian Selling Agency"

Stocks of all the above on hand.
Ready for immediate shipment.

C. E. ROBINSON & CO.

Importers Mappin & Webb Building 10 Victoria Street *Commission Merchants*

MONTREAL

GOOD CLOTHES
AND
GOOD CUSTOMERS

YOU MUST SELL GOOD CLOTHES—
IF YOU WANT GOOD CUSTOMERS—
BECAUSE GOOD CUSTOMERS
DEMAND GOOD CLOTHES.

ART CLOTHES
COOK BROS & ALLEN LIMITED

MADE-TO-MEASURE
GETS THE BEST OF THEM

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO



Market conditions point to advisability of immediate orders for

Carhartt Overalls

Allovers and Gloves

The continued scarcity of raw materials and restricted output, together with the persistent, heavy demand, have combined to stiffen prices, which show a decided tendency, if anything, to go higher. In view of these conditions, therefore, it would be well for every dealer who can to send along his order now for Carhartt Overalls, Allovers and Gloves, and thereby save himself possible disappointment in Fall and Spring deliveries. Since manufacturers, including ourselves, are producing only enough to supply visible needs, the force of this suggestion is apparent.

Hamilton Carhartt Cotton Mills Limited

Montreal Toronto Winnipeg Vancouver

Manufacturers of Carhartt Overalls, Allovers and Work Gloves



For Spring 1921

Silk Prints on GEORGETTES and CHIFFONS

Fancy Cotton NOVELTIES

ORGANDIES Plain Striped

Exhibition Visitors! Don't fail to call on us, at 64 Wellington St. W.

The AGB Fabrics

TRADE MARK REGISTERED

We are carrying for the present, for immediate delivery, a beautiful line of our French Georgettes, Crepe de Chine, Ninons, Chiffons, Satins, Shirtings and Novelties.

If you can't come down to Toronto your inquiries and orders will be promptly attended to.

Les Successeurs de

ALBERT GODDE, BEDIN & CIE

PARIS
TARARE
LYONS
LONDON NEW YORK

EMPIRE BUILDING, 64 WELLINGTON STREET WEST
Telephone: Adelaide 3062
TORONTO
E. Desnoux, Rep.



Are You Prepared to Meet the Demand for

"Viyella"

and

"Clydella"

Imported **unshrinkable** flannels?
Month in, month out, year in, year out, we are creating a demand for *Hollins* Unshrinkable flannels.

Our trade mark means quality to the consumer—profit to you.

Have you seen our new

"Selayne"

Taffeta Flannel?

Very light. Extra fine for making highest grade garments. Comes in plain shades and many lovely stripes. Guaranteed **Unshrinkable.**

WM. HOLLINS & CO., LTD.
(of London, England)

62 Front Street W., Toronto
45 E. 17th St., New York



Hollins
DAY & NIGHT WEAR
Trade Mark Registered

The Mark of Fine Merchandise

Fickle Paris Remains Loyal to Fancy Scraped Materials

Pleated Styles Are to Survive the Wintry Blasts and French Designers Will Lay Stress on Gay Colored Checks and Hairy Cloths in Fashioning Jaunty Costumes for the Snow Season

Paris, France,
August, 1920

EDITOR, Dry Goods Review: Continuing my letter of last month on "Materials for Autumn Wear," I will tell you to-day about a special collection of woollens that comes from the house renowned here for its newest novelties that are absolutely different from the styles seen everywhere else, as you will notice by the samples herewith.

For Smart Frocks

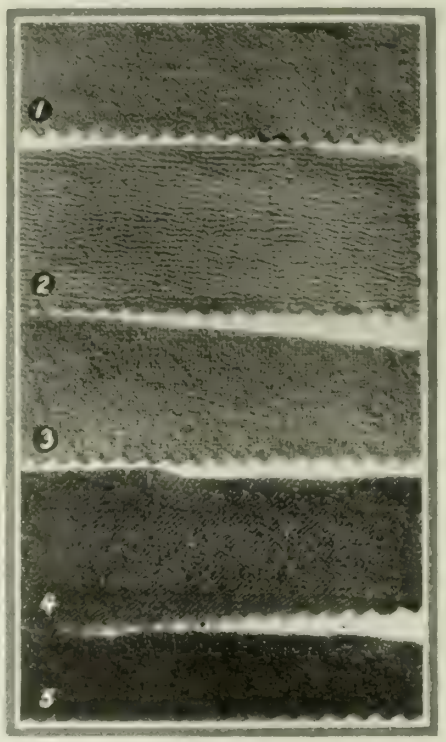
For instance, in the dresses department we shall have the following materials:

No. 1. Frescaline.—A light woollen cloth that looks like very fine bure of all shades, which will make some very pretty afternoon dresses, generally pleated, for it is practically certain that the vogue of pleatings will last during the Winter. In grey, beige or kakhi, it will do for early Autumn when the sun still shines warm. In deep red or navy it will suit the darker days, and for practical wear, also for children's school dresses.

No. 2. Crepella.—A kind of woollen crepe of a fine quality and appearance, will be used in similar instances as above. Our little girls would look very pretty in a salmon pink or saxe blue dress as per samples.

No. 3. Toillaine.—A thick toile de laine with a slightly scraped appearance would do very well for Autumn and Winter dresses, although perhaps it would not pleat so well as the former. Still it will come in useful when it is time to make warmer garments.

No. 4. Daillaine.—A similar material, only woven in ribs, will be used for dresses and for children's tailored costumes and coats. Its weave makes it rather fanciful, and with a little embroidery or a band of fur, a garment thus devised will be quite dressy.



In Soft Shades

These smart dress materials will be ideal for the Fall one-piece frock and are shown in greys and soft rose tints.

An Adaptable Fabric

No. 5. Casha.—Already known, yet very much in favor still on account of its suppleness, which makes it fit for all kinds of garments: dresses, tailored costumes of a fanciful style, loose jackets, coatees, etc. In the children's department it has an important place.

Every couturier shows at least five or six different models devised in casha, which have the appearance of serge or gabardine without being thick as both cloths are, when in good quality.

New Serge Patterns

Serge is made into various styles though, in this place, and yet the designs are such that they are and will be favored more and more.

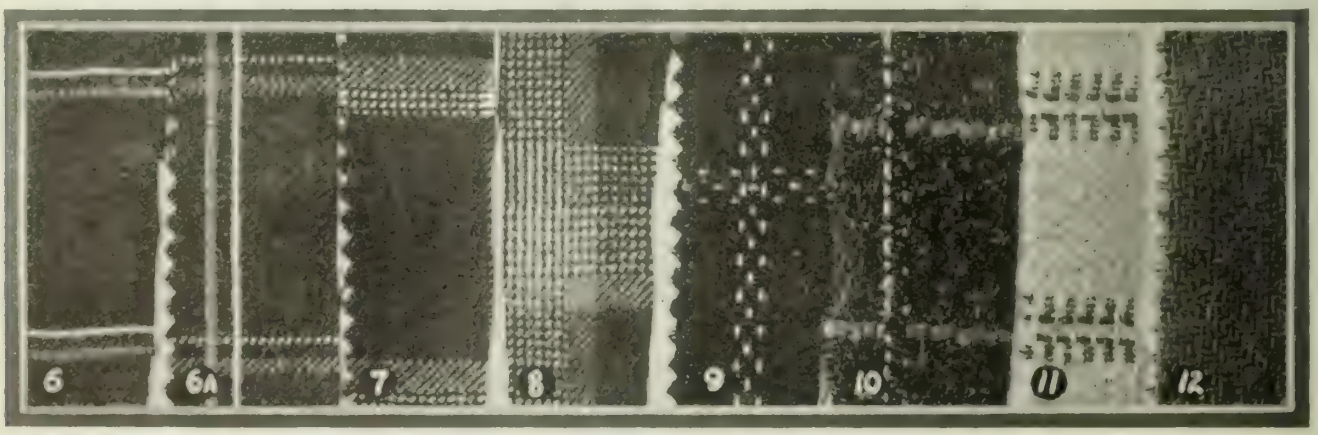
They make nothing in checks or plaids of the staple nature, but get that effect by means of fillete threads of different colors.

Stripes and checks will be very fashionable this year, and the following serge patterns will show you how this idea can be made effective.

No. 6. Serge Filin Pelinee.—Made of a navy ground with fillete stripes in white and saxe blue, or yellow and jade green, will make nice narrow skirts, to be worn with a plain jacket, or a jacket in that same cloth. The former disposition is neater though.

No. 6-Bis. Serge Filin Quadrillee.—Is a fine example of checks obtained by means of fillete. It is effective both in navy ground with green and yellow or in navy with white and saxe.

No. 7. Serge Cendrine.—Navy ground with a fairly deep green stripe and several white fillete, or brown and white stripes, also saxe and white, is effective, and the same disposition made into checks will give some nice trimmings for plain costumes.



A Fashionable Group

Eight smart wool fabrics with which to combat all kinds of wintry weather. Described in Paris letter. Broken bar and novel striped effects are strongly featured.

No. 8. Serge Cendra.—Is similar to above, but as the stripes are much wider we have almost some real checks. You notice that the white fillete is much more important than the blue, and that the yellow fillete with green is similarly devised.

No. 9. Serge Pointilla.—Is a check pattern of navy serge with yellow, red or saxe darning stitches showing up the designs. It is rather neat and practical.

Navy Leads Shades

You will notice that quite a number of samples are navy ground; the reason of this is that navy is always amongst the most favored shades, and with saxe blue, white, green and yellow, the most staple material can be made fanciful yet easily wearable.

No. 10. Cordelaine Ecossaise.—Rather thick material suitable for shooting costumes, is a greyish ground with saxe and green, or red and green fillete, is also devised in stripes or checks. It looks quite comfortable and can either be used alone or with plain material.

FABRICS FROM PARIS

Scraped effects very strong for Fall and Winter.

Light woollen cloths in dainty light shades shown for one-piece costumes.

Greys and bright rose shades have prominent place in color scheme.

Many attractive novelties in serges being featured.

Navy rules in Winter materials —sometimes striped in white, yellow or red.

Many new ideas in Bures.

Present color vogue is giving preference for Saxe blue and green of deep hue.

No. 11. Serge Caneline.—A thick serge of a coarse appearance, looks like cheviotte, is a pattern of stripes of darning stitches on plain ground, yellow on navy, blue on grey, saxe on black. brown on beige. The latter would be most suitable for sports costumes.

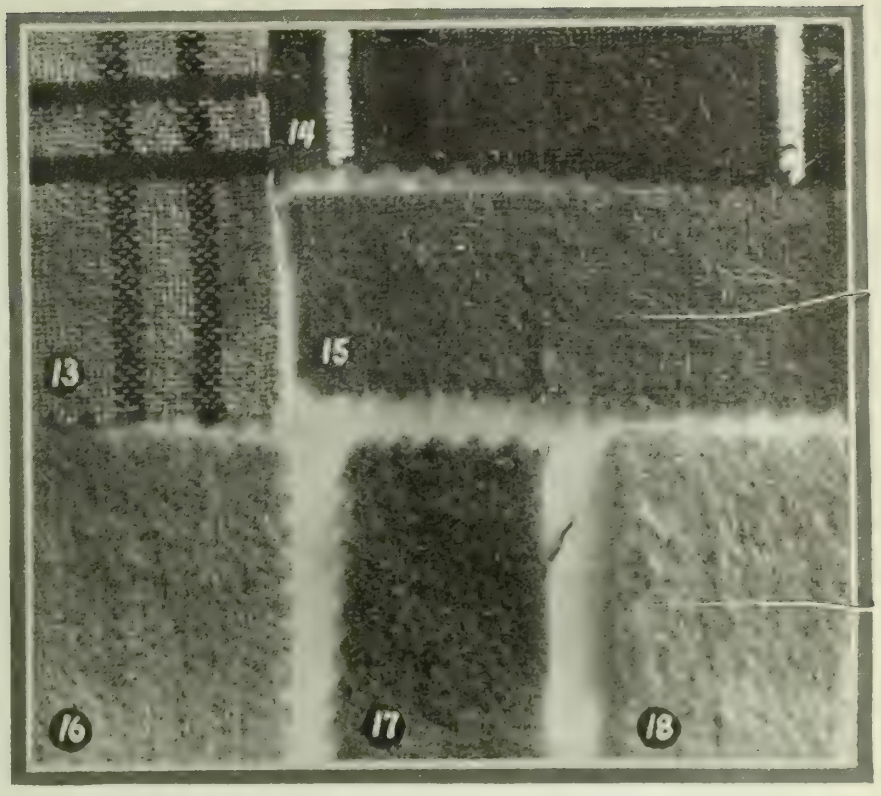
No. 12. Parquetine.—Is a rather curious pattern of coarse wool woven in the same design as the wooden floors were made in the French castles of olden days. It is certainly very fanciful and nice. Made in all shades, it will suit every taste and figure, being quite plain.

Novelties in Bures

In the bures lines, we have some materials for dresses such as:

No. 13. Cordelaine Quadrillee.—A grey ground with black and saxe blue stripes that may or may not cross each other according to the patterns.

No. 14. Cordelaine Pekinee.—Different from the former by the stripes which are thicker and not woven in the same manner. Besides we have also a fillete line of darning stitches.



Scraped Effects Good

These samples illustrate the deep pile of the wool bures that Paris is still very partial to, according to the accompanying letter from our own correspondent.

The shades are rather nice—horizon blue, beige, green, brown, all with white and black stripes.

No. 15. Burabure.—Quite plain in various shades, green, brown, saxe, grey, would do for plain dresses, neither draped nor pleated, for it is too thick, but for tailored costumes or cloaks it would be quite cosy.

No. 16. Buracotta.—Is decidedly intended for costumes and principally for coats. Capes or rather "mantes" as worn at present would look very nice. This material, which slightly shows its ribs through the scraping, is quite fanciful and uncommon.

No. 17. Diabure.—I would use this material for sporting garments and children's mantles for it is light and warm at the same time and would suit both sportswomen and children who, alike, ramble about a good deal.

As to No. 18, Velursine, of a very thick nature, its vogue will undoubtedly grow with cold days.

You will notice that, as I already told you, we don't seem to get tired of scraped materials and fluffy or hairy cloths. Plush will be in great demand as we go along.

The shades **most in favor** at present are **Saxe blue and green of a deep hue.**

Next month I will tell you about the novelties shown at the couturiers and also take up the subject announced in my last letter, viz.: "Silk Fabrics for the Winter."

Yours very truly,

Jeanne Gault

ENLARGING STORE

The already large store of Scovil Bros., Ltd., is again being enlarged, and in the course of a few months, two or three more departments will be added. Under the able leadership of Mr. S. C. Young, president, Mr. A. N. McLean and Mr. H. H. Scovil, this firm is still climbing farther to the top. Mr. McLean was at one time in the employ of the Bank of Nova Scotia and Mr. Scovil was trained for a civil engineer. The successful business career of these two young men, also that of Mr. Macaulay, of Macaulay Bros. & Co., shows that a man does not have to be brought up in a retail business in order to make a successful merchant.

Cotton Shortage Still Very Pronounced

Prices For Spring Will Advance 25 and 30 Per Cent.—Smaller Conventional Patterns Will be Seen Dresden Effects in Organdie Will Vie With Plain Tones—Voiles to be Very Strong—Ratines Almost Prohibitive For Canadian Markets.

BUYERS in textiles just back from the British and European markets report emphatically that there will be no reduction in prices for the 1921 cottons. There is a universal opinion concerning future prices and although some lines will not advance very considerably, none on the market will be any cheaper next spring. Judging by the present increase of 25 to 30 per cent. in prices since this time last year, the spring advances cannot be considered in the light of an unexpected surprise, and the buyers declare that even if there were to be a drop in raw material, the price alone could not affect the market.

Manchester Orders

Reports from Manchester indicate that a long-continued absence of orders has affected manufacturers' prices. Merchants, however, are beginning to take a keen interest in prices and the producers are hopeful that orders will be placed in due course. The trade of exporting cotton goods to all parts of the earth cannot be conducted successfully without the element of speculation entering into it. The risks are considerable and only a few months ago the cotton trade decided that is would make an annual levy of 6d. a bale on all cotton used in the United Kingdom, estimating that in this way it would be able to raise £100,000 a year to be used to extend the area of British cotton fields. Government aid was sought in addition, and during July it was announced that the Government would be prepared to grant £50,000 a year for the next five years to enable the empire cotton-growing committee to carry out its projects.

As is well known, the American cotton crop this year will be a small one. In spite of the improvement which has taken place in the last few weeks, the total yield can hardly be more than about 12,000,000 bales, including linters. But there is a probability that the quality of the cotton will be much in advance of that of the 1919-20 crop. Lancashire spinners have found the greatest difficulty in obtaining the good grade raw material that they have wanted. So marked has been the scarcity of the better qualities, both in the crop and in the stock in the United States that there has been a considerable substitution of Egyptian for American, and this has been one of the influences tending to stiffen or raise the price of Egyptian. Given a fair or liberal percentage of good grade cotton in the 1920-21 crop, the position all round will be much relieved. The actual cost of the raw material to the spinner will be much less than it has been for some time, and the price of yarn will be more reasonable.

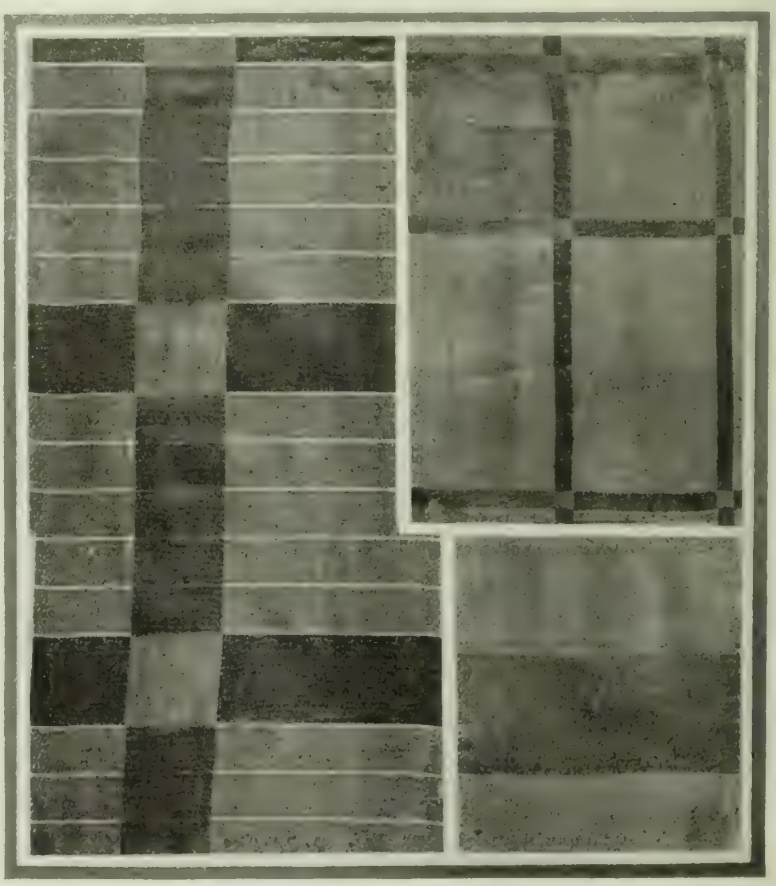
The lowering of the price of yarn will stimulate exports of raw stock and will have a beneficial effect in lowering the price of the manufactured goods in English markets.

Prices Steady at Home

Canadian and American prices are stated to be fairly steady since May last, but the mills are not quoting prices. The feature of the present time is the great shortage of white goods, in flannelettes, cottons, etc., and the surplus in supplies of fancy printed lines. The manufacturers have not apparently realized that the public in general no longer wants colors in this class of goods, and the increasing demand for all white has been unexpected. The best they can do is to distribute by allotment when it comes to white goods.

As regards wash goods the situation is practically similar to that of the staple cottons. Although prices dropped during the recent flurry while wholesalers were holding off there is a stiffening all round which will ultimately mean a 40 per cent. increase next spring over the prices asked last year. In British goods the increase predicted will be 50 per cent. especially on ginghams. This latter staple, however, is quite equal in quality, when of Canadian manufacture, to the British makes, and is noticeably cheaper than the imported varieties.

Although business is said to be increasingly good, nevertheless the mills are not producing more than 60 per cent. of what they used formerly to do. In the American mills, especially, production has fallen off at least 25 per cent. and unless it is speeded up by some miracle, the tremendous need existing for cottons of every description will have somehow to be satisfied with woollen or silk substitutes.



Striped Silks For Fall

A group of handsome soft dress silks shown by Hamm and Riley, Toronto, for Fall. Dark greens and blues are to have a splendid vogue in these materials.

Kingston Man Finds Quality Pays

The Firm of J. Laidlaw & Sons, Kingston, Commenced Modestly in Montreal—It Is Now a High Class Specialty Concern, Boasting Three Modern Buildings on Princess Street and a High Class Stock, Handled by an Efficient Sales Force.

DRY Goods Review recently paid a visit to the firm of J. Laidlaw and Son, of Kingston. This is one of the oldest established businesses in Eastern Ontario, and attributes its reputable standing to the high quality of goods carried, and the decision made by the head of the firm very early in the history of the business to specialize in dry goods, linens and women's wear. The same high principles with which Mr. Laidlaw started out in business characterize his activities to-day, and when seen in his fire-proof, modern store on Princess Street this month he heartily condemned the growing tendency on the part of manufacturers to operate on the principle of "How much will the consumer stand" instead of "Is the value consistent with the price."

Discussing his present stock of fabrics, Mr. Laidlaw stated that cottons were presenting a difficult problem to the retailer, both on account of scarcity and price. Ginghams especially, as is well-known, are impossible to secure at present, and for next spring the probability is that this line will be allotted according to a percentage, i.e., 40 per cent. figured and 60 per cent. plain to a retailer, but no amount of either will be sold separately. Prices Mr. Laidlaw believes, will advance on these goods, probably 12 to 15 cents per yard.

Using Cheaper Linings

Regarding the luxury tax, Mr. Laidlaw stated that its enforcement comes at a time when it is impossible to judge accurately of its real effect on the public. Had it come six months earlier, an opinion could easily be given. So far, however, he had observed a tendency on the part of makers of popular priced suits for ladies, to substitute an inferior lining in the coats, for the better grades formerly employed. These linings, which are usually figured in contrasting shades, are not fast dyes, and are apt to run and damage a delicate blouse worn underneath. Most stores, it appears, are playing a waiting game in regard to the tax. Dealers are desirous of steering a safe course between the loss of trade on the one hand, and the loss of revenue to the Government on the other, by the adoption of tax-evading prices. In this connection, Mr. Laidlaw emphasized the importance of every retail merchant securing a copy of the official text of the recent Budget, as many dealers are using condensed summaries of the Excise Tax, as published in the daily papers, and which are incorrect in several places. Discrepancies are frequent in the lists published in Montreal and Toronto, and therefore, in fairness to dealer and customer, the official text should be in the hands of every retail merchant as soon as possible.



In general, Mr. Laidlaw anticipates slightly lower prices in women's wear to cope with the tax restrictions, but as before mentioned, the public must be on its guard against inferior materials and finish.

Good Salesmanship

When asked about his own business, Mr. Laidlaw emphasized the importance which should be laid on "personality" in salesmanship. He believes that personality is the crux of the question as to what constitutes a good sales clerk. His staff are therefore encouraged to cultivate a spirit of courtesy and personal interest in every customer who enters his or her department, and establish thereby a spirit of friendliness which never fails to attract a customer. A bow or smile from the salesgirl, or perhaps, the passing of a chair to an older lady, are among the ordinarily neglected details which altogether impress upon the customer the personality of a store. Salaries, in his opinion, should be regulated entirely by sales records. If a clerk's sales' record shows a steady increase, a "raise" should be forthcoming in recognition, whereas, retrograde sales records require investigation of the methods employed by the clerk, who perhaps is unaware of his particular shortcomings and who will quickly respond to a confidential discussion with the manager.

Mr. Laidlaw's theories have all been evolved throughout 36 years personal experience during which time his business has grown from a small beginning in Montreal to three distinct buildings on Princess Street, Kingston. Mr. Laidlaw at all times avoids the method of advertising by comparative prices so commonly used at sales time, when goods are advertised for "$1.00 worth $2.00," etc. The plain price on any article should be enough, without further elaboration, provided the value is what is claimed," declared Mr. Laidlaw.

DOMINION R. M. A. ASK MORE RIGID CUSTOMS INSPECTION AT BORDER CITIES

(Continued From Page 57.)

executive council have looked after your interests during the year. The president, J. A. Banfield, has attended a large number of meetings. He has been ever ready to visit the head office at any time his services were required. His forceful and enthusiastic addresses have inspired every member who has listened to him, and his interest in the work has been unfailing.

The first vice-president, J. G. Watson, of Montreal, has given unsparingly of his time and his counsel. He has been ever on guard, and through his untiring efforts and advice he has been the medium through which the entire Dominion Board has caught the spirit of having everything that is to be done, done in a thorough, businesslike manner, and if you find any advancement in the development of the work of our board it can largely be credited to his persistency and effort.

Tribute to Treasurer

Now, in regard to our treasurer, Henry Watters, who at the last moment found it impossible to be present, I cannot close without making reference to the faithful manner in which he has performed the duties of his office. He has visited our office almost daily. He is always ready and willing to give time, effort and counsel, and he has taken as much interest in the affairs of the association as though it were his own private business, and he has performed the duty of treasurer in a way that must be acceptable to every member. My only regret is that he will not be here to present his financial statement for the year.

The other officers of the Dominion Executive council who live at a greater distance from the head office have given us excellent assistance through correspondence, and have given us the benefit of their counsel whenever it was required.

In addition to expressing my thanks for the great assistance I have received from the president and members of the Dominion executive council, I desire to thank the secretaries and officers of the various provincial boards, as well as our capable office staff, for the great assistance they have rendered me during the year.

I trust the coming year may be full of prosperity.

I remain,
Yours respectfully,
E. M. TROWERN.
Secretary,
Dominion Executive Council and Dominion Board.

The Shelton Looms

and

Associated Garment Manufacturers

invite you to attend the

Fall Fashion Show

at

Ritz-Carlton Hotel

August 24, 25, 26 and 27, 1920

FOR five years Cloak and Suit Buyers of Department Stores and Specialty Shops have looked forward to this Exhibition as the most important style event of the season.

Nearly one hundred of New York's foremost Manufacturers will exhibit in competition the newest and the most original models from their fall lines.

Garment and Millinery Buyers are invited to view this exclusive exhibit—the forecast of the season's "best sellers" in Wraps, Coats, Suits, Gowns, etc.

There will also be exhibited the latest creations of the leading American Dressmakers.

Arrange your plans to be in New York at the time of the Fashion Show. Admission by card only—apply to-day to

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Believing that every merchant is looking, first and last, for goods that will brand his House as reliable, we accordingly adopted, at the beginning of our organization, the Slogan — RELIABLE SILKS. By this we want to be known far and near throughout the Canadian trade, and so our endeavors will all be to that end.

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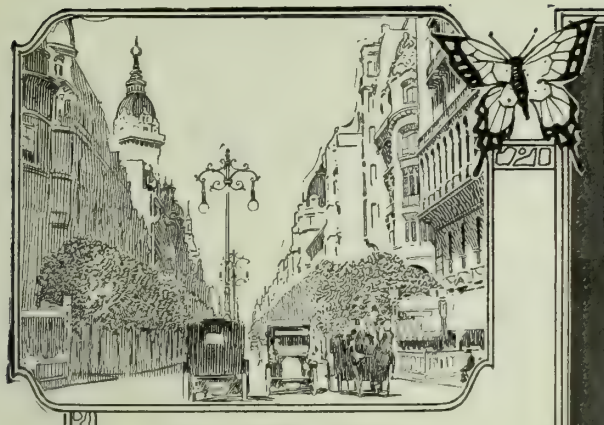
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View of Avenida 2 de Mayo
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Window Display of Mallinson's Silks de Luxe
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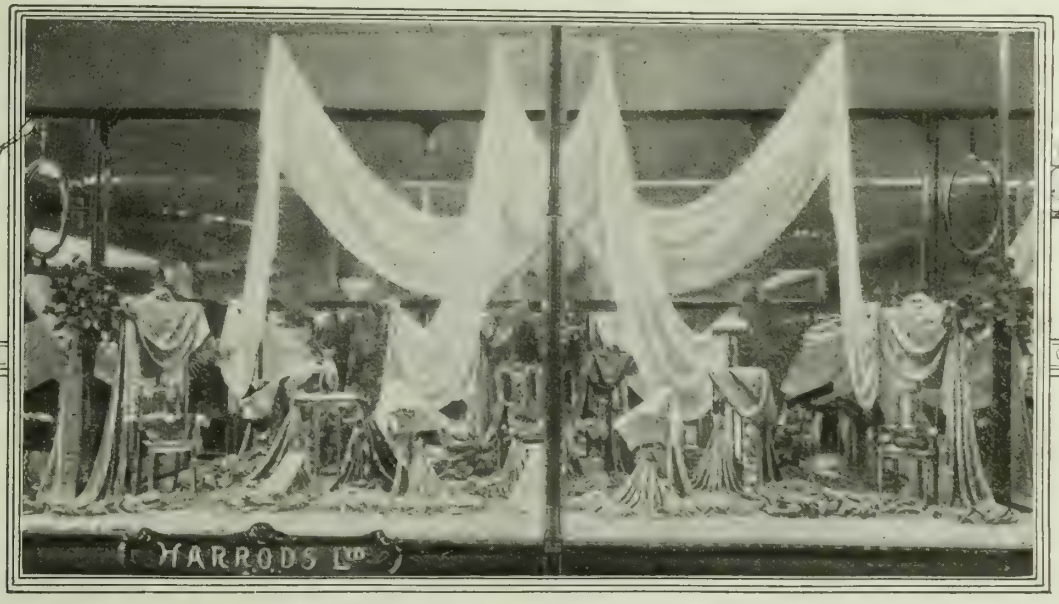
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Conjure up the most exquisite duvetyn you can imagine, and it will still fall short of the loveliness of this Penikees Silk Duvetyn—every thread in it pure silk, giving an incomparable richness to the play of light and shade on its deep soft surface.

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Crepe Caress
A Satin Crepe

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are the weaves most in vogue for fall. Among the other Penikees Silks are: Penikees Crepe de Chines, Penikees Satins, Penikees Poplins, Penikees Georgettes, Penikees Faille de Soie, and the following novelty weaves: Chimerai, Rhapsode, Cordelle, Sylva-Spre, Sportussah, and Penikees Silk and Wool and Printed Novelties.

PENIKEES
TRADE MARK
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Style the Paramount Feature in Furs

Montreal Retailers Have Held Numerous August Sales—Magnificent Wraps Ready on Canadian Market for Winter Trade—Seal the King of Peltries—Russian Blouse Style Novelty—Short Coats Strong.

IN COMPARISON with the situation in the United States, Canadian fur houses are in an extremely fortunate position. The continued strike across the border on the part of the Fur Cutters' Union may have a disquieting effect upon trade in Canada and partly on this account, it is said, is due the delay in announcing the prospects of a fall auction in Canadian furs.

Since prices of all commodities are governed by the law of supply and demand, there is a general feeling that the curtailment of production in American factories will seriously affect prices there next winter and possibly extend to the Canadian fur industry as well.

Contrary to earlier decisions the largest fur houses in Montreal are offering extensive August fur sales. Reports show fairly conclusively that business transacted during the past fortnight has been above expectations, and the universal 20 per cent. discount on regular prices has had the desired effect in speeding up sales.

Style All-important

An inspection of the many beautiful displays along St. Catherine street discloses the fact that style is the all-important feature in fur garments this season. The luxury tax has no terrors for the seeker after "le dernier cri" in sumptuous fur garments. One prominent manufacturer, who is also a retailer, when recently interviewed by a representative of Dry Goods Review, stated prices to be noticeably lower this season, and said that while the cost of raw furs was better than for some time, fur people were not making the usual profit on account of a 100 per cent. increase in the cost of labor, over other seasons.

This manufacturer lays stress on the process of "drumming" and softening the raw skins, and his garments are delightfully silky and supple to the touch. The old-time stiff and board-like pelt is happily a thing of the past, and modern coats are marvels of lightness and warmth.

Seal Is the First Choice

The prevailing favorite in the high priced models is, of course, seal—both real and Hudson. Mole follows a close second and both furs are shown in a bewildering variety of wraps, dolmans and short sports coats, most artistically trimmed with Alaska sable, beaver or squirrel.

The Latest Novelty

The newest coat this month is the short Russian blouse style in mole with a choker collar of sable. Mole and squirrel is another favorite combination. The most effective and luxurious wrap noted this season was developed in mole with a huge cape collar. The fur was cut in narrow horizontal rows, scalloped at the lower edges and overlapping one another from shoulders to hem. The fur was mounted on taupe crepe de chine and the effect was incredibly beautiful. The sleeves of these extreme wraps are always flaring at the cuff, or even three quarter length. Many manufacturers are introducing a new and much appreciated feature in connection with these flaring sleeves, namely, the addition of a dainty silk cuff inside gathered snugly into a narrow fur band to completely exclude the cold air. These dainty additions are proving tremendously popular, as is also the fad for hand-embroidered motifs upon the plain dark crepe de chine linings used in dressier models.



A Becoming Effect

A charming and youthful coat of comfortable length in caracul and mink. The collar is beautifully draped, while sack pockets and mink cuffs add important features.

Linings Are Lovely

Many mole and seal wraps when opened display exquisite embroideries in red, blue or henna shades upon taupe or gray linings. No pains have been spared to enhance the beauty of fur garments this season and remarkable indeed are the effects achieved by the use of one fur, reversed, crossed or patterned in mosaic insets of marvellous minuteness.

The Popular Models

Among the more practical and serviceable garments shown this month are models in taupe marmot, electric seal, sealine, wombat and dyed squirrel. The full length, 40 inch coat with convertible collar, belt and deep pockets is the garment, par excellence. for driving, or business wear. Different sections of the country require widely different types of furs and the East demands a different article from that required by the Western dweller. Pony is coming back in black, taupe and brown shades, with contrasting collars of sable and opossum. Raccoon coats, so long the favorites for general utility wear, have soared into the luxury class, and unless one is prepared to pay about $400, raccoon is impossible this season.

Demand for Short Coats

Sealine coats are undoubtedly the best investment for the large majority of women as a very handsome garment can be obtained for $180 to $200, according to the length. Short coats must inevitably be the choice of the economical but would-be smartly dressed woman, and manufacturers report an increasing demand for this fur.

Speaking generally, stocks were very light last Spring and placing, in comparison with other years, was very light. On top of this came many cancellations in the made-up lines, so that at present, dealers who ordinarily carry a wide range of furs, have practically nothing on hand. "Any dealer who decides to buy now, is about five months too late," was the statement made to

Dry Goods Review by one prominent manufacturer. "On account of the large amount of liquidation in the market for raw skins, it is feared there may be a serious shortage next year. At any rate, there is no gambling in skins this season and no drop in prices will occur until the fall of 1921, at the earliest."

Prices More Normal

The outstanding effect on the fur trade due to the present uncertain state of affairs, is that cancellations out of furs, and smaller districts are more normal than for some time past. Small retailers are practically cleaned out of furs, and smaller districts are finding it best to draw from the larger sources of supply, as in this way, they secure newer goods and individual requirements are met with more general satisfaction. The smaller retailer will find it pays better to clean up his fur stock each season, and having learned from experience this year that delay is dangerous, he will not put off his entire buying for one big scoop, but will buy, whenever an occasion offers, just enough for present needs.

CUTS INTERCHANGED

Dry Goods Review last month published a number of very handsome fur cuts, the illustrations being furnished by prominent Canadian makers. Owing to the fact that some of the copy came from Montreal a serious mistake occurred in crediting the wrong firms in two instances. The illustrations accompanied by the name of Laberge and Chevalier were really the exclusive creations of Silver Bros., Montreal, while the illustration of the new hooded model credited to Silver Bros. was the property of Laberge and Chevalier. It is to be very much regretted that such an error should occur and it is to be hoped that this explanation will meet with the approval of the firms concerned.—Editor.

ALL OFFICERS OF DOMINION R. M. A. RE-ELECTED

The officers of the Dominion Retail Merchants' Association for the year 1919 were all re-elected for the ensuing year. They are as follows:

The executive is: President, J. A. Banfield, Winnipeg; first vice-president, J. G. Watson, Montreal; second vice-president, W. P. Ball, Assiniboia, Sask.; third vice-president, A. O. Skinner, St. John, N.B.; fourth vice-president, T. A. Gaetz, Red Deer, Alta.; fifth vice-president, W. J. Hopgood, Halifax, N.S., and Prince Edward Island; sixth vice-president, G. H. McRobbie, Vancouver, B.C.; treasurer, Henry Watters, Ottawa; secretary, E. M. Trowern, Ottawa.

Autumn Fur Sales May Be Postponed

Action in Montreal and United States Dependent on Attitude of British Dealers—Strike Delays Trade.

MR. R. S. Coltart, managing director of the Chatham Fur Auction Sales Co., who has returned to Montreal after attending general meetings of representatives of the Canadian and American fur manufacturers and dealers at New York, stated when seen by Dry Goods Review that there was a strong probability of the fur auction sales planned to be held here in September being postponed, possibly until next spring. This, he said, would necessarily be contingent upon the action taken by the great London fur marts.

Mr. Coltart said that the meeting at New York had been largely attended by the leading fur auction sales companies, and fur manufacturers and dealers were represented for a discussion of general trade conditions.

After a general discussion the fur manufacturers and dealers made a strong request that the fur auction sales companies of Montreal, London, New York and St. Louis postpone their autumn auctions. This decision, said Mr. Coltart, was largely due to the big strike of the fur workers in New York, which was now in its fifteenth week, and which had greatly delayed operations in the trade.

Added to this was the great rush of manufacturing necessary to take care of the heavy retail demand for furs during the last two months of the year. Owing to delays caused by the strike, and other interruptions, said Mr. Coltart, preparations for this early winter business would involve such great pressure on the trade as a whole that any large attendance at the sales would be impossible.

The representatives of the different fur sales companies, said Mr. Coltart, promised to give this situation careful consideration, and the principals of the Canadian and American companies expressed their willingness to accede to the wishes of the trade, provided that the London fur interests would adopt the same course.

Following this the dealers and manufacturers formed themselves into a committee, with the object of laying the whole matter before the London fur sales companies, and an early reply is looked for.

Mr. Coltart said that, following these discussions at New York, the Canadian Fur Auction Sales Co., Ltd., which had planned holding its second sale here during September, would now delay action, pending the reply from the London companies.

In the meantime Mr. Coltart said that the company was getting together a collection of Northern Canadian furs for the sale, whenever it might be held. This collection, he said, though smaller in quantity than last year, owing to transportation delays and lighter trapping, would probably be the most beautiful collection of furs ever gathered together at one sale. Announcement with regard to the holding of the sale here would be made as soon as the attitude taken by the British dealers was ascertained.



HANDSOME SEAL MODEL

A smart Hudson seal coat displaying a number of new features, including large shawl collar of Kolinsky, bell cuffs and smart pockets. The model is lined throughout in handsome silk. Courtesy Cummings and Cummings, Montreal.



CC FURS

STOCKS ARE LIGHT

HUDSON SEAL COATS

will be in demand

OUR PRICES ARE RIGHT

CUMMINGS & CUMMINGS

Manufacturing Furriers

MONTREAL



A Novel SILVER Design

This handsome SILVER model of Hudson Seal has two capes, the large lower one of Hudson Seal, and the smaller one of Mole. The treatment of the front closing and the unusual hem both give a slender effect that eliminates any appearance of bulkiness.

This model was shown in the July number of DRY GOODS REVIEW and inadvertently another manufacturer was accredited with the design.

SILVER BROTHERS

Factory: 37 Mayor St., and Show Rooms, 47 Mayor St. **Montreal, Que.**



Foremost in Fashion's Van

It is the good fortune of Laberge Chevalier Furs to create an effect at once arresting and pleasing. They are both exclusive and popular, appealing to the luxury-loving, and to those who must consider quality and wear.

The above charming model in Seal with shawl collar of Squirrel, was shown in July's Dry Goods Review, the credit of which was inadvertently given to another manufacturer.

LABERGE, CHEVALIER & CO. LIMITED

MONTREAL

TORONTO
John Maitland, Rep.

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Martin Williams, Rep.

MOOSE HEAD BRAND FURS



FUR CATALOGUE

WINTER, 1920

The above cuts illustrate five pages from our current catalogue, which contains 33 pages of similar illustrations showing 125 styles in fur articles and over 1,000 price quotations

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Millinery Openings in Montreal

Stage is Set for Great Formal Displays in Leading Wholesale Houses on August 30th—Trimmings Very Important—Fabric Shapes Strong for Tailored Wear—Feathers, Tulles, and Velvets Used to Fashion Lovely Models.

THE Montreal wholesale millinery openings are scheduled to occur on Monday, August 30th, but many, if not all of the many exquisite models, both imported and of local manufacture, are already being displayed in the different showrooms of the wholesale trade, where they have been seen by Dry Goods Review.

The hats shown are either large or small. In this respect the designers have made no compromise, except when by means of trimming or an oddly cut brim, the hat gives the effect of being medium sized. The latter feature is one of the most noticeable this season. One sees notched, slashed and fluted brims, the general tendency being to feature a shortness of line from front to back, with somewhat flaring sides. The evening, or dress, hats remain quite as large as ever, with drooping brims and are shown in either velvet or tulle. They have little trimming, and one distinctive specimen's only adornment was a navy curled ostrich tip, matching the exact shade of the velvet, and several yards of navy grosgrain ribbon which was knotted through a slot in the brim and fell in streamers below the wearer's waist.

Vivid Colorings Survive

In the line-up of millinery seen at these showrooms, one was struck by the unusual amount of vivid coloring which is being used. While the colors are not so bizarre as those of former seasons, the handling of the fabrics and color contrasts is unusual to a degree. Some of the new colors which will find favor this season are "folly," a bright cherry; "flamingo," a deep coral, carefully reproduced from the feathers of the bird of the tropics; "cochin," a golden brown; "capri," a deep Venetian blue; "ochre," a shade between Nile green and olive; "lapis" and "cinder," both gray shades, and "copper" or "henna," which varies from red brown to orange, and which is considered as the ultra fashionable color of the hour.

Feathers on Small Hats

Feathers and embroidery made up the trimmings for the smaller hats. The toques and turbans were embroidered with wool, silk, and silver and gold in elaborate design. The tam, held in place over a shape, which made it more conventional than the tam as it is always considered, will be very popular this season, and the turban still holds its place among the well-established types. Very few of the hats were trimmed high, and on the smaller ones the plumes and softer feathers fell over the shoulders. There was a marked absence of ribbon as trimming, but flowing veils, heavily embroidered, were draped over many of the smaller hats.



Velvet and Silver

This handsome dress model of rich black velvet reveals the artistry of simple trimming motifs. Velvet leaves are bound with silver—silver outlines the sweeping brim.

For Tailored Wear

Duvetyne, hatters' plush, and beaver are the materials favored for everyday wear, and these three fabrics are combined in an inexhaustible variety of styles, both in the stiff sailor shapes and also in the "Marquis" or tricornes, and the soft draped models.

The Smartest Trimmings

One cannot enter any of these interesting exhibits without realizing that feathers are going to dominate every other trimming for winter hats. Everywhere is an amazing profusion of ostrich (glycerined and natural), hackle, coq, paradise, aigrettes, wings, pompoms, etc. Metallic ribbons, braids and piece goods are also lavishly displayed, as well as cire ribbons and bead novelties. The more one views these interesting exhibits, the more one is impressed with the originality and artistry which have gone into the fabrication of each and every hat. Every house interviewed reported an excellent volume of "placing" business, especially in the higher grade lines, which, though not conclusive proof of more than the usual quantity, does nevertheless, indicate that quality is in the ascendant and higher

prices are no deterrent to successful selling.

Fabric and Fur Sets

The leading novelty of the season is the combination hat and scarf set in dark colors, both of fabric and fur. One such set was composed of a neat little round turban of "rouille" duvetyne with triangular sections of dyed squirrel in front and back, as well as on each end of the matching scarf, which was about two yards long and eight inches wide. Flung about the throat, these scarves will add infinitely to the attractiveness of the fall costume.

Some of the Smartest Models

A brief description of some of the best models seen this week may indicate the trend of the fashion better than any amount of generalization.

A small black velvet hat had its upturned brim completely faced with rose colored Ghoura feathers.

A jade green duvetyne turban model was simply trimmed with a single jade plume laid against one side.

A nigger brown panne velvet "picture" shape had a fan shaped section of the same toned accordion pleated silk on one side, and a narrow strip of gold braid was stretched from crown to brim to lighten the sombreness.

The newest use of feather trimming is to insert stripped ostrich flues in a given color, in porcupine effect, into the fabric of the hat itself, preferably panne or Lyons velvet. This process is entirely accomplished by hand, and the fluffy effect thus attained is particularly striking and original.

Another gold metal-fabric draped toque was adorned with a spray of metallic blossoms, cleverly posed in the front.

A jade green panne Gainsborough shape was veiled with taupe tulle and faced on the under-side with taupe panne. An uncurled ostrich band encircled the crown.

Another taupe panne dress hat had its broad brim latticed over with taupe cire ribbon, in the interstices of which slender flues of ostrich were caught and a knot of burnt orange velvet was posed on the left side.

In the Shop Windows

In the many attractive windows of the department stores are being shown many French imported hats of extreme originality and startling color combinations. One Napoleon draped hat displayed was made of taupe velvet, the edge of the upturned brim was bordered with blue, green and copper-red wool, braided together and couched invisibly to the velvet. A huge tassel of the wool hung jauntily at one side over the wearer's ear. Further on was noted a henna velvet toque, draped over a stiff foundation and trimmed simply with a glycerined ostrich bandeau in the same shade. A vivid cerise toque was fabricated of rows of broad cerise velvet ribbon woven together, with touches of silver braid to provide the metallic touch. Superimposed upon it was draped a large Chantilly lace veil in black hexagon mesh, which was bordered at the lower edge by a four-inch wide black velvet ribbon throat band. A smart pink velvet rose with silver foliage was attached to this band. Another veiled model was made of coq feathers which descended in chignon effect behind to the wearer's neck. The veil was heavily embroidered in turquoise blue chenille.

Many Fabrics Introduced

The wholesalers are specializing in a variety of millinery fabrics this season, to judge by the displays in their showrooms. Beaver cloths in blue, taupe, black and gray, are shown side by side with panne velvets, gold and silver cloths in openwork and closer woven finish, cobweb embroideries of metallic thread and lace exquisite for dressy hats, and fur and chenille fabrics for wear later on, when the snow comes.

Mourning Wear

For those in mourning, the designers have prepared more than usually effective shapes in toques, turbans and picture shapes.

Georgette is extensively used for these hats on account of its dull crepe-like finish, which does not give that weighty effect, so often a feature of the real crepe. Large jet hatpins, and dull prints and beads, as well as smart cockades and bows of grosgrain ribbon are the accepted trimmings of the season. The majority of models have a white georgette or crepe facing, which is now becoming increasingly popular even with those in the heaviest mourning. Georgette veils, with or without embroidered hems are also shown separately, to be used with several toques if preferred by the wearer, instead of being used on one hat only.



Chic Fall Raiment

An unusually smart little toque formed all of gros-grain ribbon and boasting a big bow for trimming worn with a suit that is extremely tailored and accompanied by a pair of smart kid gauntlets and a boutonniere.



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We manufacture all our hats, and we are therefore able to offer you much better values than you can obtain from jobbers or importers. A visit to our sale-room, while in the city at Exhibition time, will convince you of this.

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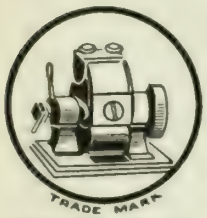
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Rainproof Maline
Ideal for Millinery and Scarves.
Resists rain, dampness, snow, sun, and perspiration.

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Ladies' Fancy, Steel No. 1 WOMBAT Jackets. 42 to 45 in. length 240.00

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Installation of new machinery of the latest design has enabled us to extend our facilities for turning out high quality Children's Woollen Garments of all kinds.

Priscilla Quality
Children's Woollies

have always maintained a high standard, and with our improved facilities we are constantly increasing our range of styles and sizes.

Dealers will shortly have an opportunity to view our samples for Spring, 1921 trade. Watch for them!

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Spring Deliveries in Women's and Children's Cotton, Mercerized and Silk Knitted Undergarments Will be Made at Considerable Advances—Effort Being Made by Mill Owners to Overcome Many Obstacles—Deliveries Improve Slightly.

INCREASED demands, shorter working hours, higher wages and a general slowing down of production—this is the situation in the mills handling all lines of knitted goods today.

The mill owners see only the faintest hope for an improvement in the next year. It is costing them between 30 and 80 per cent. more to turn out their various lines for Spring 1921, than for goods that were delivered last spring. It is therefore, obvious that prices for the 1921 deliveries cannot be lower.

The leading mills of Ontario were visited by a representative of Dry Goods Review this month, and the mill owners without exception lucidly explained the difficulties being faced in view of the continued universal shortage. Some were less skeptical than others, of course, but everyone interviewed admitted that a serious condition existed, and that novelties would have to be sacrificed, and all efforts concentrated on popular and staple lines if the orders for Spring 1921 were ever to be filled.

"Is it fair to ask the retailer to pay further increases?" Dry Goods Review asked several of the mill owners, in the interests of the hundreds of Canadian merchants who feel that they must exercise additional caution in making this season's purchases.

Here are some of the facts given by one big Hamilton mill owner in answer to the query.

Some of the Reasons

"Our operatives are working only 49½ hours a week now," said one man. "In many instances production has fallen off to the extent of 60 per cent. We have increased our wages 100 per cent. since the war began and 25 per cent. of this has been added since the armistice was signed. We have been forced to pay bonuses to our operatives to keep them working their full time, and we have offered bonuses to those who would bring in other workers, so badly have we been hampered by the labor shortage."

Bonuses for Steady Workers

"We figure just at present that we are getting about 60 per cent. efficiency in our mills," continued this owner, "and we are paying 10 per cent. bonuses to the operatives who work their full time, in an endeavor to speed up production. In addition to all these difficulties the cost of the higher class yarns has increased and so it is self-evident that with the continued shortage prices cannot drop for some time yet. Any possibility of a drop in prices depends upon when we will be able to effect a noticeable improvement in output. At present we do not see that we are going to be able to do a great deal along this line. In the meantime we are concentrating entirely on the needed lines and not touching novelties of any kind."



Neat Undergarments

Simple, practical underwear is being universally adopted. This new model vest of the "opera" type is particularly attractive, while the mercerized bloomers represent one of the best selling lines on the market to-day. Courtesy J. R. Moodie (Peerless Underwear Co., Hamilton).

Fall Deliveries

Fall deliveries will be late according to the mill owners, for deliveries of yarns have been very bad indeed and as already stated the difficulties of securing efficient labor have proven a serious handicap in many mills. One mill reported that they were sold up as far ahead as February, while another stated that some lines for 1921 had already been withdrawn with the hope that production could be caught up to some extent on other lines that are extremely badly needed by the trade. This latter firm said that their Fall deliveries would be fairly well on time as a result of the policy adopted—that of concentrating on a few essential lines.

Why Prices Soar

While referring to the decrease in production, owing to the shorter hours which are in force, one mill owner stated that before the shorter schedule went into force one of the mills had been turning out 1,000 dozen a day in one line. Today with the new schedule the same number of operatives are turning out 400 dozen a day. These are just a few of the facts contributing to steadily rising prices.

Styles in Underwear

In view of the fact that he must become resigned to still higher Fall, Winter and Spring prices, it would be well for the retailer to post himself on particulars concerning the lines that the travellers will show him in the course of the next few weeks.

Better Goods in Demand

In the first place, although he may know it already the retailer should not lose sight of the fact that the trade is constantly demanding the higher class lines, in spite of advancing prices. With regard to the bogey of the luxury tax he need not fear, for only the more expensive garments in pure wool will require the luxury tax slip when the sale is made. Practically all the lines of women's and children's fine cotton, mercerized and lisle thread undergarments will be free from the luxury tax, and even some of the models fashioned partially of silk will be obtainable at exemption prices.

The mills are avoiding the manufacture of very expensive novelty lines for this very reason. There is not time for making both luxury lines and practical

lines—so they have chosen the lines that are bound to sell—fine cotton and mercerized lines in sensible, comfortable designs.

The Styles That Lead

Practically two-thirds of the trade today want sleeveless garments, stated a manufacturer, who makes a specialty of opera or evening vest lines that boast straight, plain tailored lines with neat ribbon shoulder straps, doing away with unnecessary bulkiness and any possible discomfort.

This maker is finding it paying to concentrate on these lines and his mills are now making one novelty that should be eagerly sought by retailers for the Spring trade. It is an opera vest with an elastic run in a dainty shirred ribbon casing at the bust. Flat shoulder straps assist in holding this neat garment in place, and the fact that it comes in both white and pink enhances its attractiveness considerably and should render it one of the Spring's best sellers. The model will be illustrated in the September issue of Dry Goods Review.

Another smart line that should prove very acceptable with the Spring trade is a pretty little mercerized vest, finished with a glove silk top.

Bloomer Lines Wanted

The preference at present is for separate garments, though the vogue for combinations is growing, too. The popularity of the opera vest has increased the demand for knee length bloomers in mercerized effects, both pink and white and in other pale tints.

"We cannot turn out our various lines of bloomers quickly enough," said one big mill owner, who specializes exclusively on women's and children's fine knitted undergarments. "We are continually being asked for repeat orders and we will not be able to accommodate nearly all of our customers."

This maker turns out a complete range of knee length bloomers in black, white and pink in cotton, mercerized and pure silk. The style with elastic at waist and knee has the biggest sale.

The Modern Tendency

"Women's dress is more sensible than it ever has been before when it comes to undergarments," said one mill owner, who has been handling all lines of underwear for over thirty years. "There is no need for cumbersome, heavy undergarments in Canada, where we have such warmly heated homes. The light undergarment and the heavy wrap for out of doors has become the solution to a long established and wrong principle of overdressing indoors. We have no call for the ungainly sleeved garments of a few years back and we are doing all we can to give the trade good plain lines, neatly tailored and slightly but daintily trimmed, so that no one will be burdened with unnecessary underclothing. Tailored lines now predominate and we feel that they have come to stay like comfortable sports togs and the sensible one piece bathing suit."



Henna and Grey

A charming version of the tie back is this dainty wool model in henna with trimmings of grey chinchilla in cuffs and the surplice collar, which continues in sash ends and ties at the back. The demure little hat is knit to match.

BACK FROM VANCOUVER

Mr. Robert Strain, of Manzer's department store, Woodstock, Mr. W. G. DeWolfe, of DeWolfe Bros. hardware store, St. Stephen and Mr. S. E. Fisher, of W. H. Thorne Co., Ltd., St. John, have just returned from a trip to Vancouver, B.C. These three gentlemen represented the New Brunswick Provincial Board of The Retail Merchants' Association at the Dominion Convention of the above named organization. They report a splendid and well attended convention of business men.

Sweaters Up—But Not High

Sample Rooms of Leading Mills Viewed This Month—Lighter Weight Materials to be Used —Tuxedos and Tie-backs Take Lead in Styles—Export Trade Growing.

"IN LAUNCHING the tie-back sweater last spring we decided to put out only one line at first," said a maker of wool and silk models, in exhibiting his sample goods to Dry Goods Review this month. "The demand is so insistent already that we have planned to introduce several new versions this fall, and with our tailored tuxedo models we expect these new tie-backs to capture the bulk of the trade."

For Sports Wear This Fall

All the mill owners have been busy the past few months on the best collection of designs seen in many seasons, and with the approach of cool days it is expected that the wool models will have a splendid vogue for out-of-door sports wear, while silks in dressier lines will constitute the bodice portion of many good looking indoor costumes. In this latter capacity many believe that the tie-back will monopolize the field. The summer has seen the disposition on the part of smart women to favor separate skirts. In winter time many smart new silk or wool novelty skirts will be seen and with these the tie-back in one-toned effects, will be extremely smart. For the school miss, too, nothing could be more practical than the wool tie-back in a sensible shade, when worn with a smart navy kilted skirt.

In one of the mills visited these wool and silk tie-backs were being featured ahead of every other line, and special designers had been working all summer on the new lines that are going on the market for the early spring.

The Useful Tuxedo

For the immediate trade the tuxedo jacket in all sorts of smart designs will be in strong demand. One of the best looking styles shown was the model with the checkerboard design on collar and points illustrated in this issue. Narrow belts are invariably preferred, while flat-lying collars of medium width and neat, long, close-fitting sleeves characterize the best models.

Certainly color is not lacking in wool models any more than in the lovely creations in silk jersey or tricolette.

All the vivid shades named on this season's color card are represented, including a wide range of blues, some really daring greens, and all tints of rose and brown. Seal is to have a remarkable vogue, while Autumn browns, good greys and navy as well as black will be featured in the regular lines.

For Street Wear

With the advance of the present Fall it is expected that wool sweater coats



will make their appearance as part of a smart street costume in company with checked or striped skirts in any of the novelty serges and scraped surface materials, upon which France has placed her seal of approval.

The illustration which constitutes the frontispiece in this issue gives an excellent idea of the smartness implied to the Autumn costume when a sweater coat is well chosen. It is of the simplest tuxedo design, there is nothing out of the ordinary in the stitch, the scarf is equally simple, but the whole effect is unquestionably smart. This type of costume will certainly be adopted by well-dressed women and tuxedos in "drab" shades will therefore be called for.

For colder weather wear the fancy stitch will be replaced by models of jersey-knit or fine rib effect just as the pull-over so widely worn this Summer has gone completely off the market to be replaced by the coat styles and tie-backs or bodice effects. The newest idea in wool coats is the cross-bar, self-toned, in jersey-knit tuxedos, held closely at the waist with a girdle with ends deeply fringed. So sure are the makers that this type of coat has now been accepted as a necessary item of every well chosen wardrobe that they are already manufacturing whole suits in ribbed design and invariably in two-toned effect.

For the Spring Market

In viewing the high priced knitted lines that include smart jackets and over-the-skirt blouses of every description in tricolette it is apparent that no lack of novelty will characterize the modes for next spring.

Dry Goods Review saw a collection of jersey and tricolette models this month in which were incorporated all the newest features that will make their bow in 1921.

Vivid Colors Seen

The color note sounded is rich in the extreme—beauty and folly reds; jade, meadow and emerald; rich, golden yellows; saffron, blues of every vivid shade, pinks, turquoise and black, of course. Combinations of pink and white, blue and white, black and white and jade and white are very effective, but in the high priced lines vivid combinations are not encouraged. The demand is expected to be strong for the monkey-jacket variety of bodice in tricolette again, though certain new features will be added as regards length of tunic sections, sleeves, style of neckline, etc. The slip-over blouse with contrasting trimmings of hand embroidery or braiding are to be featured. These models will be adopted for afternoon wear during winter and early spring.

Lighter Weight Materials

There is one very important feature characteristic of all the newest tricolette models—the materials are considerably lighter in weight than any that have hitherto been used in the manufacture of high priced models.

"Next spring will see a decided difference in the weight of tricolette used by all the manufacturers," said one mill owner in discussing this feature. "We used to think that in order to look expensive, a tricolette model must be weighty. We have experimented and found that the lighter weight weaves are more comfortable and usually more becoming. These tricolette models are not worn for warmth—they are worn as a fashionable bodice, and it is absolutely uncalled for to use a heavily backed tricolette when a light one will keep its shape and give really a daintier appearance. We can offer our goods at better prices, too, by adopting this policy and this will undoubtedly appeal to the trade."

A Fine Collection

This particular maker displayed his complete line which is being made ready for the spring trade and all the models seen were fashioned of the light, single weight tricolette. Lovely designs were noted, including unique yoke effects applied contrasting sections such as white back and front panels on a rose model or scarf collar and yoke section of blue on a white model. The slender lines and neat untrimmed appearance of many of the better models provided excellent contrast to others that displayed unique bits of embroidery or bandings of brush wool or angora. The filet models were also shown in considerable variety and were very effective in coat styles. One particularly striking model was in beauty red, without any belt. The jacket closely resembled a Mandar-

in jacket and the bell sleeves added to its picturesqueness. Both long and short sleeved models will be seen next spring, but according to the sample lines the short sleeves will be confined to over blouse models and will not be featured in tuxedo styles.

Up, But Not High!

Asked as to prices, this mill owner stated that prices would have to be quoted higher than last spring. "There is no argument there, it is a natural consequence in view of increased cost of production," he said. At the same time the dainty filet models described above are to be retailed around $12 apiece while any of the novelty lines being turned out by the Canadian makers will not run much over $20 and will for the most part sell to the sweater devotees next spring for between $12 and $18. Many smart wool and jersey knit models will be placed before the consumer at prices considerably more modest than these.

Skating Sets

The sets of scarfs and tams being fashioned by the mills for the winter trade are very attractive. Very wide brush wool sets are made especially for the juvenile world, while skaters and snow-shoeing enthusiasts will also find becoming styles among these cozy wool accessories. The tams are unusually smart in plaided effects, while scarfs exploit great variety of design and favor very wide widths, even to shawl effects, as well as the narrower scarf styles for wear with heavy tweed suits or rough top coats.

Export Trade

One mill owner whose plant is now busy on bathing suits, underwear and hosiery for next spring, stated that they were anticipating a decided increase in the number of orders from Australia.

"We have been doing quite a large export business to Australia, and it is getting better," said this maker. "We send out our regular lines in bathing suits and underwear and have had most satisfactory dealings with our trade in the Antipodes."

Bathing Suits

The bathing suits for next year are in very pretty color combinations and are in the regulation one-piece styles, with skirt sections attached at a low waistline.

The V shaped neck is popular and also the sleeveless model. Stripes are good in decided contrasts and trimmings of any superfluous nature such as sashes are conspicuous by their absence, except in novelty lines.

The mill owners have a splendid variety of attractive lines in the making for the spring trade and if the demand keeps up for knitted accessories as it is expected to, the silk and wool sweater will have its greatest vogue in the Spring of 1921.

Fitting Rooms in Period Styles

Model Brassiere Co. Open Elaborate New Suite in New York Offices

The show rooms of the Model Brassiere Company, 200 Fifth Ave., New York, were recently redecorated and remodelled on an elaborate scale, and the artistic appearance of the rooms has caused quite a stir among the buyers who have visited the New York offices recently. Mrs. Hazel Adler, well known as an interior decorater, designed the scheme throughout and had full charge of the work. One of the rooms is in Japanese design, while another exploits smart Batik draperies; and, the effect of decorating each room in a distinctive period or style is quite unique and illustrative of the modern tendency for handsome office suites, where stern business is transacted among luxuriously appointed surroundings.



Two-toned Sweater

In two very pretty shades of blue is this smartly-tailored sweater, with its smooth setting shawl collar, front trimming sections and fringed girdle that ties snugly about the waist.

Buyers Talk on Styles and Prices

Cotton and Wool, and Silk and Wool Mixtures Favored in Exclusive Lines—Plain Knit Lines Growing in Favor—No Demand for Colored Silk Hosiery—Wool for Fall Very Fashionable—Silk Gloves Lead.

NO SATISFACTORY solution of the 1921 spring underwear problem has been arrived at, according to buyers from the retail stores, who have been visiting the United States markets. Production is at present two-thirds lower than pre-war standards. One knit goods buyer in a large Montreal store stated this month that the price of all lines for the coming winter would be at least 20 to 35 per cent. higher than last year's price. Cashmere hosiery will be 15 per cent higher. Mercerized yarns in both hosiery and underwear have advanced 30 per cent. In the latter, it is expected that pink will continue to be a strong seller for the season of 1920-21. Original placing in all orders, is the only delivery promised at present by the manufacturers for this year. Prices quoted at present will hold probably until or very early in the spring, according to the buyers who have most recently returned from New York.

Cost of Production Firm

Although wool in general continues to ease off, both abroad and in the U. S., there is no indication of any lowering of production costs for some time to come, and all lines of woollen and cashmere underwear for men and women will continue high.

Swiss rib underwear and Scotch merino are already in good demand here and prices on these better class lines are still climbing. Canadian factories have a plentiful supply and no indication of any shortage is apparent. Cotton and wool and silk and wool mixtures are most popular in the more expensive range for both men and women and the demand for one piece garments is reported to be less than that of the separate vest and bloomers, the latter being of jersey, glove silk or cotton, as preferred. Black, flesh and blue continue as popular as white in these lines. Retailers also report a demand for underwear which comes just under the tax limit, and are endeavoring to meet the customer's demands as nearly as possible.

According to several of the buyers interviewed by Dry Goods Review, the plain knit underwear is growing in popularity each fall, as it is fast being recognized as by far the warmest fabric, the rib-knit kind having a tendency to stretch open too far, thus admitting a greater proportion of cold.

The strap top chemise or vest in all makes has ousted the embroidered top completely. Glove silk underwear is regarded as a somewhat precarious investment now, as it is taxed on all lines, but from present indications, the price is likely to drop next season, and if cottons continue to mount in price, silk will probably be more generally adopted.



Hosiery Vagaries

Prospects are exceedingly good for fall selling in hosiery and the plain, pure thread silk lines are selling better than they have done for many months past. The fancy lines are still good for evening wear, but are gradually being replaced by the heavy weather woollen sports hose for street usage. One novelty line of sports hose is being shown by Henry Morgan Co., of Montreal, which is remarkably novel and effective for wear with Scotch brogues this fall. This line is developed in Angora yarn, with contrasting horizontal stripes, such as yellow and rose upon a mauve ground. A shot effect in silver and black of silk and wool and ribbed cashmere heather effects are also very new. The demand for embroidered clox, lace fronts and drop stitch is noticeable only in black and white hosiery; colors appear to have run their day. Boys' heavy golf hose are still being sold for younger girls for school wear until the cold weather sets in. Retailers state that dyes are more dependable now than for many months past and few if any complaints are being received, except as regards the fibre or artificial silks and these are seldom if ever satisfactory. The average retail price for a better grade pure wool silk, 18 inch boot hose will be $2, for fall selling, according to most of the retailers, but fibre silks do not appear to be dropping in sympathy.

Fall Lines in Gloves

In fabric gloves, the retailers state the big demand is for gauntlet and 16-button silk and chamoisette lines. The wrist lengths are also good in fancy shades. For fall and winter wear, the heavy fabric strap gauntlet in white, natural and gray will undoubtedly be the leader, as leather gloves are almost beyond the purse of any but the well-to-do. As a matter of fact the demand for silk and cotton gloves is now steady throughout the year and they are the backbone of every glove department.

NO CHANGE IN DRY GOODS MARKETS

(Continued from page 59)

ent willingness to pay these prices, especially with reference to the Swiss market, business from this side is not being sought. A representative of a large French house told Dry Goods Review that it was hardly worth trying to bring really high-class silks out to Canada under present conditions. Tariff regulations made it almost impossible to compete with manufacturers of American silks in view of the very high prices that would have to be placed on all French lines in order to make business pay in the Dominion.

Carpets and Rugs

Trade in this branch of the business went pretty flat when the luxury tax was first introduced, but immediately after a final adjustment by the Financial Minister a recovery was rapidly made and business shows evidence already of a considerable expansion. It is fully expeted that shortage will be the order of the day until well on in 1921, and no one in the trade cares to predict beyond that date.

The wholesalers report an improvement in the deliveries from Canadian mills, though from abroad they are still very slow. Cancellations have no effect upon the British carpet mills, it is stated, for supplies are so short the goods thus turned down can be easily placed again.

IMPORTANCE OF LITTLE THINGS

It is said that there is always a best way of doing everything, if it be merely to boil an egg. In an organization, there are many little things, seemingly as trifling as the boiling of an egg, but which nevertheless must be done the best way if they are to contribute the most good to an establishment. It is the little things of a business, like the little things of life, that go to make up the perfect whole. Each and every member of an organization has many little things to do, seemingly sometimes of trifling importance, so small as to seem to go unnoticed, and yet it is strict adherence to the policy of doing these little things the best way that makes for perfect service.

The Merchandise Outlook

A Review of Present Conditions in the Trade As Outlined in a Letter From a Prominent Glasgow House—Big Demand is From Countries That Have Prospered—Prices Must Advance.

THE Drapers' Record, July 31st, publishes a letter written by a prominent Glasgow firm to a client, and as it is a most able outline of the present situation it is well worth publication so that the trade in Canada will not miss the very excellent points brought out. The letter reads in part:

"In response to frequent inquiries as to trade conditions and our view of the situation, we may state that, as far as we are concerned, we have offered no stock and have no stock amounting to anything of any of our goods. Manufacturers at all times have oddments of goods left on hand, but as far as these are concerned, they are very much below normal. Far from accepting orders at prices lower than March last, we can accept nothing except at considerable advances on the prices ruling then. We can accept no orders for cotton goods for delivery earlier than March-April, 1921, and for woollen goods can deliver nothing before the end of the present year. We have sold nothing at a sacrifice during the past three months, and have heard of no such sales in the trade, nor can we understand the necessity for sacrificing anything.

The Present Lull

"It is quite impossible to forecast the future. The present epidemic of "cold feet," which has spread very widely, shows some sign of abatement. Unquestionably, values of certain goods, notably very fine Bradford stuffs and fine cottons made from Egyptian yarns, have been forced up to limits not justified by any conditions. The margins of Bradford spinners were undoubtedly in the direction of profiteering, but very substantial reductions have been made in spinners' quotations, but it is doubtful whether many people actually followed the advance to the top. The quotations for Egyptian cotton yarns would undoubtedly have followed the very great reduction in the raw material but for the fact that spinnners were well supplied with orders for forward delivery, and have succeeded up to now in maintaining prices very near the highest level, so that they may make a decent showing upon the enormously inflated values at which mills have been recently put on the market. To show any return on these absurd capitalizations, present profits would have to be maintained, and it is not difficult to foresee the effect on the return upon the increased capital when normal times are reached.

"The reports from America of price-cutting have not been without their effect here, but to anyone acquainted with the American market all this has been looked upon somewhat calmly. The American as an individual has probably as much nerve or more than any other nation, but when it comes to business he is the most nerveless object in creation. We have very large interests in America, but excepting from one or two firms we have had no cancels whatever, and such as we have had we have accepted with the greatest pleasure, being mostly placed at levels below the present.

The Real Governing Factor

"All these conditions that we have referred to are local and passing. The great question for the future is the world demand for goods. Unquestionably the great demand has come from the countries which had become rich during the war and were spending money freely, not only for goods that had become necesary, but for others of more of a luxury character—but the fact remains that there is a large area of the world's surface where the demand for goods is entirely unsatisfied; the misfortune is that these same countries have no money wherewith to buy.

"It looks now as if we were wakening up to the fact that these countries must be supplied with either the money wherewith to buy goods, or with goods themselves on credit, and so means be found to satisfy the needs of the peoples. Exchange conditions are for the moment very unfavorable to all these countries. The drop in American exchange has, of course, been very favorable to us, and while it has cost us more for our foodstuffs from the States, it has undoubtedly given a tremendous impetus to our export trade. On the other hand, France and other European countries are unable for the time either to buy new goods or pay for what they have bought.

Higher Prices Next Spring

"As far as our home trade is concerned, the somewhat trifling efforts that are being made, principally for advertising purposes, to contribute towards the reduced cost of living by 10 per cent. reductions and ordinary summer sales are petering out, for the simple reason that the retail houses here, and the public through them, have not yet had to face the present levels of values, and unquestionably next season, both for Fall and Spring, very much higher prices will obtain.

"Speaking generally, our opinion is that prices will not fall appreciably in the near future."

SHOWCARD IDEAS

They Play an Important Part in Selling—Should Be Neat in Appearance

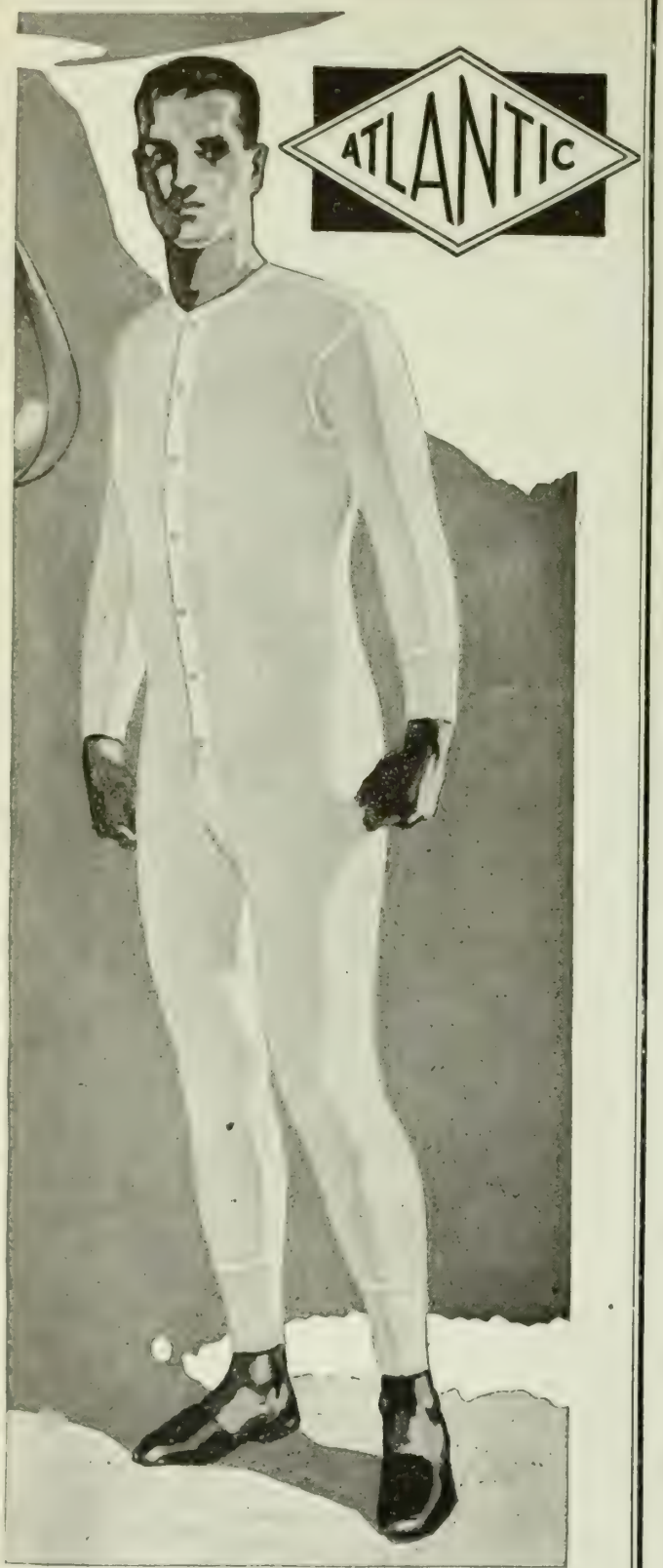
APPEARANCES count for everything in and about a store. The windows must be attractive and the interior also must be attractive. Of course, this is applicable, too, to the show cards. Unsightly cards or tags in a window will not draw business. If business comes it will be in spite of, rather than because of, such cards.

A showcard which is warped or bent presents a very bad appearance in the window, and warp it surely will unless it is of heavy stock, twelve ply or more. The heavy ply board is not always obtainable in the smaller towns, while the four and six-ply cardboard can be purchased even in the smallest towns.

Here is a scheme to overcome warping of the thinner cardboard. It requires but very little effort and will give a pleasing effect and prove most satisfactory and economical. The popular size cards for window display are 14 x 22 (one-half sheet) and 11 x 14 (one-quarter sheet). Smaller sizes than these are not so apt to curl up, and therefore need not be worried over.

For the larger cards, make a light frame the same size as the card. Any light material will do, as it is to be entirely covered. Have one support placed in the centre to keep the frame from becoming lopsided. A stick may be attached to this centre support with a little brass hinge, to hold the frame upright in the window.

After your show card is finished tack it on the face of the frame, using small upholsterers' tacks (or else glue it on). Then run a strip of passe-partout binding around the edges of the frame, lapping it over about one-half to one inch on the face of card. If the passe-partout binding is hard to obtain, cut strips of wallpaper two inches wide. Use this in place of the regular binding. These frames can be used many times and are well worth the bother and trouble to make.



The Underwear That Overwears

Made By

Atlantic Underwear

COMPANY, LIMITED

MONCTON N. B.

E. H. Walsh & Company

Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces

MITCHELL BRAND

DEPENDABLE

Elastic Rib Underwear
Fine Cashmere
Jerseys and Sweaters
Heavy Wool Socks
Tweeds and Etoffes

Our garments are made of best materials. Special attention paid to cut and finish.

For samples and prices—

WRITE

Mitchell Woollen Co., Limited
Mitchell, Ont.

Announcing

A showing of samples for Spring, 1921, which for style, excellence and value are unequalled, in

Ladies' Jersey Cloth Suits and Coats and Silk Hosiery

Our suits and coats are distinctly new and have achieved great popularity, while the thick, lustrous weave, and remarkable wear of our Silk Hosiery make them similar favorites.

Your orders will receive our careful attention, and prompt deliveries are assured.

The Celtic Knitting Co., Ltd.

14 Turgeon St., Montreal

MONTREAL	TORONTO	WINNIPEG
F. W. Singer	H. Smart & Co.	Harvey Bros. & Semple
Room 710 Drummond Bldg.	23 Scott St.	313 Fort St.

Summer Sales Stimulators

AT this season of the year when all boydom is out of doors, engaged in happy, care-free frolic and fun, and incidentally playing havoc with their garments, Buster Brown Stockings make a special appeal to worried mothers.

Designed for just such treatment as they now receive, Buster Brown Stockings offer you the kind of convincing selling arguments which make willing purchasers.

Talk Buster Brown Stockings to your customers—point out the economy of buying stockings designed especially for the wear and tear of boisterous play—doubly and triply reinforced where the wear is hardest. Stockings which are well-fitting and good looking, too.

Buster Brown Stockings will give you the good-will of your customers and insure repeat orders.

Your wholesaler will supply you if you do not carry them or if your stock is low.

Buster Brown's Sister's Stockings are an equally suitable stocking for the girls. Knitted from a fine, two-thread mercerized English lisle, in Black, Leather-shade Tan, Pink, Blue and White, they offer a variety of shades at a moderate price.

THE CHIPMAN-HOLTON KNITTING COMPANY, LIMITED

HAMILTON, ONTARIO



Why Should You Push Circle-Bar Hosiery?



Men



Women



Children

WHY is it profitable to feature Circle-Bar Hosiery?

For the answer, compare a Circle-Bar stocking with other brands.

Circle-Bar has a tapering toe, allowing for the greater length of the first toe, without bunching along the other toes.

Circle-Bar has a deeper heel, which prevents stretching over the instep, and consequent wrinkles below the instep.

Circle-Bar has a narrow, more shapely ankle, fitting smooth as a glove.

Circle-Bar has extra elasticity at top.

Now compare quality! Circle-Bar Hosiery offers better quality at the same price than any other hosiery.

The best merino, pure silk, and long fibre cotton, seamless weave, reinforced feet, absolutely fast colors, and perfect fit, guarantee comfort, style and durability.

Customers realizing these facts buy Circle-Bar. Satisfaction brings them back to your store and you build up a permanent, high-class trade.

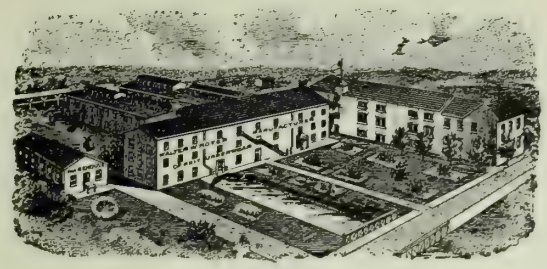
Our travellers are on the road with samples for Spring, 1921. The fine range of special lines in mercerized, lisle, and cotton for Spring stock, will interest you. We also show styles in silk and in merino for year-round selling.

CIRCLE BAR
REGISTERED
HOSIERY

FOR MEN, WOMEN AND CHILDREN

The Circle-Bar Knitting Co., Limited

Kincardine, Ontario



"MOYER-MAID"

Swiss Ribbed Vests

for

WOMEN—MISSES—CHILDREN

"MOYER-MAID" Swiss Ribbed Vests represent a composite of the desirable features looked for by discriminating buyers.

There is an accuracy of fit, a nicety of detail and finish, and an *evident* value that at once places "MOYER-MAID" in the forefront of Select Underwear. *It's a better value product.*

Sold through the Jobbing Trade Only
Ask to See Samples

WALTER W. MOYER
EPHRATA, PA.

Canadian Sales Office:
HAROLD F. WATSON, FOSTER LIMITED
208 Coristine Building
MONTREAL

The Saleability That Spells Quick Turnover

PEERLESS UNDERWEAR displayed on your shelves will find ready sale. Its superior qualities are already known in many homes. Its soft, inviting appearance will attract new purchasers. And the satisfaction gained from every Peerless garment will bring these new customers back again.

For Women—Children—Infants

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. MOODIE & SONS, LIMITED
Hamilton, Ont.

Will Be Shown in September

THE Spring range of Ballantyne Knitted Wear for 1921 will be shown to the trade next month. As usual, the new Ballantyne garments will set a new high standard for attractiveness, style and value. In lightweight knitted coats and pullovers, they are not simply variations of old designs; the new range comprises some original fabrics that will do much to create enthusiasm for these popular garments. We expect a big demand for these exclusive Ballantyne creations, and advise that stocks be checked up now so that you will know what your requirements will be when our representative calls,

Knitted Coats and Pullovers;
Boys' Jerseys; Men's, Women's
and Children's Bathing Suits.

R. M. Ballantyne, Limited
Stratford, Canada



Famed

for its excellence and its good wearing qualities, the ever-increasing demand for

OXFORD

Underwear for Ladies

shows its success to be firmly established.

This great success has been achieved by combining the highest standard of quality with the lowest consistent cost.

See our samples of Summer and Light Weight DRAWERS, VESTS and COMBINATIONS. Wide range of pleasing, quick-selling designs.

The Oxford Knitting Company, Limited

Woodstock, Ontario

Western Representative : T. H. Wardell, 24 Aikins Block, Winnipeg

H. R. Blade, Carleton Chambers, Ottawa F. W. McLean, 5 Paddock St., St. John, N.B.

Arts and Crafts in the Large Stores

Every Effort Being Made by the Leading Retailers to Have the Art Needlework Departments a Rendezvous For Feminine Patrons—Expert Needlewomen in Attendance —Exquisite Collections of Laces and Embroideries Shown

GREATER artistry is being displayed almost from week to week in the fancy work departments of the large departmental stores. Elaborate exhibits of art needlework are arranged by expert trimmers to attract the clever needlewoman and many of the biggest dry goods stores in Canada are devoting spacious quarters for the accommodation of customers who wish to perfect themselves in this charming art. Lessons are given in embroidery work, in knitting and in plain sewing in many of the shops, and experts on dressmaking are engaged from time to time to assist customers in home needlework. Frequently in connection with a display of a new line of embroidery silk or a special brand of wool for socks or sweaters an expert in either of these lines will be engaged to instruct the novice in the intricate stitches that can be accomplished "if one is only shown how."

The artist or lover of rare laces and quaint handicrafts will find a realm of interest in the art department of Henry Morgan and Company, Montreal, where five storeys above the noise of the city streets and overlooking the cool tree-clad slope of the mountain, a spare hour may be spent with profit no less than pleasure. This department resembles most nearly a well arranged museum of applied arts and crafts.

Beautiful Laces Shown

Along the walls are glass cabinets filled to overflowing with every product of lace work and embroidery that modern art can produce. The most interesting display is perhaps one of exquisite lace and embroidery imported from Southern Italy. Another case contains specimens of real filet lace in many patterns and varieties. A third contains hand embroidered household linens and accessories, all developed in the newest and most exquisitely wrought stitches. Madeira and other well known embroideries are all featured, each in its appointed section, ranging from the tiniest doylie to the huge bed-spread.

The French Display

Further on, is the French novelty display, carried out in old rose, which comprises the very latest and cleverest ideas in ribbons and laces, made up into such captivating articles as telephone covers and night lights, which masquerade as beauties of the court of Louis XIV. Beyond these is the cretonne novelty case, wherein are things innumerable and perfectly irresistible, all made of cretonne in artistic colorings. These comprise hat, doylie and bon-bon boxes, desk sets, bureau scarves, etc.

A Place For Beads

Farther on again is the bead work display, including myriads of tiny tubes,



Neat Dressing Sack

Charming crepe jackets for boudoir wear are simply fashioned and permitted a generous share of wool embroidery this season. This model is a slip-over with "V" neck and kimona sleeves.

Shown by Belding-Corticelli, Ltd., Toronto.

each containing its own colour, and also, the bead-work looms in wood for the home manufacture of the Apache bead necklaces and bags so popular at present. The looms are proving very popular as Christmas and its attendant gift worries draws closer, and many nimble fingers will soon be stringing the tiny patterns together upon its threads. Other beads of considerable size and irregularity of outline are displayed for cord necklets and bag handles. The latter accessory, by the way, is altogether fascinating when developed in soft leather with side sections of velours, a gay colored worsted rose or two on the side, and a double handle of pebble beads.

Wool Embroidery

After the beads comes an attractive case of children's frocks and grown-ups' smocks embroidered in wools in conventional designs. Here are all types of made-up wearing apparel, ready to be embellished in whatever embroidery one prefers, and household linens and sofa cushions are close at hand, for the same purpose.

Made by the Veterans

One of the most interesting displays is that of the arts and craft work done by returned invalid soldiers and offered for sale for their benefit. Raffia covered pillows, and hand bags, and other woven fabric novelties are well worthy of a place among the others described above.

For the Ardent Knitter

Last, but perhaps the most popular display is that of the knitting wools in all the possible shades known to the dyer. The handmade sweater is still at the zenith of its popularity to judge by the demand for yarns. Experienced saleswomen are always on hand to instruct beginners in knitting as well as in the intricacies of embroidery and bead work.

One of the novelties featured here and there on tables, are the piles of art cushions in many shapes, sizes and colors. The new idea in cushion covers is the parti-colored effect, achieved by means of adopting two harmonizing but oddly shaped fabrics and fitting them upon an oblong narrow pillow, the seams being hidden under a braid or coarse lace insertion. Such a design is excedingly practical and enables one to convert odd remnants into things of beauty.

There is inspiration as well as pleasure to be derived from a close study of the handicrafts so dear to the feminine heart, and it is good to see the embroidery hoop in those hands wherein one saw formerly only steel needles and khaki yarns.



Embroidered Negligee

A simple little mulle boudoir robe in pale lavender with dainty touches of mercerized embroidery in pastel tints. One of the lines shown by Belding-Corticelli, Ltd., Toronto.

ART SILK GOES UP

Both mercerized and art silk yarns have advanced, which means that knitted garments made from them will have to retail higher next Spring. Art silk hose are expected to advance between 25 and 50 per cent. in the next few months.

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents

We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

Made in Canada

French Ivory

A Complete Line of French Ivory Toiletware.

CARL AUSTIN & CO.
Manufacturers
357 COLLEGE STREET, TORONTO

Point of View in Summer Toy Trade

To Which Class Do You Belong—Those Who Show and Sell Toys in the Summer Months or Those Who Quit and Lose Business?

VISITS were recently made to two large department stores in Toronto to discover what was selling in summer toys.

The first firm declared that during this season of the year the toy trade was so small that it was almost dispensed with, only one or two counters being devoted to the regular stock. The new toys for Christmas trade were not unpacked as people were not interested. The manager of the toy department in the second firm admitted that, while summer toy trade was a puzzle at times, he had never found it slack. Playthings had to be found for the child that went to the seaside or beach, and for the one that spent the hot summer months in the backyard. As he wandered up and down aisle after aisle of every kind of toy, he explained, amid the noise of eager children and parents that anything new which was placed on the market was introduced into the department. Boys stood in wonder before huge battleships and inveigled their parents to buy smaller ones. Tiny Japanese creations of celluloid, really obtained for Christmas trade, found a very good market even now. Inspiring articles for picnic use greeted the passerby. The manager reminded us also that "every day is always someone's birthday."

From the toy department steps led to wonderful jungle, an ordinary hallway, the walls of which were covered with animal paper. Beyond this and on the roof of the building was the playroom, where probably one hundred and fifty children were entertained while their mothers shopped. Swings, whirligigs, and tiny chutes kept the children happy under careful supervision for hours at a time. Sometimes the boy or girl wanders down to the toy department again and knows what plaything he most desires mother to purchase before going home.

Just as the point of view made all the difference in the trade of these two department stores, so it does with the small toy shops, for children will play in summer as in winter.

A Flying Adventure

A small toy shop was recently taken over by a young man who had very little experience but a large amount of ingenuity.

He first removed from the window the heterogeneous collection of whatnots which every child in the neighborhood knew by heart. He then made an excursion to the surrounding country and brought back patches of grass sod, which made a very presentable field of his window-floor.

A miniature railroad was then laid down and trains placed on it. Little motors stood along a sandy road, and here and there dolls' houses dotted the field. The usual cows and stray sheep wandered up and down the hillocks. Above it all he suspended one of the larger sized new aeroplane kites at a cost of $21.

Children came in scores, and many grown-ups stood before the window admiring the workmanship of the machine. The owner had on hand smaller kites of the same kind from $1.50 up. With the boys' interest aroused in the larger one these were very easily disposed of.

Indian Outfits

The manager of the toy department in one of Toronto's largest department stores, says that in the summer months there is always sale for Indian outfits for both boys and girls. These are especially favored as picnic prizes or as costumes for childrens' masquerades at summer resorts.

Sample Sales

Many firms make it a regular custom to have sales of their sample books as customers consider that samples are not only the latest on the market but that the variety offered is an added attraction when they look for books.

A New Craze

If there is one plaything with which a child never tires of it is something that makes a noise, and when that noise is pleasant the whole family is delighted.

A popular craze in this line is the Songophone, an instrument made by The Songophone Company, 111 Fifth Avenue, New York. A tune is hummed through the instrument and a very musical effect is produced. Several children, even tiny tots, can form a very creditable brass band with the various instruments made on the order of the flute, the horn, the trombone, the cornet, etc.

Vacation Toys for Kiddies

SUMMER play-time is not complete without a sand pail. Prettily decorated sand pails may be purchased on Monday at 15c.

Buy Baby a Big Brown Bow-wow, Special for 25c

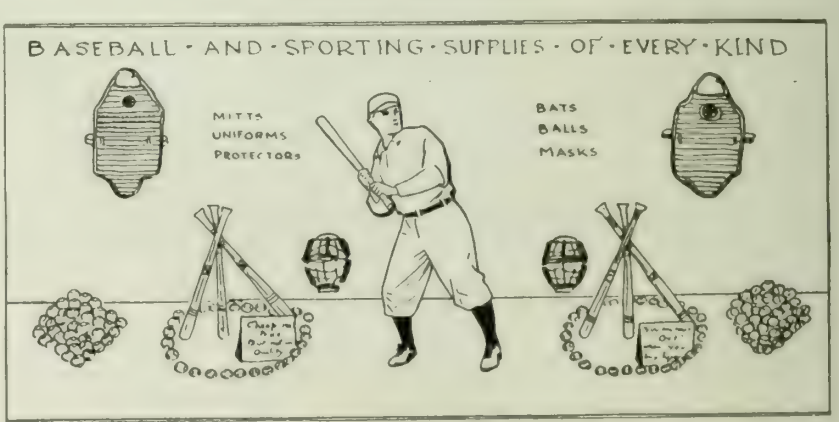
—that runs around on wheels. Covered with leather cloth and stuffed with soft filler. Sale Special, 25c.

Children's Reins With Bells, Sale Special 15c

Fine for playing "horse" on long Summer days. Made of white leatherette with pretty red trimming.

Worth much more than our Special Price, 15c.

Suggestion for a "Summer Toy Sale" advertisement.



Here's a suggestion for a window display that would get the sportsmen of the district interested in what the dealer has to offer. A cardboard figure of a ball player might be placed in the centre of the window or a large picture pasted on the pane. At the back chest protectors, gloves and masks, etc., might be hung up and in the window catchy arrangements could be made with a few balls and bats, with cards such as are shown: "Cheap in Price But Not in Quality" and "You Are Never 'Out' When You Buy Here." The above display is designed particularly for baseball enthusiasts.

Success in Toy Selling Depends Upon Proper Store Organization

By Our Own Representative

A DRY GOODS REVIEW representative recently accompanied a prominent American wholesaler on a tour of inspection of Montreal toy departments, during which many items of interest were gleaned.

To begin with, it was not pleasant to have to admit that most toy departments are at a low ebb just now, and in consequence demand is lower that at any other time. But it appeared to be so in general and therefore our American visitor was led to express surprise that the department stores were allowing the interest which is created at the Christmas season to die away to nothing. All up-to-date American toy departments, he said, were recognized as integral parts of a store, and every effort was exerted by the buyers to build up a year-round trade based on the extra volume of business at Christmas time. This policy was, in every case, well worth the labor and thought necessary to stimulate and increase the required volume of trade. The customers are in the store, and therefore it is not necessary to make any extra effort to attract trade. If the store has the goods, the demand will be created naturally. Toys are primarily gifts for children, but the day has now come when toys are no longer classed as amusing trifles to be discarded a few weeks after Christmas when Bobby has got tired of playing with his train or his blocks. No, indeed! Toys are a scientific development in the education of the child and can, by judicious adaptation by toy buyers to the needs of a community, be made to rank in importance with any of the best selling novelty lines so popular with parents or customers in general. It is the day of the educational toy and it is a matter of congratulation that complete ranges of all lines are procurable from Canadian and British markets without resorting to Germany. Every department store should reckon on advertising its toys as if they were a regular line, not simply a special season's goods and by featuring good toys, well made, varied price ranges, and good arrangements.

In the average store in the medium sized city the toy department usually degenerates into a display of sporting goods or art novelties. The appeal for these lines is so limited that a little more attention to display of seasonable goods in toys would be well worth while in order to regain an appreciable volume of business.

Generally speaking there are only two seasons for the toy market, the indoor and outdoor ones, but tremendous possibilities are latent in the "four-season" idea, generally applicable to other departments of a store in general.

"As the Twig, Etc."

The Autumn and Christmas seasons are sacred to the mechanical, constructional, and educational types of toy, including the wooden block building sets, the steel engineering outfits, metal mechanical toys, and the various sets of playthings suitable for doll's houses or juvenile entertainments, such as imitation dinner sets and services, clay modelling sets and millinery outfits. All these educational toys mark a tremendous advance in the trend of the toy market. It is a truism to quote the old proverb, "as the twig is bent the tree's inclined," but no truer maxim can be found as a basis for encouraging childish hobbies with a view to permanent personal benefit. As a rule, the expensive or complicated toy has far less appeal to the average child than has the simpler, more practical and usable one which can be subjected to ordinary usage or to a diversity of purposes.

Handicraft Toys

There is no reason apparent why the primary handicrafts such as clay modelling, carpentry, dolls' clothes and the various metal constructive apparatus should not be featured extensively for all the year round sales, and even some aggressive method employed to make a special appeal to a certain class or community. In localities where kindergartens are not common these toys should be demonstrated and featured in window displays. This idea will prove exceptionally useful in early Fall or early Spring and should be easily carried out by the department manager, if he knows his locality.

Outdoor Toys

Again, there are latent possibilities in the Spring season as regards outdoor toys and special attention to small details such as marbles, skipping ropes, hoops, balls, swings, gardening tools, kites, and any lines suitable for encouraging outdoor play will bring surprisingly good results to other departments as well.

Summer Toy Trade

In Summer, seaside toys are by no means the only seasonable merchandise. There are many new hand-painted toys of varied descriptions that have lately been introduced, which would be ideal playtime companions for seashore or country needs. Take the new Algerian handpainted figures, for instance, an illustration of which appeared in the July issue. Such toys as these will be very popular for use in sand piles or in the garden when it is necessary to stage a desert or a menagerie. The new, so called, hardwear toys such as carts, engines and trucks, should also sell well for Summer trade.

The main thing, it should be remembered, is to appeal to the child first, directly, if possible, by means of displays of distinctive interest, or else to the parent, with emphasis on the educational value of play. Many stores to-day have a clerk whose duty and pleasure it is to encourage juvenile customers to come in and play with or examine any special lines in which they are interested. No better advertisement could be devised, and it enables the clerk to analyze the tastes of his young customers.

New Wrinkles

The newest wrinkle in supplying the wants and needs of little children is first, to make the plaything hygienic and second, to make the hygienic things attractive and amusing. Bright hued toys must be dyed with harmless colorings. Whenever possible, only the best grades of toys for babies should be carried in stock as inferior rubber, poor dyes or rough wood may cause more than trifling accidents.

All this leads up to the statement that there is no one season nowadays which can be considered best for buying. As has been explained, buying nowadays is so vared that each season has its own special advantages. However, concerns who intend to push their toy business the year round should buy in moderate quantities from month to month, maintaining sufficient volume in each individual purchase to take advantage of price concessions, yet keeping close enough to actual demand to be prepared for any downward trend of market prices.

Retailers who regard the toy business as a purely holiday proposition should take precautions to ensure an early delivery. Uncertainty prevails in factory deliveries in all countries, especially is this true of Englsh goods, for a late delivery spells disaster in toy lines.

Buyers express satisfaction that Canadian-made toys are now procurable in unlimited quantities, and also that English toys are becoming more plentiful while the price has not increased.

The secret of success in the Toy Department is the realization that nothing else can so humanize the character of the store, for its effect is inevitably human and personal rather than material. Viewed, however, from a purely practical standpoint, toys afford a store a closer point of contact with customers, which is, after all, the consummation devoutly to be wished.

Members of the Trade—

When in Toronto for the Canadian National Exhibition visit us at our Showrooms at

77 Wellington St. West

where a cordial welcome awaits you.

Our stock is complete of the following lines

HAIR NETS	NECKLACES	HAIR PINS, all kinds	BAGS and BAG FRAMES
HAIR ORNAMENTS	TRIMMING BEADS	ART NEEDLEWORK	NEEDLES, SAFETY PINS
VEILS	LADIES' JEWELRY	CROCHET COTTONS	GENTLEMEN'S JEWELRY

WRINCH, McLAREN, LIMITED

The Exclusive Smallware Specialty House

77 Wellington St. West

TORONTO



We cordially invite our customers to make their headquarters with us during their stay here at Exhibition time.

"Canada's Exclusive Button House"

A. WEYERSTALL & CO.

Head Office
66 Wellington Street West, Toronto

Ritchie



BLANKETS—
Skeldon, all wool Scotch, made on the Banks and Braes of Bonnie Doon.
Yorkshire, all wool.

FLANNELS—
Fine all wool, pink border.
Cream all wool, 26 to 30 inches.
Scarlet all wool, 25 to 28 inches.
White all wool taffeta.

RUGS—
Plaids, self colors, lustre, all wool.

Place your orders early.

Samples are now ready. We can give immediate deliveries from stock or for import, June to September.

Write for prices.

JOHN E. RITCHIE, DRY GOODS COMMISSION AGENT
591 St. Catherine St. West, MONTREAL

BRANCHES: 64 Wellington St West TORONTO — 543 Granville St. VANCOUVER — 29 Minshull St. MANCHESTER, Eng

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

IMPORTERS and MANUFACTURERS

Art Needlework and Fancy Goods

"Peri-Lusta" Mercerized Cottons — *"Crystal" Artificial Silk*

Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS and HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway **New York** Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada



This advertisement appears as a full page in the leading women's publications, including Ladies' Home Journal, Needlecraft, and Butterick Quarterlies.

Speed Your Safety-Pin Sales With a *Name*

EACH year more than 60 million dollars are spent on notions. Of this sum, the greater share is for articles that have a name and reputation.

The dealer who *displays* these widely known items, makes it increasingly easy for the woman to buy them.

For thirty years or more women have grown accustomed to see in their favorite magazines the name De Long.

It has always been associated with high-quality dress accessories. This advertising is going into thousands of new homes during 1920. "See that hump?" will, this year, become better known than ever, as a standard name for Safety Pins, Hair Pins, Hooks and Eyes, Hook-and-Eye-Tape, Toilet Pins, and Snap Fasteners.

Display these De Long quick sellers, and watch your sales grow.





HE DE LONG HOOK AND EYE CO. OF CANADA, LTD., St. Marys, Ont.

Colonial Quality
Samstag's New York

This is the Trademark That Has Standardized the National Needfuls

on your notion counter and made your customers feel that whatever Colonial Quality product they buy—from hair nets to safety pins—"each is the best at its price."

Buyers from all over the country are commenting on the wide range and exceptional values of our present line and proclaiming that our display is by far the most elaborate conception of its kind—have you seen it?

Notions
Buttons
Drug Sundries
Bathing Goods
Art Novelties
Fancy Goods
Holiday Goods
Ivory Goods
Women's Neckwear
Dolls
Jewelry
Shell Goods
Leather Goods
Leather, Silk and Velvet Bags
Men's Leather Goods
Women's and Children's Leather Bags

Make your inspections of our lines first. They offer many opportunities and very many ideas in store display.

Samstag & Hilder Bros.

1200 Broadway, N.Y.C.

Boston
67 Chauncey St.

Chicago
212 W. Adams St.

St. Louis
507 W. 12th St.

THE ADLERTNEE HOUSE

WOOLS IN ALL COLORS	STAMPED GOODS NOVELTIES
BABY KNITTED GOODS	EMBROIDERY CROCHET THREADS
BOOKS ON KNITTING CROCHETING	FLOSSELL ARTIFICIAL SILK

HAMBLY AND WILSON
LIMITED
11 Wellington St. W.
TORONTO

WARRANTED · THE · SPEEDWELL · REGD · 1,000 · YARDS

The Tape To Rely On

If in quest of absolutely reliable tape you will appreciate

Super India Shrunk Tape

Manufactured by
George Wheatcroft & Co.
Worksworth, England

which establishes a standard of satisfaction for the clothing and wholesale trade, tailors, etc., who use tape extensively.
It is long-wearing, will not stretch or tear, and is thoroughly shrunk.
Manufactured in all widths in 250 and 1,000 yard reels.



THE STAG.

Sole Agents for Canada
and carried in stock by

Walter Williams & Co., Ltd.

MONTREAL 508 Read Building
TORONTO 20 Wellington St. W.
QUEBEC 533 St. Valier St.
VANCOUVER, 217 Crown Building

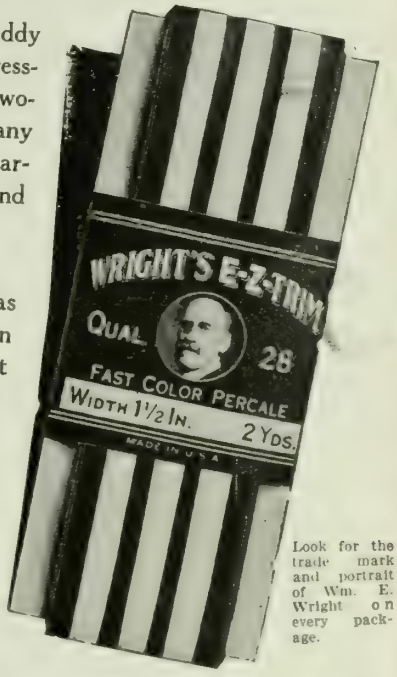
WRIGHT'S E-Z-TRIM

Increases Notion Sales

All ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment—collar, cuffs and yoke.

Made of Wright's Bias Fold Tape, stitched in parallel rows on fast colored percale.

The style of put up makes WRIGHT'S E-Z TRIM *a practical notion item.*



Look for the trade mark and portrait of Wm. E. Wright on every package.

WRIGHT'S BIAS FOLD TAPE

Makes Home Sewing Easy



Made in U. S. A. Since 1898

"W & N" Monarch and Meteor Brands for binding, piping, fancy work and trimming in white, black and colors.

Cut from reliable fabrics of first quality on a true bias, selvages trimmed, seams opened and pressed.

Easily Sold because Easily Used



In U. S. Pat. Off.

Wm. E. Wright & Sons Co., Mfrs.
315-317 Church Street New York
Stocks carried at all Agencies

CHICAGO
R. C. Pafl Co.
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street

Fashion Lavish With Laces; Fad Sweeps World of Dress

It Started on the Race Courses of France and England, Extended to the Arenas of Spain—The Whole World is Rapturous Over Laces, and Canada is Importing Some Costly Lengths.

WITH all the fashion information at hand, it is entirely evident to all concerned, that laces are going to play a most important part in fall and winter fashions, and that once more the lace department will become one of the most active and profitable sections of the store.

There is scarcely a photo or model from Paris which does not accentuate the remarkable prevalence of lace as worn at the fall openings and fashion shows. Buyers returning from abroad are commenting upon the lace craze, because it has been a long time since lace has been the leader of fashions as it now is, and it appears more in the guise of a novelty than as an accessory which has always been "among those present." It is true that modern designers understand the art of draping and adapting the new laces so as to achieve the softest and loveliest effects, such as have never before been seen.

For All Occasions

Evening, as well as afternoon, gowns are almost exclusively of lace of one kind or another, especially in the finer, more delicate laces. Chantillys are in the lead for evening wear, and beaded and metallic laces are quite as popular although almost too expensive to become common. Some of the Chantillys seen this season come in very large, bold designs, which resemble but faintly the finer patterns of former days, and when draped over foundations of contrasting shade are extremely striking. Venetian lace has reappeared this season also, and entire gowns are made of it, as well as of Malines lace, especially in the creamy shades, which seem more popular than white.

Over Metallic Tissues

Foundations of gold or silver tissues make truly magnificent backgrounds for these laces, or better still for the wonderful beaded and spangled nets, which are quite the most brilliant of the season's novelties.

One of the prominent wholesale houses is specializing in a large variety of these gorgeous fabrics, some of which will retail as high as $70 per yard. Among these are spangled nets embroidered in red, etc.; white and gold bugle beads in combination with silk embroidery or nets; gold and jet beads combined with cloth of gold and hand work; gunmetal or crystal spangles on silk nets and iridescent beadings on colored georgettes.

French silver cloth with a rich satin

(Continued on page 148)

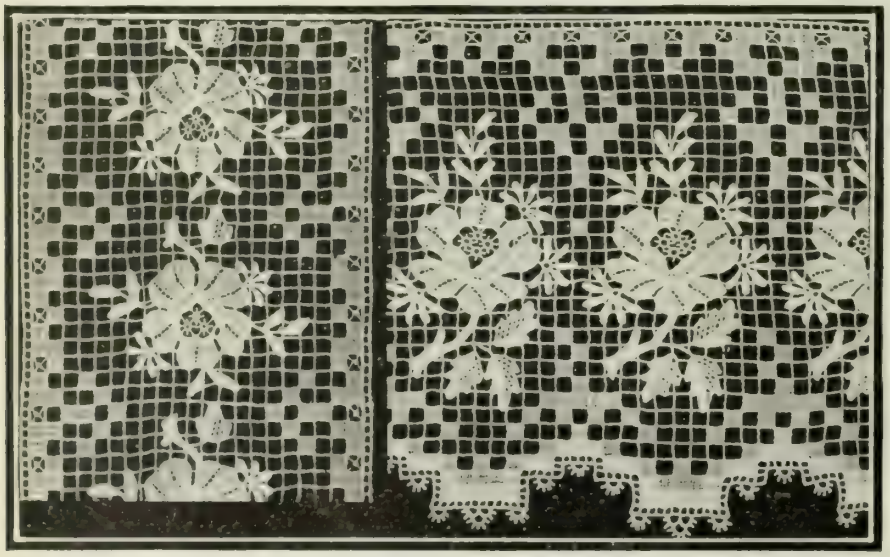


Beaded Net Trimming

A magnificent imported, hand-made, beaded and embroidered net fully described below and shown through the courtesy of Muser Bros., Montreal.

A BEAUTIFUL TRIMMING

The above photo shows a section of one of the newest and most beautiful of the season's metallic fabrics. The background is of black silk net, and the beading is developed in six different varieties of beads. The embroidery is done in two shades of yellow and gold silk thread, while the large appliqued motifs are made of glittering cloth of gold tissue, outlined with opal sequins and dull gold beads. The centre, or corolla of the flower is composed of the tissue veiled with metallic net, and petals of black and gold, studded with jet beads, enhance the gorgeousness of this unique and sumptuous fabric, which is literally worth its weight in gold.



Venetian Lace in Rose Design

The above picture shows one of the newest designs in imported real Venetian lace, which comes in three different widths with insertion to match. The filet ground is extremely good in this lace and will be increasingly popular during the coming season. Shown by courtesy of Muser Bros. (Canada), Ltd. of importers.

Early Autumn Vagaries

Costume Jewelry Arrives in Dazzling Array—Jade, Amber and Antique Designs in Beads Are Favored—All Over Lace Veils Are Extremely Chic—Bags and 'Kerchief Notes.

COSTUME jewelry is the fad of the moment. Fall modes lend themselves most delightfully to these colorful trinkets which will be worn on numerous occasions in place of lavaliers set with precious stones. Novelty jewelry in imitation jade and amber are shown in all the smart shops and the manufacturers of these lines state that they are simply swamped with Christmas orders and are working top speed to keep up with the demands of the retail trade. The extreme luxury tax on high-priced jewelry is believed by many to have affected the vogue for popular priced jewelry, but whatever the reason there is no question that these new necklets, bracelets and earrings are particularly fetching. The craze for beads which originated in the magnificent French bags which found their way to this market last spring, has extended to the jewelry department and now the bead sautoir has made its appearance, fashioned in the same close fashion as the designs which were so admired when the bags were first seen. The most exquisite shades are combined in these dainty vanities and the pendant sections resemble a bit of beautiful inlay work so expert is the workmanship. Old gold with Egyptian rose and turquoise, green gold with emerald and purple, silver with orange and peacock—these are some of the lovely shades that are seen in these charming novelties which will retail between $4 and $15.

The amber and imitation jade pieces are remarkably chic, coming in sets of necklet, bracelet and bizarre looking earrings. Arabesques and tinted galalith drops on cords and chains of antique design are also finding a high favor and the curved bone bead necklets of Chinese design are among the fashionable novelties. With the dark fur shades that are to be seen in street costumes this winter these gay bits of jewelry will be unusually effective.

The Made Veil

There is no question about the supremacy of the made veil. Whether of exquisite lace, richly embroidered in metal threads or of a plain large mesh with a narrow border, the complete veil is favored in preference to the yardage type. On small hats and large the veil must be draped, and for this reason except in the case of decidedly tailored effects, the complete veil is an essential this year with the fashionable costume.

Wide borders, half and half effects,—combining the upper section of lace and the lower section of a coarse mesh—all over scroll patterns, chenille dotted meshes, coarse borders, chiffon hemstitched borders, all are shown in the fall lines which are now on sale in the shops at prices that are not so high as might be expected. For instance a very smart navy veil in coarse mesh with a narrow border on one edge and a wide one on the lower hem is retailing at $2.

Mouchoirs

Handkerchiefs have a place of importance all their own in view of the linen scarcity. It would seem that if quality cannot be had, at least color is to be present, for except for the most formal occasions the embroidered or printed kerchief is quite the thing. The jade handkerchief with small wool embroidered motif in black is particularly smart, and the all-over color effects are now quite as much in demand as the border designs.

Bags

Bead bags are again to the fore and will share the Autumn and Winter honors with leather models in flat designs. Rain-and-shine parasols in colors with white ivory tips and short stubby handles are being featured.

Neckwear is showing a preference for unusual effects in lace and net combinations.



Newest Gauntlet

Ladies' long wrist glove made from lightweight South African cape skin and trimmed with four rows of self-embroidery. A long gore finishes the wrist and a neat pearl dome clasps it snugly. Shown in tan, Havana mastic, field mouse and grey. Courtesy Acme Glove Works, Montreal.

"Julian Sale"—the Leather Goods People—Ask You to Take Note of These Three Important Items



1 **OUR TRAVELLERS** are on their way with one of the largest lines we have ever shown for shipment for present trade and for the holiday demand. The line is unusually varied. We believe just such merchandise will have popular demand from the standpoints of style, design and superior values. You will be advised of the traveller's "call" a few days ahead of his visit. Wait for his "advice"—take our advice—and wait for him.

2 **OUR NEW CATALOGUE,** ready to mail about October 1st. Yes, and it is one of the best that ever carried the "Julian Sale" name—illustrated with cuts made from photographs, direct from the articles. Complete and careful descriptions and all priced so that you can select and purchase as satisfactorily as though you were buying from "sample." Let us have your name for the new "Julian Sale" catalogue.

3 **OUR SAMPLE ROOMS** have been enlarged, refitted, and refurnished. Everything that comes from the "Julian Sale" factories is sampled there, and an excellent and almost elegant array it makes, displayed so that you may see the whole line at a glance. See it to the best of advantage, set out on those rich, purple, plush-covered display tables and stands. You are invited.

Visitors in the trade to the Toronto Exhibition are specially invited to make themselves "at home" with us while in the city. Delighted to have you see the factories in operation—the goods in process of making up, as well as the finished article.

THE JULIAN SALE LEATHER GOODS COMPANY
LIMITED

WHOLESALE :: FACTORIES :: SAMPLE ROOMS :: OFFICES

600 KING STREET WEST, TORONTO

The Accomplishment of an Ideal

is something to strive for, and having striven, something in which to take pride.



That's why our product, known as

"Ace of Clubs"
TRADE MARK

Perrin's own make Glove

is a source of constant gratification to us, signifying, as it does, the topmost rung in the ladder of efficiency.

That the public co-operate with us in the sentiment is amply demonstrated in their choice of a glove, which, owing to the high-grade leather we select, and the expert glovers we employ, is favorably regarded by, and in constant demand with, buyers of good gloves.

Entrench yourself firmly in the good graces of your customers, and ensure a generous profit by stocking a good supply of Perrin's Gloves.

P.K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Building, Montreal

Interesting to Buyers



Of Good Gloves

Buyers of discernment are always gratified when their attention is drawn to a first-rate line. They will note with interest our Fall announcement of KAYSER

Silk

and

Chamoisette

ladies' gloves, being the correct interpretation of all that a woman desires in a glove.

Their high-quality fabric, downright cleverness of fit and design, and flawless completeness of masterly finish, render them a unique offering in the glove market to-day. The price, too, is popular.

You will find in "Kayser" Gloves the greatest trade-builders and trade-holders any store can show.

"Kayser" GLOVE

REAL CHAMOISETTE

MADE IN CANADA

P.K. COMPANY, LIMITED

Successors to

PERRIN FRERES & CIE

Sommer Building, Montreal



A View of Our Salesrooms

Showing a big assortment of—

Veils, Veilings, Laces, Nets, Flouncings, Metal Laces, Malines, etc., for your inspection

Give us a call at Fair Time

Canada Veiling Co., Limited

84-86 Wellington Street West

TORONTO

"The Handkerchief House of Canada"

Handkerchiefs

Many Merchants have deferred placing Fall orders, hoping to see a reduction in prices.

Prices are firm with a tendency to go higher.

Take advantage of contracts, made many months ago, and select an assortment whilst our ranges are complete.

"If it's anything in HANDKERCHIEFS let it be a 'Lace Goods' production."

The LACE GOODS CO.,
Limited

79 Wellington St. West (Fifth Floor Wellington Building)

TORONTO

IMPORTERS and MANUFACTURERS' AGENTS





No. 1150.

"Better Displays"

Modern merchandising demands it. Successful merchants everywhere are recognizing the importance of this principle in their business. Are you making the best use of your strongest feature — that of PROPER DISPLAY?

We are
Manufacturers of the famous

DUR-ENAM
DISPLAY FORMS

and the most complete line of

DISPLAY FIXTURES

made in Canada.





No. 1568-P



No. 1590-N

For many years CLATWORTHY Forms and Fixtures have been used in Canada's leading Stores, with most gratifying results, and have consequently won a firmly established reputation as representing the highest possible standard of value.

Did you get your copy of our NEW CATALOGUE? Drop us a card. There is one for you.

When Visiting Toronto

at the Canadian National Exhibition, we extend to you a cordial invitation to call at our Show Rooms, very conveniently located at

161 KING STREET WEST
(next door to the Princess Theatre).

We will be glad of the opportunity of showing you the extensiveness of our range of superb fixtures.



No. 1574

AGENTS:

Vancouver, B.C., M. E. Hatt & Co., Mercantile Bldg.
Montreal, Que., E. O. Barette & Co., 301 St. James St.
Winnipeg, Man., O'Brien Allan Co., Phoenix Block.
Halifax, N.S., D. A. Gorrie, Box 273.
Quebec, Nap. Debigare, 205 Rue Des Fosses.

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

1920 HAT SEASON 1921

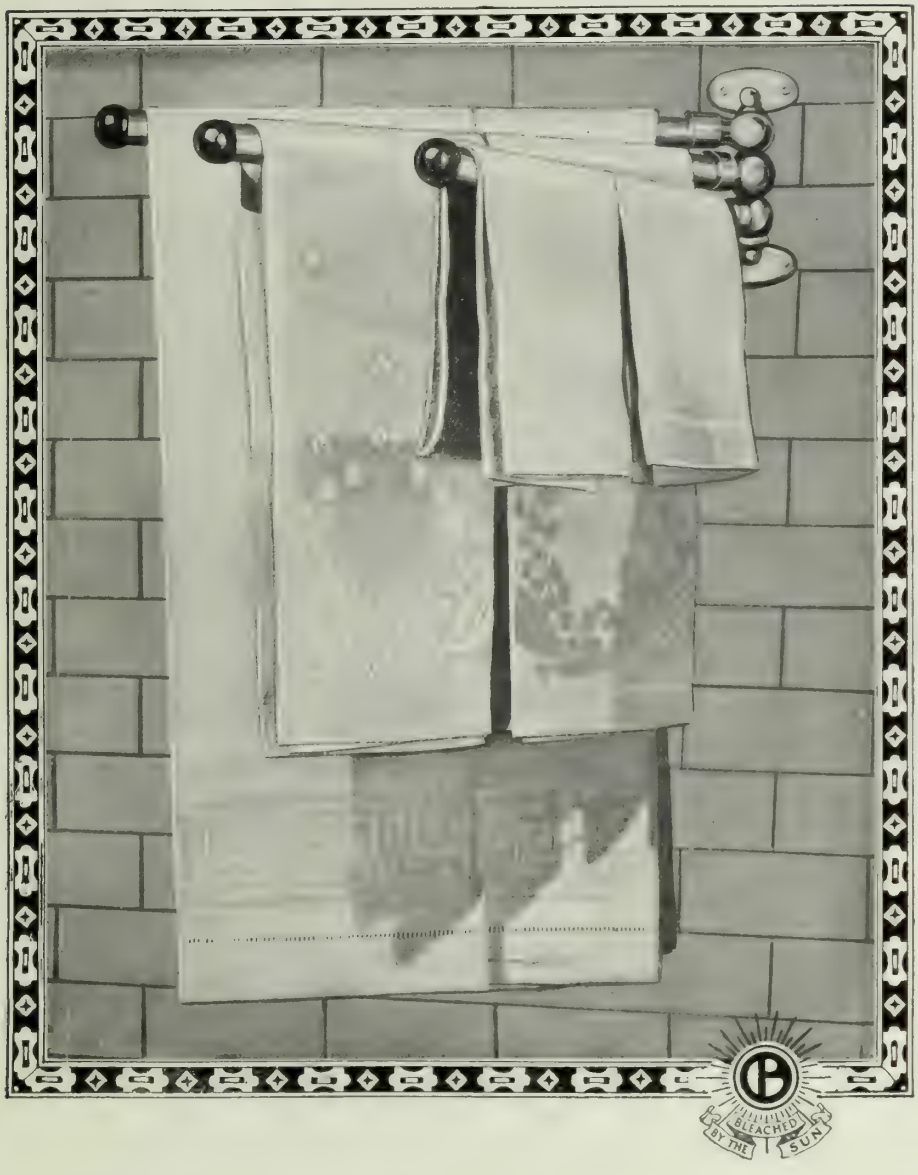
Our range of *Hats* and *Caps* is the most extensive shown and consists of all that is newest in style.

We are sole agents for a prominent *English* house manufacturing the newest *"ENGLISH GOLF CAPS"* made from finest fabrics, and in exceptionally choice patterns (an entirely new line). They will be big sellers for both Spring and Fall delivery.

Our Travellers are now on the road with a complete range of samples of HATS and CAPS for your inspection. We hope to be favored with your order.

JAMES CORISTINE & CO., LIMITED

MONTREAL



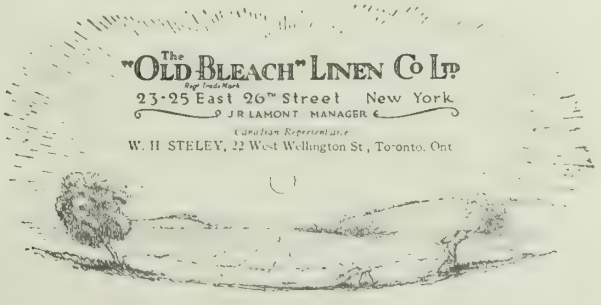
This Is The "Old Bleach" Guarantee:—

"We unreservedly agree to replace those goods with which for any reason whatsoever the purchaser is dissatisfied, provided they bear when sold the registered Trade Mark 'OLD BLEACH' or woven brand as above."

It would be profitless to make so sweeping a guarantee if it were not for the fact that "OLD BLEACH" merchandise is manufactured under the most rigorous standards. Every stage of production undergoes constant and close inspection.

And the yarn from which "OLD BLEACH" merchandise is woven is all pure selected flax.

One hard and fast rule governs the manufacture of "OLD BLEACH"—**quality must come first.**





SMART LINGERIE

Combinations
Nightgowns
Bloomers
Negligees
Camisoles
and
Boudoir Caps

LACES

New creations in gold and silver Flounces, Bands and Edgings. Designed and made in Canada.

HANDKERCHIEFS

Many new novelties for immediate or later delivery. Our stock is still very complete.

Pay us a visit when in Toronto

H. P. RITCHIE & CO.

38-42 Clifford Street
TORONTO

VAN RAALTE *Veils*



NEVER has a season promised bigger veil demands than the coming one.

Never have Van Raalte Veil creations been so smart, so new, so altogether irresistible.

Never has any veil concern offered such valuable selling aids in the way of display materials and show cards.

Van Raalte Veils make bigger, better veil departments, and a larger number of purchasers who come again!

VAN RAALTE COMPANY

New York Address· 16th Street and 5th Avenue

Chicago Address: 105 South Dearborn Street

Boston Address: 12 West Street

Silk Gloves *Silk Underwear* *Silk Hosiery*

Some of Our Leaders:

"THE REGENT" (as illustrated)
"THE JEANNE D'ARC"
"THE DEBUTANTE"
"THE PRINCE OF WALES"
"THE PRINCESS"
"THE VANITY"
"THE FLORADORA"
"THE FOX TROT"
"THE JAZZ"
"THE PARISIAN"



Fans for the Coming Social Season

These Fans are stocked in such popular shades as

MAIZE
JADE GREEN
ROSE
AMERICAN BEAUTY
DELFT BLUE
DEEP TURQUOISE
BRIGHT CORAL
ORCHID
PINK
TURQUOISE
BLACK
WHITE.

Made up, to order, in any shade, from sample. Handles come in Shelloid, Amberoid or French Ivory.

Beautiful designs that will prove ready sellers. Only the very highest quality throughout.

The Ostrich Feather Fan has established itself unquestionably as a necessary accessory to the complete Toilette for social functions.

The necessity for placing orders early, to ensure prompt delivery, is obvious.

DOMINION OSTRICH FEATHER CO.
LIMITED
78 Wellington Street West - Toronto

REPRESENTATIVES:

J. G. MARTIN, Hammond Bldg., Winnipeg — H. B. TAYLOR, 202 Mappin Bldg., Montreal — GEO. STRACHAN, Welton Block, Vancouver, B.C.

Women with taste in Clothes—

They are the customers that give your store distinction and whose trade is sought by all good stores.

They are the class of women for whom we design and make our—

Phoenix Neckwear

LACE TUXEDOS

Venise, Guipure, Thread and Hand-made Laces.

LACE POINTS

In every conceivable style. $6.00 to $48.00 per dozen.

PHOENIX NOVELTY CO. Dress Novelties

Phoenix Novelty Company

PHOENIX NOVELTY CO. Dress Novelties

154 Pearl Street
TORONTO

PLACING

Acme representatives are now booking placing orders. We direct your particular attention to our

KNIT GOODS
and
FINE GLOVES

Samples being shown indicate a comprehensive and very smart range. Included in Fine Gloves are the celebrated "Engecie" Lisle Thread and Chamoisette lines, made in England.

EARLY PLACING IS DESIRABLE

ACME GLOVE WORKS
Limited

MONTREAL

ACME
TRADE MARK

OPERATING
FIVE FACTORIES AND TWO TANNERIES
PRODUCING :

FINE DRESS GLOVES KNIT GOODS
WORKING GLOVES & MITTS
MACKINAW CLOTHES SHEEPLINED CLOTHES
LARRIGANS MOCASSINS
WORK SHIRTS OVERALLS

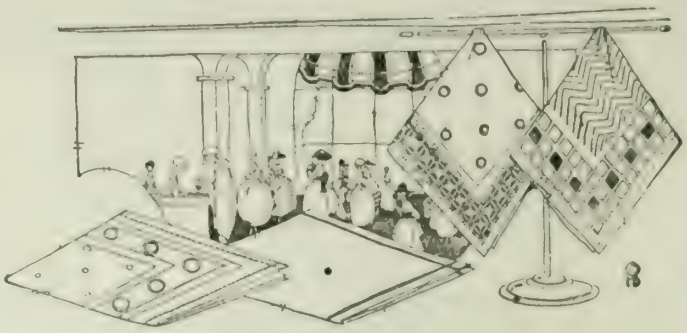
Laces

POINT EFFECTS
for Collars

FINE VALS.
METAL
GUIPURE
and
CAMISOLE EFFECTS

All the popular lines in pleasing designs.

Handkerchiefs



For Ladies and Gentlemen

From the staple cotton and linen numbers to the sheer hand-embroidered effects—we have them.

Veils

SPORT EFFECTS

All Kinds

"Made" Veils
Newest Novelties
Veilings
(by the yard)

Wide range of meshes and colors.

Embroideries

Fine Showing
All Styles
Including
18, 27, 45"
Flouncing

Special

Printed Handkerchiefs in the Newest Designs

Immediate Delivery

WESTLAKE BROTHERS
LIMITED

24 Wellington St. West Toronto

Give us a call when in Toronto at the Canadian National Exhibition
Our location is convenient Our stock is interesting

THE HOUSE OF B STYLE & SERVICE

Veils and Veilings

Dress Trimmings

SEQUIN TRIMMIMGS
METAL LACES

Laces

FINE VALS.
CHANTILLY
FLOUNCINGS

Hair Nets

"Princess Pat" Real Hair Nets

"My Lady" Silk Hair Nets

WE INVITE YOU TO CALL

Thompson Lace & Veiling Co., Ltd.
111 Wellington St. West
Toronto

IF YOU ARE INTERESTED IN

ZOURI

METAL STORE-FRONT CONSTRUCTION

see our exhibit at the

Canadian National Exhibition

Toronto, August 28th to September 11th

BOOTH 113

Process Building

THE BEST IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

THE BEST IN GLASS

We Specialize in

BIRLEY

Patent Folding Suit and Costume Boxes

We also manufacture all kinds of Folding Boxes

QUALITY and SERVICE

Dominion Paper Box Co.
LIMITED
Toronto Ontario

Aids to Window Display

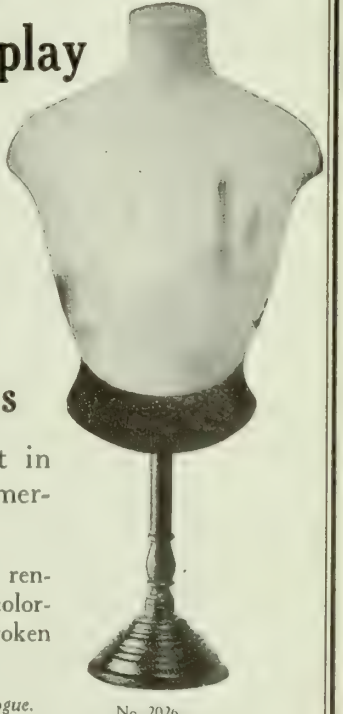
The selling appeal of a window is doubled and quadrupled by the use of our

Wax Figures
and
Display Fixtures

which greatly assist in the better display of merchandise.

We make a specialty of renovating, hairdressing, coloring, and repairing broken figures.

Write for copy of our new Catalogue.



No. 2026

DELFOSSE & CO.
247-249 Craig St. W. Factory, 1 to 19 Hermine St.
MONTREAL

Be Specific in Retail Advertising

Take Your Pointers From the Policy of High Class, Successful Establishments — Tell the Truth, State the Price, and Make Your Descriptions Dignified and Convincing

HOW extensively should the retail store advertising manager describe the goods offered for sale? Is it necessary to do any describing at all?

Shouldn't all the advertising space be devoted practically to prices and nothing else?

These are some of the questions which inevitably come up in the experience of every retail advertising manager and the answers to the questions are about as extensive as are the numbers of men engaged in this line of endeavor. Some advertising men feel that it is enough to simply name the goods and state the prices and let it go at that. Others feel that a paragraph or two of snappy description is never amiss and still others do more than describe the goods—they go into raptures over the textures, colors and qualities and exhaust the dictionary in their search for new superlatives.

Is there any chance of arriving at a definite and workable conclusion as to what is best to do in this particular?

Isn't it possible to determine what is the best plan to pursue by studying the advertising of various leading retailers in different parts of the country and seeing how they handle the matter?

When such an examination is made it is found that the more successful retailers are not content, as a general rule, with merely naming the goods offered and stating the prices at which they are offered. Generally the more successful stores insert a sentence or perhaps a paragraph of real sales talk which is designed to stimulate interest and create more sales. And it is noted, too, that among the high-class houses there is a decided disinclination to use superlatives very extensively. "Most wonderful," "most stupendous offering in the history of merchandising" and similar phrases are generaly noticeable by their absence in the higher-class advertising and in the advertising of the most successful stores no matter what class of trade is catered to. Of course there are exceptions to this rule. There are some extremely successful stores whose advertising screams at the purchasers with all the vigor of the English language, but they are the exceptions and for this reason it is evident that here is a point for merchants to consider.

The Right Way

As to the type of descriptive matter used by better class firms, the following is a typical sale announcement characteristic of half a dozen of Canada's largest and most exclusive stores:

"A sale of dresses today and tomorrow at a saving of 1-3 to 1-2.



A Western Crowd

This is a characteristic crowd in front of the R. E. Walker store at Fort William, the morning of a special offering. Newspaper advertising is a fad with this firm. The results are obvious.

"More than 50 handsome dresses, all from our regular stock.

"Sport dresses. Afternoon dresses.

"Street dresses. Dinner dresses.

"Vacation dresses. Party dresses.

"Taffetas. Georgettes.

"Satins. Tricotines.

"Tricolettes. Serges.

"This is a sale that will bring a record attendance. It comes at a time when women are thinking of vacation and summer clothes. It presents precisely the frocks wanted—the distinctive, beautiful kind that women can wear with the fine sense of contentment derived from the knowledge that they are charmingly and correctly dressed. There are dresses for travel, for the various activities formal and informal of the summer season."

Notice how dignified, how convincing and yet how moderate in tone the foregoing is. Without in the least screaming it yet carries conviction with it. It is the sort of a description that everyone can read easily and believe thoroughly.

This description might be considered as a general description of the goods offered. It calls attention to the complete offering and not to specific articles. Such a description should be used when there is real news to be told. It is news to women that they can secure at a sale the exact sort of frocks they want for the coming season, so such a description is very much in order. In fact the foregoing description can be considered as being almost ideal.

The Wrong Way

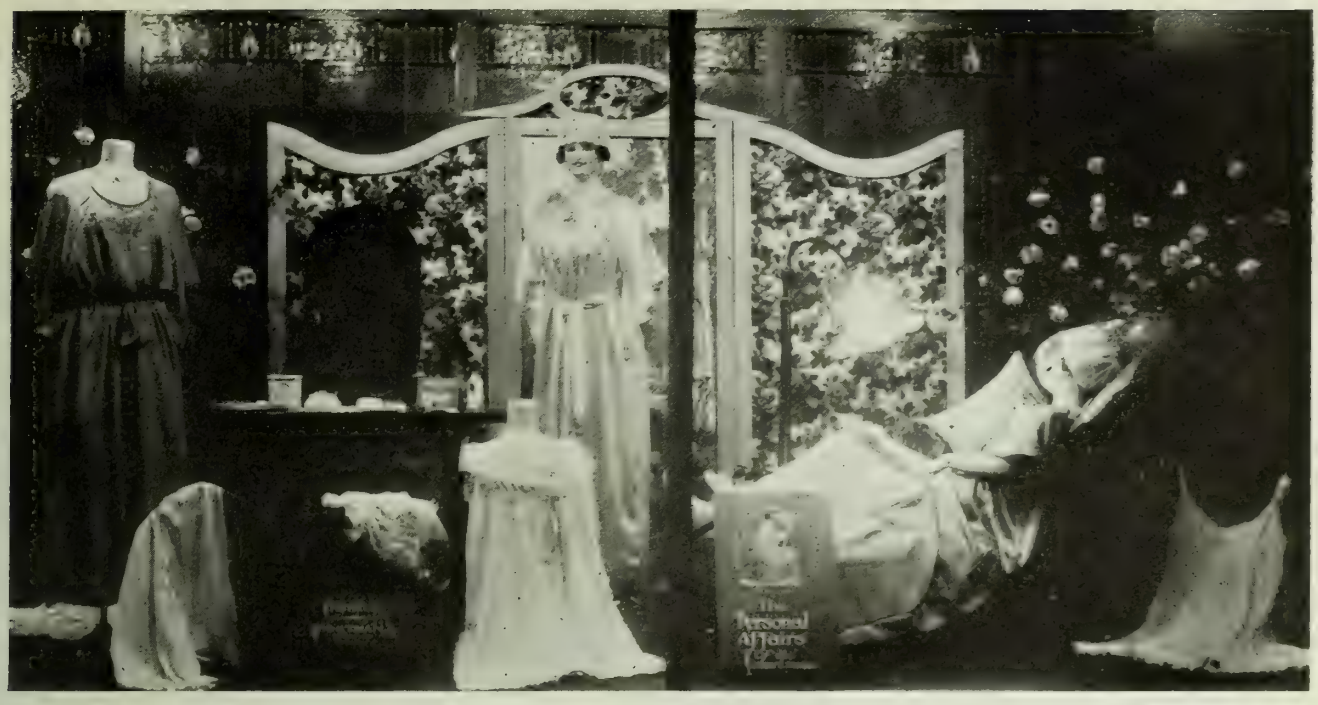
But notice how the following description chills rather than enthuses because it is so overburdened with adjectives and because it is pitched at such a high key. And notice, too, that it deals with almost the same topic:

"Absolutely stunning creations in marvelous suits for sport and street wear, in all the wonderful textures; summer dress and sport coats in the fabrics that are most intensely fashionable, at the absurd price of half off. Striking savings that are more than sensationally large are here for YOU in this record-breaking sale of superfine garments. The reduction is the chief topic of talk in the town. You simply must inspect these garments!"

So much for the general description of the goods offered. Such a description has a place in the advertisement, but it must be carefully framed if it is to be effective. An over-statement is quickly spied by alert shoppers these days and too many superlatives are apt to make modern women think that where such an over-statement is necessary, there must be something wrong with the goods.

Simple Statements

Coming down to descriptions of the goods themselves we find some of the more successful retail advertisers running short little sentences like the following in their advertising:



An Arresting Display

A clever idea in a lingerie window shown by the R. E. Walker firm, of Ft. William, which has the common fault, however, of overcrowding. The figures are attractively posed and the models draped on stands are effective. The show card is excellent, and while the accessories are good they give this window a congested appearance.

"Women's $2.50 pure thread silk hose, $1.98 a pair.

"Full fashioned, silk lisle garter top. Strictly firsts, no irregulars, dark brown, chestnut, slate, champagne, nickel and piping rock colors.

"Women's outsize silk hose, $2.25.

"A full fashioned lisle gauntlet top silk hose in white only.

"Women's $1.00 neckwear, 79c each. This offers choice of all neckwear marked regularly $1.00; satins, organdies, nets, georgettes and fine laces."

Notice how the foregoing descriptions tell the prospective purchasers just the sort of things they want to know about the goods on sale. That, in the final analysis, is what every description should do. The better it does this in the shortest possible manner the more successful the advertising will be.

The Price Is the Thing

Of course there is no question but what prices are the biggest thing to be put in any retail ad. This has been proved by time and experience. But in the endeavor to get in as many prices as possible it does seem as though too many merchants contented themselves with simply naming the goods offered without going into the details that every woman wants to know about the goods. You'll never find the mail order houses making such mistakes. Prices are the big thing with mail order establishments but they never fail to describe the goods, calmly and logically, in such a way that all readers will know just what is offered. Can't retail advertisers take a hint from mail order advertisers in this particular and make their advertising even more efficient by making it still more specific?

Being specific and not in the least hazy is one big way of increasing reputation and prestige. And when a store's reputation and prestige are enhanced, then its business inevitably grows.

The Shop Windows

Exhibition time in Toronto, and beautiful window displays are synonymous. For the past few weeks the window trimmers in the down-town shops have been working late and early on plans for the early autumn displays which each year serve to herald the Fall openings and attract hundreds of visitors from outside points. The imported models as well as the best of domestic creations are tastefully exhibited amid handsome settings, and business is given a splendid boost at this opportune early date.



This year is to be no exception except perhaps that even greater interest than ever will be created in view of the fact that the past few months have been noticeably dull in the retail trade and everyone is hoping for an early start of what promises to be a very active season. The windows of the leading stores have already laid aside Summer garb, and furs and Winter costumes of elegance and taste are replacing the sports costumes and filmy organdie frocks which attire the smiling wax ladies who posed so patiently behind plate glass windows throughout the brief weeks of Summer.

In Gala Attire

Afternoon dresses, suit costumes, coats and lovely furs for all occasions are now being shown, while the Fall millinery displays give promise of a decidedly interesting season from the point of view of hats. The newest wrinkles in smart neckwear for Autumn, the prettiest lines of hosiery and gloves, the last word in beautiful bags, the dainty embroidered handkerchief—all the numerous features of milady's dress are revealed in the artistic displays of the Yonge Street shops, and there is much that will interest those of the trade who come from out of town as well as the general buying public. Apart from the forecasts of fashion presented, the treatment of the windows from the point of "properties" used—the backgrounds, the furnishings, draperies and lighting effects—present a study in themselves, and merchants will note many good ideas which they will be able to make use of in their own stores.

The Pride of Guelph—MacDonald's

A Store That Merchants and Customers Alike Recommend—Able Management, High-class Stocks and Efficient Salesmanship Achieve Enviable Reputation for Old Established Business.

TO be recommended by a satisfied customer is the reward of many well-run stores, but to be recognized as the best in the town by one's competitors is a distinction which very few achieve.

The D. E. MacDonald and Bros. firm, of Guelph, belongs to this latter favored class. A representative of Dry Goods Review spent a day in Guelph a short time ago for the purpose of calling on the dry goods merchants on Wyndham Street. Two calls were made before the head of the MacDonald firm was available, and after a delightful visit in both these merchants' stores, Dry Goods Review was assured of a standing welcome but told that on no occasion should the representative miss the MacDonald store. One of these merchants, who had been in business in Guelph for 35 years, said with pride in his voice and a twinkle in his eye "Of course I have a very good store, but just wait till you see 'The Store' in Guelph!"



Good Window Arrangements

The MacDonald store has one of the best window displays in Ontario. An island window and large windows, which are arranged so that customers may secure a good view from many angles, are shown.

A Thorough Tour

Through the courtesy of Mr. E. A. MacDonald, the writer saw every floor and every department of this splendidly run business, and it was very soon obvious that Guelph had something very worth being proud of—a store that the other store keepers were proud of, too. The success of the MacDonald business begins with the front door and ends with the roof. It centres in the heads of the firm and reveals itself in the smallest parcel clerk. A businesslike spirit prevails, an energetic atmosphere exists and is maintained by the presence of plenty of good air, light, and cheerful surroundings—the best incentives for good work. The front entrances of the store have a freshly-scrubbed appearance and the windows are numerous, well polished and well dressed, not only the island windows and the prominent corner windows, but the windows at the back that might be passed by if the display manager didn't do things to them that compelled people to stop and look.

Once inside this store the hardest thing to do is to leave again. The counters are most attractively arranged on the ground floor running from front to back, and the aisles are wide and free from blockades in the form of small tables with "specials" piled high. The whole store is departmentalized and laid out to the very best possible advantage with a view to the customers' comfort.

There are thirteen departments distributed on the three floors of the building, which occupies a complete block. Sixty-eight employees are engaged in the business of pleasing the MacDonald store patrons, and every one of them is insured by the firm on the group insurance plan—the members who have been longest in the employ of the firm receiving the biggest amount—$3.000.

The Departments

On the ground floor are to be found the business office, located at the rear, and up three or four steps on a platform overlooking the whole floor, the men's furnishing store, which occupies an exclusive section, and the various depart-



An Attractive Department

The handsome millinery salon of the store has been completely redecorated recently and is made very inviting with its soft hangings, rich floor covering and tasteful treatment throughout.



D. E. MacDonald & Bros., Guelph

A view of Guelph's largest dry goods business, which is situated on Wyndham street and occupies an entire block, with splendid windows along the entire front of the store.

ments for accessories and staples, such as hosiery, gloves, neckwear, veilings, notions, underwear, dress goods and cottons. The departments are clearly defined by cards, and a clever display of merchandise. In the business office a modern equipment of typewriters, adding machine and other equally accurate time-saving devices reduce bookkeeping problems to a minimum and simplify all the work to do with stock taking, mail orders, deliveries, etc.

"Only one-third the staff is required in this department as compared with the number we should have to employ if we did not have this equipment," said Mr. MacDonald in reply to a question regarding the system in force in the MacDonald business.

The Fashion Floor

Passing up a broad, airy staircase which commands a view of the entire ground floor, customers find themselves on a beautifully appointed landing leading to the ready-to-wear and millinery salons. There is nothing done by halves in the MacDonald store, and the second floor is devoted entirely to the needs of milady's wardrobe. This Summer the entire floor was redecorated and freshly carpeted with a beautiful Wilton in heavy fawn shades, and extensive preparations made to accommodate the rapidly-increasing number of patrons in this department. Imported models of an exclusive nature are to be seen in the costume department of the MacDonald store just as they are in Eaton's, Simpson's, Murray-Kay's or Fairweathers of Toronto. The department is run in such a manner that through the store almost anything that the fashionable woman might require can be furnished with very little delay.

A work-room takes care of alterations required to be made for customers, while touches that the individual buyer may wish made on a certain model are also attended to.

Lovely Millinery Display

In the millinery salon a rich green velvet rug and lovely green velour hangings furnish a delightful background for the cases and tables on which the models are exhibited. Windows on two sides of the salon, which occupies a corner section of the second floor space, provide excellent lighting facilities which are augmented in dark weather by groups of artistically arranged lights. A tasteful corner decoration in which the very high-priced models are displayed and flower-trimmed pillars make this department very attractive to feminine shoppers.

Housefurnishings

The entire third floor is devoted to wallpapers and housefurnishings, a department to which this store gives particular attention.

"Our customers are people who buy the best in housefurnishings, and we have always made a specialty of high-class goods in these lines," said Mr. MacDonald, when this department was toured. "We keep three men working in the wallpaper department and they are never idle. We have a constant demand for high-priced furnishings and papers, and the cheap lines have no demand in our business whatever.

"We have found, however, that with the enforcement of the luxury tax there has been a tendency to curtail buying of the higher priced articles," said Mr. MacDonald. "People will naturally be a little cautious at first, but we believe that just as soon as they get used to it the public will get back to the old way of buying."

Asked as to the policy he intended with regard to purchasing his Winter stocks, the head of this firm stated that caution would be exercised.

"We are adopting the policy of cautious buying because we believe that goods have about reached the maximum of high prices, and we intend now to gradually reduce our stock without starving it," declared Mr. MacDonald, who also stated that as far as could be judged, Fall and Winter prices would range from 15 to 20 per cent. higher than last Winter. Mr. MacDonald believed that business would be good this Winter. If business is good anywhere it is a certainty that it will be good in the MacDonald store.

Styles in Ginghams

From present indications it appears that only about one-third of any order placed for plaid ginghams will be forthcoming from the manufacturers next year, and it is said that patterns are to be distinctly larger in more vivid colorings than in the past.

Sound Systems for Figuring Turnovers; Actual Inventory Figures Do Not Always Show the Average Condition of the Stock

The Dealer's Problems Are Taken Up in the Following Article in a Way That Should Furnish Him With New Thoughts on the Value of Keeping Records, Particularly Now When Everything is So Uncertain in the Way of Buying and Selling.

NO matter how many dollars are put into a business, unless they are made to produce new profits they might better be left in the bank, or loaned on good security to some one who would pay the legal rate of interest. Idle dollars represent a continual loss, especially when they are tied up in stock that no one wants.

This fact, of course, is quite generally understood, but the difficulty lies in the fact that the dealer is not always able to tell when the dollar is idle and how to make it stick on the job. For the dollar is a quiet worker, and unless he has the right kind of assistance the dealer may not discover until it is too late that some portion of his capital has gone into retirement. There is only one sure way out of this and that is through figure records that tell everything that is done about the store during the day, how much stock is on hand; how much is tied up in accounts receivable; sales for the day, payments on account and expenses—in fact, every little detail that affects the profits the dollar should make.

The Folly of Overbuying

We are told by commercial agencies that at least 90 per cent. of dealers overbuy because they do not know how their stock is moving. They lack the records that should tell them when it is necessary to buy certain lines and when it is not. And right here it is well to say that a large proportion of failures are due to this glaring business fault.

Whenever a dealer invests his money in a certain line and sells out that line entirely, he has turned his investment once. Every time a turn is made a profit is made. It follows then that the more turnovers a dealer can pluck from his dollars the greater will the number of his profits be. Frequent turnovers, then, cannot be accomplished if a merchant is inclined to overbuy.

Consequently, it doesn't take much of an effort to show that a few dollars turned frequently will do more than many dollars that move slowly or dollars that do not move at all.

The number of times a year a stock of a business is turning may easily be figured by dividing the year's sales (figured at the cost of the goods) by the average value of the stock on hand during the year.

Safe Basis for Figuring

The cost value of goods sold last year in a certain store amounted to $50,000. age of $10,000 worth of goods was carried. Of course, there was more than this amount on hand sometimes, and less at others, but the average for the year—the only safe basis for figuring turnovers—was $10,000. This goes into $50,000 five times—or this business succeeded in making five complete turnovers.

Sales (at cost)	$50,000
Stock	10,000
Turnovers	5

There is another way of figuring turnovers that in many cases is equally satisfactory. That is, to take the total sales, at selling price, and divide by the retail value of the stock.

Sales (at selling price)	$75,000
Stock (at selling price)	15,000
Turnovers	5

A very natural mistake can be made —has been made—in some cases where a dealer takes his total sales at retail and his stock at cost and attempts to find the number of times his capital has turned. See what happens:

Sales (at retail)	$75,000
Stock (at cost)	10,000
Turnovers	7½

This is an easy way to make a few more stock turns, but it isn't worth much as an accurate reflection of the condition of the business. And figures like these must be accurate if they are worth anything at all.

Lets Supply Get Low

Another thing to be remembered is that actual inventory figures do not always show the average condition of stock. The wise manager lets his supply of goods get as close to the low water mark as he dares before taking inventory, so as to cut down the labor required. Where a stock record is kept, an average of value of goods on hand can be taken, which is more satisfactory for figuring turnovers than the inventory figures.



For Race Week

A clever window featured by Bryson-Graham's, Ottawa, during race week. The fence gives a realistic touch, while the figures gracefully posed and the winner crossing the line in the centre are good features. Race week cards appear at the front of the windows.

Manufacturers Now Advertise for 1930

The Advantages of Safeguarding the Future—Manufacturers Have More Than Just the Present to Consider—Must Make Business Secure for Years Ahead.

THE great development in household labor-saving appliances that has come about in the last year or two has given to advertising some unusual problems and promising opportunities.

If a woman has electric power in her house—and more than half of the women in the country have—and for any reason has to do her own laundry work, she needs no argument at all to convince her that a washing machine is just the thing for her to have. It is the thought of some far-seeing leaders in this industry that the great market and the absence of selling resistance may possibly bring about methods of manufacture and advertising calculated to do harm to the future growth of the washing-machine business. With this possibility in view they organized the American Washing Machine Manufacturers' Association, which comprises about ninety-seven per cent. of the country's producers in that line.

"The purpose of this organization," E. B. Seitz, secretary of the association, said to "Printers' Ink," "is in a general way to establish and insist upon a high standard of ethics in the manufacture, advertising and selling of washing machines. The need of this is shown by the mushroom crop of washing machines that has been springing up ever since the market became so great. A large number of local companies were formed to make machines and rush them on the market.

"If a manufacturer had only the present to consider he would not need to worry about ethical standards or anything else. Every manufacturer of washing machines in this country to-day —good, bad, or indifferent—has a volume of business that he cannot possibly hope to take care of. But it stands to reason that this is not going to continue for ever. So we must advertise now and work now to make the business secure in 1925, 1930 and succeeding years.

"The manufacturers have been quick to see the advantages of thus safeguarding the future. This is why they are going into advertising in such a big way—advertising not only to the user of machines but to the maker."

Mr. Seitz emphasized the fact that the manufacturers' association does not in any way attempt to fix prices. No division of market is made. The members are all competitors. They carry on their individual manufacturing, selling and price-making just as if they were in no association at all.

The advertising being done by the American Washing Machine Manufacturers' Association is an interesting commentary on the manysidedness of advertising and also an illustration of the fact that printed advertising is only one branch of publicity effort. No advertising in national mediums and newspapers is done by the association as such. But most of the campaigns being carried on by individual manufacturers are based upon ideas, facts and counsel supplied by the association. A member desiring to market a machine, say in the South, may, if he desires, consult the association headquarters and get dependable data upon which his advertising agency may proceed to lay out the campaign.

Vast Potential Market on Farms

"Figures right here in this office," he said, "show that more than 100,000 farm-lighting plants are installed in this country each year. For the farm-house equipped with electricity the first of the electric appliances thought of is naturally a washing machine. This is inevitable. If a farm has electric power somebody is going to sell a washing machine on that farm. Is it any wonder with all this wonderful future market at our disposal that we are trying to get the whole washing-machine industry to a basis of manufacturing, advertising and selling that will enable it to live up to this great opportunity in a natural way and with the best possible results for all concerned?"

All this shows once more the truth of the assertion made several times in "Printers' Ink" to the effect that **no manufacturer can expect to make his advertising a power unto himself alone.** The electrical company sells a farm lighting equipment. This automatically creates a demand for electrical accessories which will enable the farmer to utilize the power in driving his machinery. Then comes the washing-machine man with his product. When the farm woman gets this the next logical thing is an electric iron, and so on. **He is indeed a skilful and wise advertising man who utilizes and profits by the advertising of others—even that of his competitors.** Nobody in business, be he manufacturer, jobber or retailer, gets all the trade his advertising stirs up. Much of it goes to others. But he in turn also gets help from others.

Advertising's Indirect Benefit

If the writer had a little retail store he would ask for no better fortune than to have it located next door to Marshall Field. Field's advertising and windows would bring the crowds down that way and the writer would get much business from it. But he would be paying for it just the same. He would be paying in additional rent what otherwise he would spend for printed publicity. Pay day always comes in advertising as well as in anything else.

"Our idea," said Secretary Seitz, "is that the effect of much good advertising is minimized through lack of proper preparation and adequate preliminary cultivation of the field. When all this preparation and cultivation has to be done through the medium of the printed message alone the expense may be greater than is at all necessary.

"As a part of our campaign to prepare the way for the individual advertising effort of our members we are going to work in co-operation with the Government home-demonstration agents. Periodical meetings are held in which are made demonstrations of various home economics.

Demonstrations and Talks

"Miss Keown, assistant secretary of this association and an expert in domestic economy, will attend these meetings and will discuss washing machines in general. She will refer to no particular make of machine, but merely will show the great economic benefits attending their use. Such members of the association as are in that district may have their machines at the meeting for demonstration purposes."

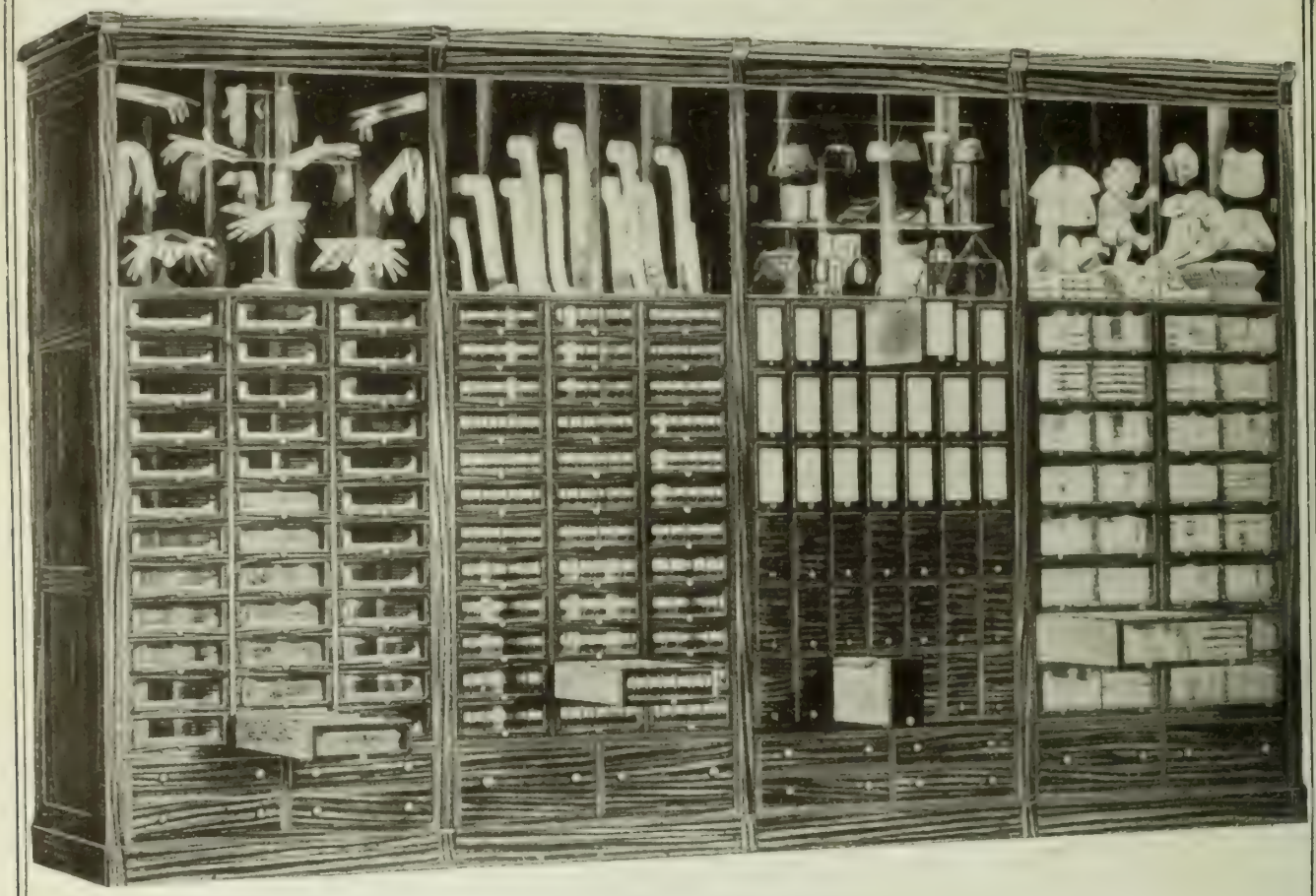
The organized effort to make dependable washing machines as spoken of by Mr. Seitz is bearing tangible fruit already. This is seen in the readiness with which department stores now handle power machines. Formerly the department stores were inclined to keep away from power machines because the machines were so likely to get out of order. The present-day standard is so high on the well-known advertised machines that there is practically no cost for upkeep.

The strength of the instalment method is shown by the lack of inducement to pay cash for washing machines. A Chicago advertising man went to a certain store and bought a power washing machine that would cost him $164, payable in instalments of $7.50 per month. He told the clerk he did not want to be bothered with instalment payments and preferred to pay cash. How much would the machine cost him on a cash basis. The clerk told him the cash price would be $155—only nine dollars less than on instalments.

"I'll take the instalment plan," the man said. "I can use that money just as well as you can. If your cash price were $140, say, I could afford to pay cash. As it is, the instalment plan for mine."

"That's what they all say," replied the clerk.

There must be an advertising angle to the instalment selling of washing machines that the manufacturer and retailer want to keep.



"Modern Method"

Inter-place-able Unit Fixtures

—are designed for the effective display of everything that an up-to-date merchant is expected to stock.

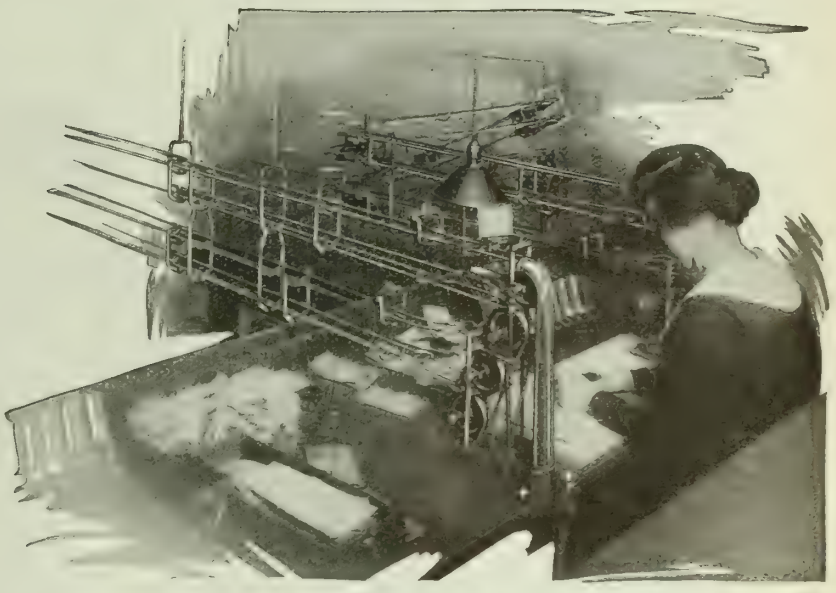
"GOODS well displayed are SALES half made."

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

181-199 Carlaw Avenue, Toronto





The Change is Counted Twice

"We wish to say that we are very well satisfied with our Lamson Centralized System One of the good many features of the system is that errors in making change are reduced to a minimum. The fact that every transaction passes through the hands of both clerk and cashier prevents many mistakes that might otherwise result in considerable loss."

This is what The Anderson Co., Limited, St. Thomas, Ont., have to say about their Lamson Cable Carrier system. The same advantages are obtained by any user of the system.

Money is sent to a central cashier, accompanied by an itemized written sales-slip. Change is counted out by practised hands, and re-counted by the clerk.

Store, clerk, and customer—all are protected alike.

The value of this feature is doubly noticeable when "green" help is put on to handle special sales or holiday trade.

There are other advantages to this method of operation. Cash is kept under close control. Extensions and additions may be checked. Correct original records are enforced. Efficient control of credits is made possible. Clerks' time is efficiently employed.

LAMSON SERVICE

THE LAMSON COMPANY
BOSTON, MASS.

Branches and Service Stations

Boston ..... 100 Boylston St.
New York ..... 9-11 East 37th St.
Philadelphia .. 210 North Broad St.
Pittsburgh ..... 319 Third Ave.
Baltimore ..... Equitable Building
Rochester ..... 194 East Main St.
Detroit .....525 Woodward Ave.
Cleveland ..... 2063 East 4th St.
Cincinnati ..... 119 East 5th St.
Indianapolis .....
....Cor. Washington and Illinois
Los Angeles.221 San Fernando Bldg.
Chicago ... 6 North Michigan Ave.
Omaha ..... 418 McCague Bldg.
Minneapolis ... 320 Tribune Annex
San Francisco ..... 617 Mission St.
St. Louis ..... 709 Pine St.
Toronto ..... 136 Simcoe St.
Vancouver, B.C....603 Hastings St.
Dallas ..... 905½ Elm St.
Seattle ..... 215 Stewart St.
Washington, D.C..426 Colorado Bldg.
Atlanta ..... 30 Moore Bldg.

Additional Service Stations

New Orleans, 124 St. Charles St.
Albany, 22 So. Pearl St.
Kansas City, 210 New Ridge Bldg.
Buffalo, 194 Main St.

Lamson Speed Protection **IMPROVED** Flexibility Economy **Service**



The clerk makes a complete record at the time of the sale.

The record made at the time of the sale is placed in the credit file. No further recording or bookkeeping is necessary.

One writing completes the record of a charge sale

by the N. C. R. method of handling credit accounts

After the clerk makes the original record at the time of the sale, no further recording, posting, or bookkeeping is necessary until money is paid on the account.

And every account is always kept up to the minute—ready for instant settlement.

Thousands of merchants in all lines of business are now using this up-to-date N. C. R. Credit File.

They find that it is the safest, quickest, and most economical credit system they could use. It saves them time and money.

Fill out this coupon and mail it to-day

Dept. 27
The National Cash Register Co. of Canada, Ltd.
97 Pelham Ave.,
Toronto, Ontario:

Please give me full particulars about the N. C. R. Credit File way of handling credit accounts

Name .....

Business .....

Address .....

The National Cash Register Company of Canada, Limited

BRANCH OFFICES:

Calgary	714 Second Street W	London	359 Dundas Street
Edmonton	5 McLeod Bldg	Ottawa	306 Bank Street
Halifax	100-102 Granville Street	Quebec	133 St. Paul Street
Montreal	122 St. Catherine Street W	Regina	1820 Cornwall Street
Hamilton	14 Main Street E.	Vancouver	574 Pender Street W
Toronto	40 Adelaide Street W.	St. John	80 Prince William St.
Winnipeg	213 McDermot Avenue	Saskatoon	265 Third Avenue S.

FACTORY: TORONTO, ONTARIO

Our Wax Beauties

Are the Last Word in Modelling and Sculpturing



No. 1 Special

We have many others posed from life of which we would like to tell you.

Write for Photos, Prices, etc.

J. R. PALMENBERG'S SONS, Inc.

63-65 WEST 36th ST., NEW YORK

BOSTON 26 Kingston St. | CHICAGO 204 W. Jackson Blvd. | BALTIMORE 108 W. Baltimore St.



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

Canada's Leading Display Fixture House



No. 19-E—Dress Form

The Name

DALE

signifies something more than just Fixtures — it means

PERFECTION.

DALE

Forms and Fixtures of all Kinds

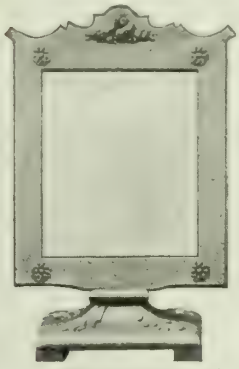
for the better display of all kinds of merchandise.

WE EXTEND TO YOU

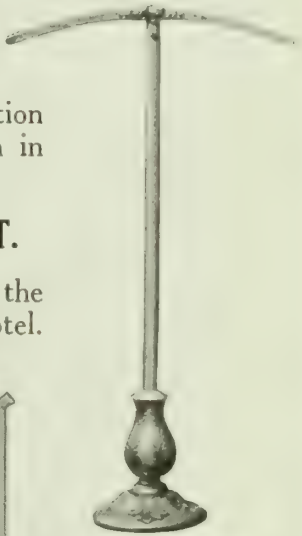
a cordial invitation to visit us when in Toronto—at

86 YORK ST.

directly opposite the Prince George Hotel.



No. 4040—Ticket Stand



No. 2020—Waist Stand

Agents:
P. R. MUNRO
259 Bleury St.
Montreal

E. R. BOLLART & SON
501 Mercantile Bldg.
Vancouver

Dale Wax Figure Co.

LIMITED

86 York St. **TORONTO**

Wallpaper Outlook for Coming Year

Some of the New Ideas in 1921 Productions of Canadian Makers —Big Jump in Prices

DO YOU study the wallpapers you buy? In other words do you stock up with the papers that the wholesaler tells you will sell and let them speak for themselves to customers who probably know nothing at all about their value? Or do you know each roll as the artist does his picture and the playwright his characters? You should be aware of the fact, for instance, that one paper is high-priced because much of the work was done by hand and that a copper-roller was needed in the manufacture of another; also, that papers often reflect the customs and ideals of different countries at different times.

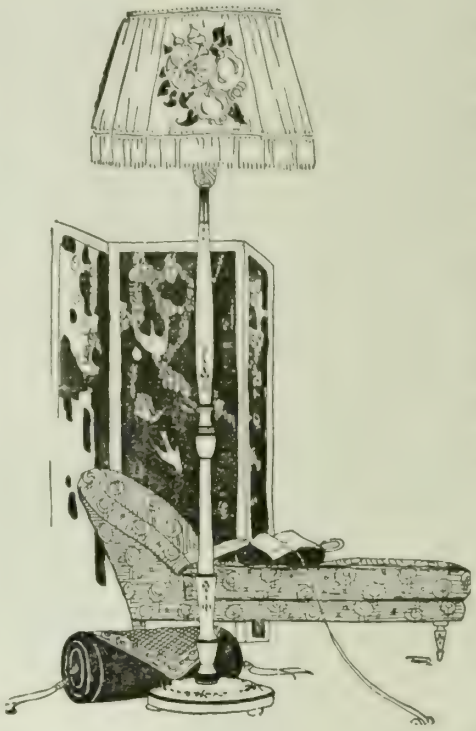
A representative of Dry Goods Review paid a very interesting visit recently to The Empire Wallpaper Company's retail store on Yonge street, Toronto. There every paper has a history; something different from the rest in the story of its manufacture, or in the individuality of design. For example, this firm is showing a Chinese Chippendale paper, a reproduction of the work of an English artist, the original of which was designed after the style of a beautiful old Colonial mansion owned by the Stanwood Mansfield family in Boston. The maker of this paper is Thomas Strahan, Chelsea, Mass., one of the few manufacturers in America who has the facilities for this grade of work. Artistic colorings and an interesting design make it a big seller.

There is a beautiful wallpaper of the Queen Anne period made by the same people, where the East Indian influence is seen in the unbroken tree of life and the bird of Paradise. This has a white ground and is done in twelve colors. A tea-room papered with it and the furnishings carried out along the same lines would be very effective.

Something that might easily be taken for an oak wainscoting is a one-color paper which is a photographic reproduction of actual wood. The grain of the original oak-panels is very clearly seen in the paper. It will not fade; it will wash and varnish. It comes in Belgian blue and the natural wood shade. The retail price is one dollar a roll.

What was known as the "Rheims" paper was one, the motif of which was taken from the stained glass windows in the nave of Rheims Cathedral. Strange to say, though this line was bought for ecclesiastical uses there is a good general sale for it..

They show another English paper of the Queen Anne period, with a highly polished black ground. This ground-



work is the result of three special processes and a polishing which is done by hand. The chemicals used are said to be so severe on the system of the workers that they rarely live beyond the age of forty years. The floral design is in mauve, rose and green of the most delicate shades, which are very effective against the black ground. This paper though rather expensive, $3.00 a roll, sells very well, because it is practical and suited for many purposes.

There is a beautiful cameo print in blue and grey blended with oils by a copper roller, an oriental tapestry of brown and gold, a paper of the "Adam" design, which resembles a rich damask—in fact so many and so varied are the wallpapers shown that one leaves the store only with reluctance.

Speaking of the wallpaper trade in general, it was learned that plain and semi-plain lines are still very good. Proof of this is seen in the excellent sale of grasscloths, especially one particular fabric, which, with tiny relieving touches of green, blue, brown and red, is suited to any room and almost any color of hanging.

That black is one of the special favorites which Dame Fashion has chosen to array her walls in, for the coming season, is evident from the large display of papers for every room with a ground of this color.

A word of wisdom which inadvertently slipped from the lips of our guide during the visit, was to the effect that customers and salesmen alike frequently make the mistake of supposing that papers with large patterns are only for large rooms. If the design is sufficiently varied and not too set or conventional, papers with large designs are very effective in small spaces.

There is probably no field where the dry goods merchant can find greater profit at less risk than in wallpapers, if he is willing to devote even a small part of his time to the study of them. Many realize this, especially a good proportion of the old established stores, but there are still some who are neglecting the wallpaper field, which is so rich in its possibilities for profitable business, far excelling in this particular some of the lines which now occupy proportionately too much of the attention of the average retailer in the dry goods business.

Ceilings are still plain but a much better grade of paper is now demanded. Customers that formerly would not pay more than 25 cents a roll now want $1 ceiling paper.

There is a great vogue for black grounds in wall paper. It comes in many of the better papers and with relieving colors of blue, rose, mulberry or gold it is very effective.

Wide papers sell best, and for that reason most of the manufacturers are favoring the 30 and 36-inch widths.

Many customers like birds in wallpapers. Pheasants, birds of paradise, parrots, humming birds, and attractive little love birds are very popular.

The day of hideous colors in cheap wallpapers is gone. Even 25 cent papers come in good tones. Well blended tapestries are sold at 35 cents a roll.

VOGUES IN VOILES

Voiles will as usual be the staple best seller, but many novelties are promised in these goods for 1921. It is said that pronounced dark ground figured voiles are to be more or less replaced next season by lighter tones in a similar range of patterns to those shown this season. but the preference will be shown towards bordered voiles, embroidered in conventional designs in colors which contrast sharply with the fabric, such as scarlet dots on navy blue, or white chainstitching upon black.

The tendency is towards smaller patterns in geometrical designs, especially in dotted effects. Dotted Swiss in white, black and colors, will come into its own next season and the newer shades of oak brown and Egyptian rose will be extremely popular.

Healthy Indications In Draperies

Demand for Window Curtains, Furnishings and Draperies is Brisk—Lace Trimmed Panel Designs Still Growing in Favor—Canadian Manufacturers Jumping Into Breach With Successful Results.

IT IS the general opinion among the firms handling curtains and house-furnishing draperies that the market has not been in a healthier condition for a number of years. Prices are reported to be firm and there is no indication at the present time of a decline for a year at least. Buyers recently returned from abroad state that the manufacturers are sold up for some time to come and they are not looking for further business owing to the fact that they are anxious to catch up on orders already placed. Many report that they have more business than they can handle. There is a marked tendency at present, in view of these conditions, to boost domestic products. Splendid strides have been made in the manufacture of many lines of goods hitherto imported from the European and British markets. Canadian velours are meeting with considerable success and are being asked for in increasing quantities. Just at present there is a very strong demand for casement cloths in staple shades, such as blues, greens, browns, yellows and rose tints. These are the most practical and effective materials for use in rooms which require a simple and charming treatment. Cretonnes are having a splendid vogue, and while the beautiful English hand-blocked designs have not yet been achieved in Canada, the manufacturers are making rapid strides, and a few months should see many creditable designs of Canadian origin on the market. Many original and charming patterns are being turned out by Canadian makers, and these are finding an excellent sale among the trade. There is not very much new to report just at present in the cretonne lines except that floral designs in soft tints and combinations of pastel shades are very strong, and the same ideas carried out in wall paper designs are reproduced in these attractive fabrics.

Tapestries Well Liked

Among the more expensive fabrics for interior uses and furnishing draperies, tapestries are growing in favor. But they are yet prohibitive in price and almost impossible to secure. While some English tapestries are being received, the supply is by no means adequate yet and it is expected that it will be some considerable time before the French goods commence coming out in any quantities. The centres where these goods were manufactured before the war have suffered to such a degree that it will be many months before machinery is again in operation to a sufficient extent to look after the needs of the European market, let alone Canadian requirements.

Marquisette and scrim curtains in



panel effects are leading the fashions in window draperies for Fall and Winter. Canadian manufacturers have shown considerable taste in assembling numbers of very artistic patterns, which are being placed on the market in as large quantities as possible. One Toronto firm seen by Dry Goods Review this month displayed an unique collection, including some two hundred and fifty novelty patterns, in which filet motifs and real laces were artistically employed in combination with fine marquisettes and excellent quality scrim.

The demand for this type of curtain has increased wonderfully in the past few months, and the panel curtain has become the accepted form for tasteful window decoration. Its use permits a very attractive treatment with cretonnes, shadow cloths, fancy silk and wool draperies, or even plain casement cloths.

Cream Shades Favored

Curtains of cream seem to have claimed first place in preference to pure white or deep ecru effects. The combinations in white and cream are very smart and permit of the use of dainty insertions in various types of laces, with handsome filet motifs of lovely design. These motifs are invariably grouped towards the lower section of the curtain, giving richness and weight to the hem of the panel and interfering in no way with the lighting effect of the window.

Prices are Reasonable

The firms manufacturing this line of goods report an excellent demand in popular-priced curtains as well as a very strong disposition towards the better class lines. Although some very neat looking panels will retail this Fall and Winter as low as $2.50 each, the better class lines will range in price from $12 to $18 a piece. The manufacturers state on the other hand that they are considering the luxury tax in assembling lines for the popular trade, and they are endeavoring to bring out very good looking novelty effects in both scrim and marquisette-lace-trimmed that will be retailed within the exemption price.

Manufacturers Busy

It is interesting to note that many good substantial curtain fabrics are now being manufactured in Canada, that compare favorably with like materials of English manufacture that cannot be purchased at the same price.

"It is true that in lace materials we cannot compete with the British and European productions, but in certain lines of cotton fabrics that will be made up with lace trims, we are equally, if not more successful," said one Canadian manufacturer this month.

There is a tremendous saving in the price, too, which is an important factor. One Toronto firm showed Dry Goods Review a sample of Canadian manufactured white curtain material, wholesaling at 25 cents per yard. A similar material of British manufacture had cost this same firm 35 cents. In view of the world demand and the inadequate production on the other side, Canadian manufacturers have an unusual opportunity of making splendid progress in the manufacture of curtain materials in the next few years.

Lace Lines a Proposition

It has frequently been suggested that higher class lace materials could also be manufactured in Canada, but those of the trade who have made a study of the European markets state that in view of the comparatively small consumption, this cannot be achieved in Canada. In order to pay the manufacturer of these lines, large numbers of the same pattern would have to be turned out. The leading retail firms who invariably patronize the same wholesale houses will never consent to accept duplicate designs and therefore it would not pay the manufacturers to attempt these specialty lines when the demand is so limited in the domestic field. Only in the case of considerable foreign trade would it compensate Canadian makers to attempt these more expensive lines.

WORKERS ARE IDLE

A despatch from Montreal states that according to one of the leading members of the clothing trade, over 1,000 workers are out of employment at the present time in that city. A similar number of ladies' garment workers are said to be idle, and it is feared that the number will increase during the next month or two as business is slack at present.

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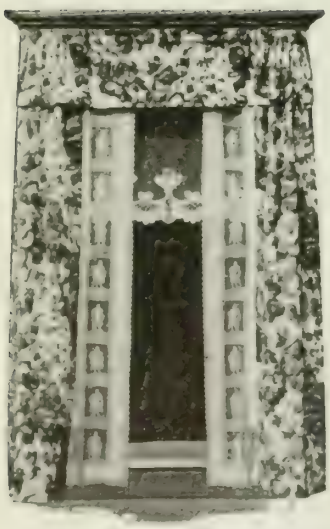
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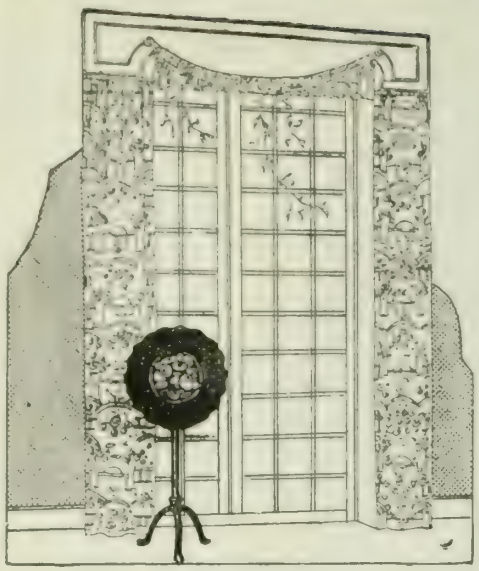
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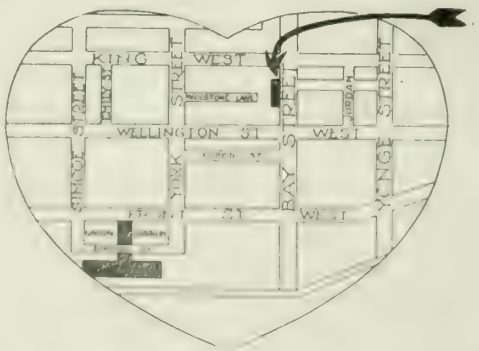
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Autumn Styles Await Approval

Charming New Conceptions of Cloth Modes in Suits, Wraps and Frocks Are Ready for Fall Trade at Prices Which Are Fairly Moderate—Makers Have Endeavored to Furnish Ready-to-Wear Within Reach of Modest Purses.

THE importance of the separate blouse in rounding out the wardrobe can hardly be overestimated. This is especially true at the beginning of the Fall and Winter season. Practically all blouses, whether for dress or sports wear, are now worn over the skirt. The Balkan type of a blouse finished at the waist with a wide belt cut in one with the bodice section is a popular model. Surplice blouses are also very good. Among the newest of the French models shown in the shops, although not worn to any extent as yet, are the jacket blouses. They are cut with curved seams, so that they fit the figure rather snugly and are finished liant colors, are favorite.

Afternoon Models

For afternoon wear are shown very charming long blouses of chiffon, lace, embroidered net and Georgette, velvet and satin blouses are well liked as winter models, while for sports wear, heavy silks, such as tricot and faille, in brilliant colors, are favorite.

Turquoise blue, emerald green and vivid yellows are being shown, developed on severely simple lines. From Paris come reports of phenomenal successes in taffeta blouses in darker tones of taupe, black, gray and navy, usually elaborated with beaded motifs or hand embroidery. In this issue will be found an illustration of one of these newest models in taffeta.

Tailored Frocks

When it comes to dresses, the tailored type appears perennially popular. The same style may be shown in several different fabrics, such as Jersey cloth, tricotine or serge, or even in taffeta or satin, for street wear.

Taffetas Strong for Fall

Taffeta used to be regarded as distinctly a spring and summer material, but the war, with its fabric shortage, upset all traditions. For the coming Fall season not a few smart tailored frocks of taffeta are being displayed. Of course they are only suitable for street wear for early autumn, but a taffeta frock is smart and serviceable for wear indoors throughout the year.

Trimmings

Too much cannot be said in regard to the very handsome and striking effects featured in next season's apparel. Two-fabric combinations are distinctly popular in the line-up of advance models, but most of all, the manufacturers are concentrating upon embroideries, beadings and braidings for the achievement of the individual note which definitely stamps a garment as being of this season. One particularly striking collection of frocks seen this month was notable for the lavishness of the trimming on the various models. One dress of navy tricotine boasted a rather full skirt shirred evenly on to a plain fitted bodice. The pointed neck, three-quarter sleeves and skirt hem were each heavily embroidered with fawn stitching in what is known to the trade as "marvel" machine work. The effect was an exact reproduction of hand work. Another navy serge frock had a straight accordeon pleated skirt, attached to a kimona effect waist with three-quarter bell sleeves. The blouse section had apron effect panels in front and back, and the entire upper section was heavily worked in crimson wool cross stitch, while a scarlet belt and knitted tie finished the waist and neck. A third model, also of the ubiquitous navy tricotine, was checkered all over in six-inch squares outlined in garnet beads and gilt thread stitching. A vestee of cloth of gold embellished the front of this unusual frock, on which a round neck, three-quarter sleeves and narrow sash-belt were also noticed.



"The Vamp"

Model slip-over blouse, developed in taupe taffeta, with ruby bead and blue sequin motifs combined with hand embroidery on the apron front. The back is gathered into an elastic band which is concealed under a bow made of extensions from the front. The high choker collar is a smart feature. Shown by courtesy of the makers, W. C. Bland & Co., Montreal.

Flirting With Fitted Lines

The leading question at the beginning of each season is always whether fitted effects will ever be revived. According to late Paris bulletins there is a subtle but none the less determined effort to break away from the loose, straight lines which have dominated styles during the past several seasons. But the fitted effects which are being shown for the coming season will not be the old-time, boned bodice and nipped-in waist line. This silhouette has passed with the stiffly-boned, uncomfortable corset. Any fitted frock of the near future will conform to the natural lines of the figure. The straight chemise type of dress absolutely ignored the existence of any waist line. In next season's models the existence of a waist line is admitted, although no tightly fitted or extremely flaring garments have as yet put in their appearance. The new fitted effect is worked out by means of a curved underarm seam, with the bodice draped closely to the figure at the waist line in front and back.

Moderate Flares Seen

Many of the skirts feature a moderate side flare, both for afternoon and evening, while street dresses adhere generally to straighter lines. Afternoon and evening dresses will feature skirts that have a hip flare and narrow at the hem. One black satin and fawn Georgette combination model was made in this style, with a deep apron or panel over section in front of the Georgette, which was embroidered in black. The usual round neck and three-quarter bell

sleeves completed the graceful little frock.

As has been emphasized frequently in these columns, the approaching season is notable for the lavishness and even magnificence of its new fabrics for dress wear. Beaded tunics of glittering beauty will be prominent as the season approaches its height, and many retail stores are showing these exquisite accessories all ready to be worn over a simple satin slip.

Changes in Suit Models

The earliest models in Fall ready-to-wear suits seemed to indicate that for the coming season the long suit coat would hold sway. The general impression was that shorter coat models would be quite out of the running. Suit designers and manufacturers have realized, since the one-piece dress came into existence, a few years ago, and encroached on the field that the two-piece suit had long regarded as its inviolable own, that styles must please all tastes and really become all figures, if suits are to find a satisfactory market. Results have been extremely satisfactory.

The redingote or long semi-fitted coat reaching to within 12 or 14 inches of the skirt hem will be a favorite. This type of suit-coat has curved underarm seams and a somewhat flaring skirt. Another type of suit coat has a long line back, with bloused front, the front and side sections having short peplums.

The third most popular type of suit according to present indications will be the one that is quite snugly fitted as to body part and is equipped with a flaring skirt. This is pre-eminently a youthful style and should be a favorite with young, slender women. Collars are generally of fur except on the extremely severe tweed tailor mades. Nearly all suit sleeves are untrimmed, but the peplums or skirts may be banded with fur or embroidered.

No Lower Prices Possible

With high prices continuing, wool fabric mills closing down in the United States, and, in many cases, not enough material to go round, the hope of cheaper ready-to-wear garments for the coming season seems rather futile. However, there is a tendency on the part of manufacturers to make as varied a range as possible to meet the demands of the woman who must consider expense, and at the same time supply another who is not handicapped by a lack of dollars.

Wrappy Fabric Coats

The more expensive coats are fur trimmed, but fully as attractive, if not more so, are all-fabric coats with the cape collars or the double or triple overcapes. With these untrimmed wraps a woman may wear her own furs.

The predominating style is, of course, the "wrap" type of coat—rather voluminous about the shoulders and to the waist line, and drawn in close to the figure below the hips. A great many double and triple over-capes are shown on next season's coats. The bloused upper section is also much in evidence.



Sisters in Paris

There is a charming custom in France of dressing the young daughters in the family exactly alike, irrespective of age, just so long as they are in their 'teens. This illustration was snapped at the Auteuil races recently and shows two dainty sisters dressed alike in quaint white crepe de chine frocks richly garnished with Chinese embroidery. The hats are of white tulle and are picturesque and decidedly becoming to the fair young devotees. The matron's frock in the centre is of a brocaded fabric and is short and plainly made.

Shades For Fall

Green is to be a smart color this season as well as henna for dressy wraps, and partridge and nut browns in velours, duvets and all such supple fabrics, are also extremely popular.

The ever useful seal plush coat has reappeared this season and more cleverly than ever approaches the real seal garment in lustre and softness. Large cape collars of natural opossum and convertible belts are extra touches which heighten the attractiveness of these useful coats.

Interest Reviving

The demand at present is tending towards the moderate priced garment in all lines of women's ready to wear, and the result desired by the imposing of the Luxury Tax seems to be coming slowly, but surely, within the bounds of possibility. Business is still quiet on the whole, but the coming Fall openings will see a tremendous revival of interest in all matter appertaining to feminine apparel.

Fall Fashions Abroad Set a Luxurious Pace

Exquisite Metallic Cloths, a Profusion of Lovely Laces, Extravagant Bead Novelties and Handsome Woollen Fabrics Among Fads Noted by Recently Returned Buyer.

THE LAST word in luxury has been uttered in regard to fashions for the coming season, according to Mr. J. S. Virtue, who has just returned from an extended buying trip in Europe for Messrs. Murphey-Gamble, of Sparks street, Ottawa. "There is a tremendous scarcity of goods," stated Mr. Virtue, "the labor situation is acute on the other side, and prices are very high on all classes of goods. Buyers are only able to secure small quantities of goods, and these are generally picked up quickly whenever available. Business on the whole is excellent, however, and I consider my trip a most successful one in spite of the difficulties encountered on all sides."

The unsettled political situation abroad is creating a depressing effect in the dry goods trade. Many lines of Irish goods have almost disappeared from the market, declared Mr. Virtue, and it will be a long time before laces and linens reappear in the usual quantities. In many instances cancellations will not be accepted by British manufacturers, and the retailers are frequently finding themselves in a difficult position. Prices have gone up by leaps and bounds, the buying public is obliged to pay the prices asked, on account of the shortage of supplies.

Metallic Silks Seen

The especial feature of the coming season's fashions, according to Mr. Virtue, is the magnificence of the newest fabrics, which rival anything hitherto introduced. Dry Goods Review was privileged to see a full range of samples of all the newest fabrics from Paris, as selected by Mr. Virtue. Among the features noted were the sumptuous metallic silks, ranging in price from 50 to 100 francs per yard wholesale, which would retail in the vicinity of $50 per yard in Canada. These materials come in a large range of colorings and shot effects, and are generally figured in large floral designs, or checked with gold and silver metal threads. Vivid blues are popular in brocades, and chenille embroidery is frequently introduced on a metallic background, as well as on georgette in paler shades. In fact, to be truly up to date this winter, the fashionable woman must have a frock of one of these fabrics, the key note of which is gold or silver tinsel cloth, chenille embroidery or else one of the gorgeous beaded tunics, which glitter and scintillate from neck to hem, possibly [illegible] on a foundation of Chantilly lace.



Ribbons and Lace!

This daring costume appeared at the Auteuil races in France recently and is formed of exquisitely embroidered lace in gold design and many bands of metallic ribbon. The bodice is absolutely plain and quite brief as to sleeves. A wide, flaring hat lends point to the costume.

Fashionable Beaded Tunics

Mr. Virtue displayed a remarkable collection of semi-made beaded tunics which will retail from $80 to $160 apiece. Some of these wonderful models were in white georgette encrusted with opalescent bugle beads and sequins, and were all ready to drape over a simple satin slip. Others were developed in black georgette in jet beads and sequins, finished with narrow sashes of georgette and bead tassels. Some had tiny transparent sleeves, others nothing but shoulder straps. The entire effect was of slimness and severity of line, accentuated by perfection of design and finish.

According to Mr. Virtue, the rage for beads has only begun in Europe and nothing in the way of feminine accessories is complete without a motif at least done in this dainty embroidery. Chantilly laces are assured of increasing popularity for the coming season, as evidenced by the advance showings of the Paris houses.

Among the Novelties

Among the novelties imported by Mr. Virtue were tassels and panels developed in colored beads, also cabochons, girdles, handbags and necklets in a bewildering variety. Another pretty novelty was the braided veilings in black and dark shades. Large combs, both carved and gilded, are also a feature of Mr. Virtue's importations and metal ribbons in many widths occupy an important place.

Brocaded Jersey

Among the staple goods imported by Mr. Virtue were some delightful novelty suitings in all wool Scotch plaids, in which gray and blue shades predominated. Brocaded Jersey cloth is another new idea, and infinitely richer in appearance than its plainer counterpart. Dress lengths of crepe de chine in black or navy were shown, embroidered in gold or silver, to be made up without any further trimming being necessary. The French lace industry, which was badly crippled by the war, has revived considerably, according to Mr. Virtue, and as the French Government has placed an embargo on the import of foreign made products, native laces are becoming quite plentiful. Mr. Virtue was able to secure a wide range of different makes, including Valenciennes, Cluny and Chantilly.

Woollen Hosiery

"The most marked scarcity exists still in silk hosiery on the Continent," stated Mr. Virtue, "and so we anticipate a big demand for woollen hose. The latest novelty appears to be navy woollen stockings with stripes or checks. A bit vivid, but very effective for sports wear, with brogues."

Mr. Virtue was an interested spectator at Auteuil a few weeks ago, where he witnessed the usual displays of advance models by the leading Parisian dressmakers, as worn by mannequins at the races. Elsewhere in this issue are shown some examples of the newest developments in lace afternoon frocks, which will be generally followed next season on this side of the Atlantic.

DRESDEN ORGANDIE EFFECTS

Organdie will be especially good next spring, in new Dresden flowered effects in exquisitely dainty colorings which will compete seriously with the popularity of the plain one-tone organdies.

What Policy Ought Buyer Now to Adopt?

"There has never been a time in all my experience in the corset business when buying took on so perplexing an aspect as it does to-day."

This expression of opinion, coming from the head of a leading corset specialty shop, may be taken as an indication of the mental attitude of retail corset buyers generally. They are all, to use a current expression, somewhat up in the air as regards the Fall and Winter outlook.

"Despite all these cut price sales and prosecutions for profiteering," this buyer continued, "wholesale prices show no indication of softening. In fact, the Fall corset price lists show advances, and even silk underwear, which we all thought was scheduled for a sharp drop, seems to have touched bottom and is now reacting.

"I am just back from a visit to the market, without having learned anything definite by which to guide myself. The only tangible idea I got is that the time has gone when we might buy for a rise. Prices are likely to go up, but I for one would not want to plunge on that likelihood.

"I have discussed the matter very fully with a great many merchants and manufacturers, and what they all say amounts to just about this: 'Use your own judgment. You know your own trade and your own store. Buy to meet your needs. Keep your stocks up and don't be afraid to buy enough to do a healthy normal business. But base your activities on your own judgment. Don't pay attention to what every Tom, Dick and Harry tells you, or you won't know where you're at.'

"So that is what I am going to do. I anticipate a good Fall business and I am going to prepare for it, but I am going to keep my feet right on the ground and govern myself according to local conditions—which are good—and the needs of my own business. There's no use to-day of bothering about what the rest of the country is doing."

This man, who is very well known throughout the trade, operates a very high class shop in one of the largest cities of the Middle West. He carries corsets, brassieres, corset accessories and sanitary goods, and undergarments, both silk and fine hand-embroidered cottons. He advertises extensively, turns his stock, under normal conditions, about six times a year, and is generally regarded as being an able and aggressive merchandiser.

His views are well worth the consideration of other corset buyers.

—"Corset and Underwear Review."



Seen at Style Show

One of the beautiful models exhibited by the Couture Division of the National Garment Retailers' Association at the show held in the Commodore Hotel, New York, in July. Developed in brown satin crepe and lace. Designed by Grean Inc.

Hats Viewed in Astor Ball Room

New York Sees Novel and Original Creations at Seventh Semi-Annual Fashion Show of the Retail Millinery Association of America—Gowns an Important Feature of Exhibit.

NEW York, Aug. 15.—Another R. M.A.A. fashion promenade has become history. On Wednesday night, August 4th, in the grand ballroom of the Hotel Astor, close to 2,000 people witnessed the brilliant spectacle which marked the success of the seventh semi-annual fashion show of the Retail Millinery Association of America. Hundreds were turned away and the ball-room was taxed to capacity. Beginning with a color prelude, effectively staged by the Textile Color Card Association, and ending with a display of theatrical headdresses by the Schneider Anderson Co., the promenade held interest throughout.

The prelude was arranged with animated living pictures, the models stepping to the stage from a gold frame and returning to the picture for the finale. In each instance large ostrich feather fans in contrasting color helped to emphasize the object of the display which was, of course, the launching of new colors.

Trains a Salient Feature

Along this line, there was a graceful drapery of Adriatic velvet with silver lame lace, the drapery by Herman Frankenthal, who used Pan Ondulay. Another frock of Rosebud Pink Panoply, was combined with gold lace. Both of these dresses were draped into elongated trains; in fact, trains registered as one of the salient features of the dinner gowns shown by all the exhibitors.

Capri blue and ochre were shown in Mallinson's Col-an-te and Chinchilla satin, draped by Mme. Marguerite, while Lapis, Cinder Aero and spring green were portrayed in Cheney Folly, a brilliant American Beauty shade, and was made of wide satin ribbon and silver tissue, the former encrusted with silver and cerise spangles.

Costumes for Stouts and Slims

Spectacular features were intermingled with dignified exhibits in the staging of the show. There was an educational demonstration designed to show "what clothes not to wear." A stout figure appeared first in garments and millinery which accentuated her stoutness and then in apparel more appropriate to her proportions, which considerably improved her appearance. A slim model appeared in a costume which emphasized the defects of her figure, and then underwent a marked transformation in appearance when she dressed as good taste and good sense dictate.

Sale of Paris Imports

A really spirited contest resulted from the offer of 12 Paris imported models to the highest bidder. The models were exhibited as part of the performance, and then were ranged along the runway on hatstands of varying heights. Joseph Mayer, the auctioneer, worked hard to swell the association's exchequer, and succeeded in raising the bid to $2,500, at which price the hats were taken by Abe N. Adelson, of A. Adelson & Co.



The Lace Craze

This charming Parisienne is wearing lace—almost exclusively. She was snapped at the Auteuil races and is costumed in an exquisite model of Georgette inset with real lace. The skirt is posed over a shortened petticoat, featuring the transparent hem. A lace sunshade and a draped veil add a note of elegance to the "toute ensemble."

Hats for Kiddies

Hearty laughter and appreciative applause was generously accorded to Mrs. Paul Solomon's presentation of "The Marionettes." Nineteen kiddies, ranging from three to fifteen years of age, presented children's bonnets and hats, and, unlike the other exhibits, presented little else to distract attention from the millinery. Their tiny bare legs and arms, moving rigidly and spasmodically, and occasionally in rhythm with the music, charmed the audience, and kept it in a continual state of fitful applause and laughter.

Costumes are Lovely

The millinery exhibits of Bruck-Weiss, Joseph and Hickson excited frequent exclamations of interest and appreciation. The costumes worn by the models vied with the millinery for attention.

The dresses worn were by the Roth Costume Co. and fur wraps from George W. Green.

A broadtail wrap, a coat of dark gray squirrel and a beautiful worked mink coat were the furs displayed, the latter having snugly fitted shoulders and a band which drew the coat in at the edge.

Among the dresses was a flame duvetyn embroidered in conventionalized floral design in taupe, and a peacock duvetyn with embroidered skirt, the embroidery extending in bib effect above the string belt. This dress had a choker collar and cuffs of beaver.

An afternoon gown of black velvet, with loose sleeves of dull rose chiffon heavily embroidered with silver, was another of the Roth costumes. This frock had a narrow band of the silver embroidered chiffon finishing the skirt and outlining the back and sides of the square cut neck.

Joseph Exhibit

Using a solid display of black velvet dresses for the background of their hat models, Joseph showed what could be done in the way of smart dress hats. A large rolling shape in black panne, with the roll laid snugly against the crown, was trimmed with two huge branches of black paradise laid low on the shoulder.

Paradise, as has always been the case, supplied the trimming for many of the models. A large black velvet rolling shape, with the brim turned higher across the front, was trimmed in a black blondine fancy at one side, while a large tricorne of black hatter's plush, branching out in sharp points, was adorned with a large jet cabochon.

On a small-brimmed shape of black

hatter's plush, the impression of size was given by a widely draped bow of plush loops, coming from the drape of the crown and completely hiding the small brim across the front. One of those quaint shallow crown shapes, quite small, was made of black velvet and trimmed with uncurled black ostrich feathers piled high at the back, the shape in front drooping low over the eyes.

Another shape that drooped over the face, also showing the shallow crown, was of black velvet, with the back brim caught into a sharp point and showing the back of the head quite plainly. This was trimmed in a series of goura fans sidespread across the back.

Dresses Shown

Joseph's exhibit was a symphony in black velvet. Nothing else was shown in the seven models created by this house for afternoon and restaurant wear. Jets, point Venise lace, green and gold spangles, and embroideries were also sponsored by this house, there being but one dress which introduced black lace, this model of black velvet with a distended drapery of Chantilly trailing off into a scarf at either side. The bodice, a diaphanous affair of Chantilly over a low-cut satin lining, was cut with a deep V and was sleeveless, a girdle of jet and a jet motif trimming the front.

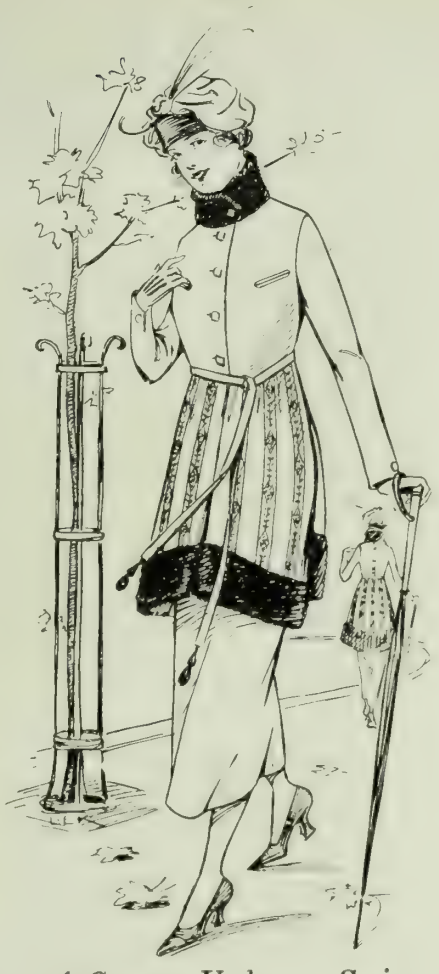
Another dinner gown, with a velvet train, had the bodice made of a straight band of point Venise, and strands of jet over the shoulders.

The models showed a tendency toward modified drapery effects, with slight fullness at the sides, and tabs or semi-detached panels. The museum types of embroidery, executed in dull gold relieved with brilliant green beads, were stressed, and one carried away from the showing an impression of green and gold embroideries. Noticeably longer shoulder lines, narrow girdles, many of which were jet, and frocks of a distinctly wearable rather than ultra type, were also features that stood out prominently. Sleeves were either long, three-quarter or elbow, when they were not altogether absent.

Hickson Exhibit

Headdresses, as well as hats, were displayed by Hickson in very gorgeous and ornate effects. For instance, the Spanish costume which supplied the first number had a headdress of a gold band, from which black Chantilly lace draped down about the shoulders and hair, veiling half the face. Rising from the coiffure, a huge Spanish comb effect of gold lace, spangled in large rings of jet, was very effective.

A headdress of orange velvet had a jet band laid over it, a black paradise sweeping out from the side. Again showing the tendency for Spanish combs, was a huge affair of jet faced in a soft shirring of black maline and having black paradise feathers branching out from the top of the comb. A head-



A Smart Velours Suit

The accompanying picture conveys very accurately the trend of fashion as regards women's suits. This model was developed in navy velours with Hudson Seal convertible collar and bandings. The embroidery is composed of black silk chain stitching done in vertical rows on the ripple skirt of the coat. The narrow sash breast pockets and single button cuffs all proclaim this model to be of French origin. Courtesy Lazarre & Novak Co., Montreal.

band of brilliant white pailettes was the base for a huge flaring fan effect of white peacock feathers, the eye of each feather studded with the pailettes.

In the hats, there was a small black panne shape trimmed with glycerined ostrich fancies across the back, this adornment made on the order of quills, with the ends silvered.

Kerinsky and brown velvet made a turban with sweeping paradise branches, and a red velvet toque showed trimming of coq feathers in the same color, covering the sides and falling in a large fancy over the shoulder. Brown net and gold embroidery and lace were draped into a toque and trimmed in onion skin paradise.

One of the smartest hats seen was a small velvet shape rising to a high protruding point at the front, the cuff entirely covered in coq Indian of black and yellow, each feather hand painted in spots of black or yellow. Taupe caracul, banded with henna velvet, made a small melon shape trimmed in a large paddle wing of henna, faced in taupe and laid out from each side of the crown.

Costumes Displayed

The Hickson showing was much more spectacular, opening with a Spanish gown in cloth of gold, fitting the figure like a sheath and veiled with filmy black lace, distended at the hips by rows of vivid red velvet poppies—a gown Spanish in spirit and detail, and worn with a Spanish comb and a mantilla in new arrangement. A black lace fan completed the picture.

Navy tricotine with fitted hip yoke in battlements set over a circular skirt banded with white wool—the same treatment being repeated for the tight bodice—was the most striking of the Hickson models. The long, tight sleeves were also of navy and white, the choker collar in white cloth and the girdle of blue and white galilith. The exhibit was closed by a gray broadcloth tailor-made, with strapped seams, a knee-length coat flaring at the skirt, but with well fitted body. A box coated suit with taupe caracul showed that Hickson does not adhere to one type of tailormade.

Brown velvet registered in this display both for street dresses and suits and for evening models. A large velvet jacket banded five times with kolinsky around its ripple flare, was embroidered in steel. A brown velvet gown with elbow sleeves and draped sides of the velvet showing a lining of gold satin, had a bib of the satin embroidered in brown, and a satin lined Medici collar.

A glittering jet evening gown, with distended hips achieved by the use of petal-shaped sections of the sequins bordered with steel, was within three or four inches of the floor, and a smoke gray chiffon with apron of crystal and jet, fringed with crystal, was of the same length, this dress having a slashed train held together below the knees with a jet ornament.

Hickson showed a tailless ermine evening wrap which an almost quilted effect, the skins being shirred and slightly puffed, forming an enormous spider web motif, carried out on the elbow length cape collar as well as the body of the coat. A cape made of rows of cherry color ostrich feathers, had interest for many of those present, opening as it did, a new field for the use of ostrich.

Schneider - Anderson Exhibit

As the last exhibit, Schneider-Anderson supplied the fantastic headdresses to please each trade allied in the millinery industry. Using ostrich, flowers, ribbons, ornaments, fabrics, they showed millinery as they thought each individual trade would like to have it. The ostrich feather industry was treated to a huge affair of nacre ostrich in towering plumes and curling bands about the neck.

The ribbon interests were furthered in a headdress much on the Russian peasant order, the huge flaring front covered in a wonderful embroidery and working of ribbon.

NEWS OF THE TRADE

OLD COUNTRY WORKERS ARRIVE IN TORONTO

Included in a recently arrived party of 3,000 immigrants from the Old Country were English shoe-makers and Irish linen workers, who were met by representatives of these industries in Toronto.

FLEW CHANNEL

Miss A. McGinnis, of Goodwin's, Ltd., Montreal, who has just returned from abroad, flew from England to Paris on the aerial passenger service, which now connects the two capitals.

FIRM DOUBLES CAPITAL

The capital of the R. J. Whitla Company, Winnipeg, wholesale dry goods, has been doubled. The increase is from $2,000,000, the present capitalization, to $4,000,000. D. K. Elliott is the president of this company, R. Driscoll is the vice-president and Joseph Clark the secretary.

BIG FLAX CROP

Howard Fraleigh, proprietor of the Forest flax mill, is now harvesting the largest and best crop of flax ever grown in that section, according to a despatch in the daily papers.

COMMON SENSE NOTES ON FIRE PREVENTION

1. Every time there is a fire loss it comes out of your pocket.
2. The greater the risk, the higher the rate of insurance.
3. Your own carefulness will not prevent another's negligence.
4. Keep your store free from inflammable rubbish but see that your neighbor does the same.
5. See that all fire apparatus is in working order and always ready for instant use.
6. It is to your interest, as a business man and as a citizen, to protect yourself and your community.

OVERALLS IN PARIS

As a protest against dear living a merry crowd of people in overalls drove in the boulevards of Paris the other day and even invaded the stages of several music halls.

Two little Pekinese dogs which solemnly followed their mistresses wore overalls, too.

A contrast was a delightful dress parade at the Paris Press Club. Each great dressmaking house in Paris had sent its handsomest mannequin and created two dress models——one an afternoon frock, the other an evening robe pecially for this occasion.

The result was a wonderfully beautiful display. The oriental note was marked in these latest designs, the skirts having panniers on the hips which gave them an eastern trousers effect.

DIES AT GOLF MATCH

While playing a friendly game on the Oshawa golf links on the afternoon of Wednesday, August 18th, John E. Boswell, a lifelong resident of Toronto, except that for the past two years he has lived in retirement in Whitby, took a stroke and collapsed on the green. He died a few minutes later in the Oshawa General Hospital, which is just across from the golf club house. He was playing with Mr. Allan, of Lindsay.

The late Mr. Boswell was born in Cobourg sixty-one years ago. He was a member of the firm of Morrison & Boswell, woollen importers, of Toronto, and for some years was connected with the Thornton Rubber Company of Oshawa. He retired from the latter company about two years ago. One son, Ernest, was killed at Langemarck, while another, Henry, is still in London, England, with the Naval Brigade. Another son, Edward, is connected with the Bank of Toronto in Toronto. He is also survived by his third wife, Amy Sterling, who was with him at the time of his death. He was a prominent Conservative and an Anglican.

Mr. Boswell was a member of the Mississauga, Rosedale and Oshawa golf clubs. The funeral was held to the Cobourg cemetery, Friday, August 21st.

DIES IN ATLANTIC CITY

The death occurred in Atlantic City on August 20th of Mrs. Mary B. Wanamaker, wife of John Wanamaker, owner of the New York departmental store. Mrs. Wanamaker had been ill for several months.

ATTENDING CONVENTION

Mr. George G. Smith, of Winnipeg, is attending the Kaynee Co. convention which is being held at Cleveland. He also intends paying a visit to the various factories he represents in the west, while in the east.

VALUABLE PROPERTY SOLD

Negotiations are being completed for the purchase of the building at 658-666 King street west, now occupied and owned by the Ideal Women's Wear Company. The Anglo-Canadian Leather Company are the purchasers and on vacation by the present tenants will move from their offices at 665 King street west. It is understood that the purchase price is between $100,000 and $125,000.

FUR DEALER'S BIG ESTATE

The late Frederick Richard Gillespie, who died in New York City in January, 1919, left an estate valued at $377,880, which included 910 shares in the Gillespie Fur Company, Toronto, valued at $87,441. In his will recently probated, testator bequeathed one-fourth of the residuary estate to his widow, two sons and a daughter. To a grandson and grand-daughter he left 50 and 100 shares respectively, which are to be held in trust until the beneficiaries reach the age of 25.

IN A DEPARTMENTAL STORE

"I want some shoe strings, some hair-pins, a pair of gloves, and a tooth-brush," the woman said. "I have to catch a train, and have but a few minutes." "Yes, madam," the floor-walker responded briskly. "That's the beauty of a department store—get anything you want, right under the one roof! Take the elevator to eleventh floor, shoe department eight aisles to the right from the main passage-way, for shoe strings; hair-pins in notion department, east side of basement, three aisles beyond hardware; gloves in women's wear, fifth floor of annex, reached by passage-way over street; tooth-brush in drugs and toilet department, on balcony, reached by moving stairs, which you will find on your right as you pass the fountain in the florist shop in the centre of the main floor."

FASHION LAVISH WITH LACES

Continued From Page 110.

back in a vivid color, such as blue or rose, is also shown in this collection. Japanese effects in gold brocaded cloth, blended with dull blue or rose, are truly gorgeous, and in the gunmetal fibre silks, with silver rose motifs, almost defy description. Metallic fringes are shown in all kinds of widths, and may be used flat or doubled together to simulate ostrich banding.

In narrower laces, Venetian edgings and insertions in filet designs are taking precedence, among the moderate priced lines. Filet and Cluny laces are still enormously popular, especially in medallions and motifs for use on curtains and other household linens. Irish crochet is coming back, although considerably higher in price, and narrow insertions and medallions are to have a large vogue on all kinds of sheer blouses this season.

Underwear is also being shown trimmed with Irish lace, but the newest and daintiest conceit is the point d'esprit chemise or underslip, embroidered or inset with lace. These diaphanous and fragile garments will wash splendidly, however, and will no doubt be popular for evening wear next winter.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

New Spring range is now being submitted for your inspection.
Our large production has made it possible to give you better service, quality and price. See our samples.

246 ST. ANDRE STREET
Corner St. Catherine St.
MONTREAL

SHOWROOMS:

Toronto, G. D. Bell, 301 Dineen Bldg. St. John, Mr. W. J. Nagle, Dufferin Hotel. Vancouver, G. E. Ledder, 807 Power Bldg. Hamilton, Mr. R. M. Desmond, Royal Connaught Hotel. Quebec Province, Mr. M. Samuels, 246 St. Andre St., Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

La Mode Dresses

are hand-made Dresses and right up to the minute in style and materials.

Our salesmen are now out for immediate and Fall Delivery. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, - 591 St. Catherine W.
MONTREAL

DRESSES

OF THE BETTER KIND

The S. & D. Dress Co.

142 PEEL STREET
(A few doors above Windsor Hotel)
MONTREAL

"P.C." Corsets
RUST PROOF



P. C. Corsets, in Pink and White—Back and Front Laced—are undoubtedly the corsets to stock.

Built on distinctly clever and unique lines, they enable women of all proportions to go perfectly corseted and retain the figure's youthful grace of outline.

The great demand for P. C. Corsets has forced us to obtain a new factory—now being rushed to completion—to facilitate increased output to meet our orders.

Parisian Corset Mfg. Co., Limited

Quebec City, Quebec

BRANCHES:
MONTREAL, 329 Craig St. West *TORONTO, 76 Bay St.*

F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.

GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland.

Western Representative: C. H. BUTLER, 24 Sylvester-Wilson Bldg., Winnipeg, Man.

Specializing in

House and Apron Dresses, Rompers, Creepers and Aprons

Fall Samples now in hands of our representatives. If he does not call, write for samples and prices.

"Prompt Delivery our Motto"

D. GINSBURG & COMPANY
MANUFACTURERS
515 College Street, Toronto Tel. Coll. 8928

WOOLLENS

again lead in quality and originality of designs and colorings. Ask our representative to see our wide ranges in 33 oz. Half Blood Overcoatings, highly napped and in English Effect—our Spring 1921 suitings for both Men's and Women's Wear—smart and *different*. 53 years in service is your guarantee of satisfaction.

OXFORD Manufacturing Co., Ltd.

Oxford-N.S.

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

AN OLD ESTABLISHED FIRM OF LACE MANUFACTURERS HAVE openings for agents to sell their laces in the Toronto and Montreal areas. Apply Box No. 90, c/o Maclean's, 88 Fleet Street, London, E.C. 4, England.

FOR SALE—BEST CHANCE IN ONTARIO FOR A GOOD GENERAL store. Little opposition, good stand, central corner on main street in growing town suburban to Toronto. Two new industries located here in last nine months. At present this is an old established grocery business. Stock about $2,300. Absolutely no dead stock. Turnover 1919, $26,538.34. Splendid chance for a live man experienced in general merchandise with about $7,000 capital. Will rent property reasonably and make suitable improvements, including modern store front. Reply Box 200, Dry Goods Review, 153 University Ave., Toronto.

LINE WANTED—TRAVELLER, 17 YEARS' EXPERIENCE, ASKS for a good line for Quebec and Maritime Provinces. Write A. S., 164 Desfranciscains St., Quebec.

WANTED—IMMEDIATELY, THOROUGHLY EXPERIENCED MANager (lady preferred) for Dry Goods Department, including Millinery and Ladies' Ready-to-Wear. One to take complete charge of Department. State age, experience, references, salary expected and all particulars in first letter. Address Trochu Valley Department Store, Trochu, Alta.

WANTED—TRAVELLERS TO SELL ON COMMISSION BASIS A very high class art silk on spools for hand knitting, crocheting and art needlework. Packed 8 spools or tubes, each 175 yards, to the box. Several good territories open. Satisfactory arrangement will be made with a business-getter. Apply stating present lines and territory covered to Box 105, at 161 Beaver Hall Hill, Montreal.

AGENCIES WANTED — A FIRM RECENTLY ORGANIZED TO carry on a Manufacturers' Agency business, in dry goods, for Montreal and vicinity, and eventually all Canada, would like to hear from reliable manufacturers, selling retail, wholesale, and to the makers-up trade. Thorough connection and best reference. Box 206, Dry Goods Review, 143-153 University Ave., Toronto.

FOR SALE, JANUARY, 1921—DRY GOODS, WOMEN'S AND children's boots and shoes. Little opposition. In fruit centre, B.C. Turnover, $25,000. Dry Goods Review, Box 209, Toronto.

READY-TO-WEAR DISPLAY FIXTURE FOR SALE ONE ONLY, 8 ft. Centre or wall fixture, double diamond glass all round, obscure glass top, nickel-plated rod for hanging garments, sliding doors one side, 6 ft. high, 28 in. inside measure, finished in fumed oak. Not 1 year old. Made by Kent-McClain. If you are open to buy, you can save money by writing to "Fixture," P.O. Box 755, Halifax, N.S.

Billie Burke Dresses

Registered

If we are not represented in your Territory, write for samples.



These dresses will make the house brighter, the housewife happier, her daughter smarter.

The business girl will lighten her laundry and dress bill.

Economy in Dress means BILLIE BURKE Dresses as they are made of the best materials that will wear and wash.

A dress for all figures and all sizes. It pays to display them.

Write for Samples of Special Lines for Fall Trade.

We have a special in Jap Silk and Jersey Silk Petticoats.

FOR IMMEDIATE DELIVERY.

Our Four Registered Trade-Marks

Billie Burke Dresses
Beauty Bloomers
Cucie Underskirts
Mermaid Bathing Suits

The Canadian Underskirt Company

Limited——————TORONTO



"The House of Youth"

Designers and Makers of

DRESSES

for

MISSES and JUNIORS

Exclusively

REPRESENTATIVES:

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Western and Southern Ontario	R. Kennedy
Western and Northern Ontario	E. W. Wylie
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Provinces	W. A. Tallmire

THE COUNTER COSTUME CO.

Limited

131 Spadina Ave.

Toronto

LONDON EXHIBITION

September 11th to 18th

YOU ARE INVITED

We extend a most cordial invitation to our customers to visit our Warehouse during the London Fair, when we will offer **Special bargains** in **every Department,** including:—

LADIES' FALL AND WINTER COATS,
LADIES' AND MEN'S SWEATER COATS,
KNITTED GOODS, HOSIERY, UNDERWEAR,
GLOVES, MITTS, TOWELS
LADIES' HOUSE DRESSES, APRONS, WAISTS,
CHILDREN'S DRESSES, BOUDOIR CAPS,
CAMISOLES, SMALLWARES, etc., etc.

BRICKENDEN & McCRIMMON

Manufacturers and Wholesale Jobbers

LONDON CANADA

REID

Children's Dresses

show that smart simplicity, so desirable in children's dresses of good taste, and are trimmed and finished in a way that stamps them as "different." Yet they cost no more than ordinary dresses for children.



Naturally you can best buy CHILDREN'S DRESSES from SPECIALISTS in Children's Dresses

G.F.REID & CO.
Brampton
Ont.

REID

Children's Dresses

now being shown in a wide range of attractive White Embroidery numbers—Empire and French styles—daintily trimmed and finished. Also many styles in voile—plain and fancy—with trimmings of pleating, embroidery, etc.



The Call For "Something New"

is always being registered, and the merchants keen to respond successfully will do well to provide themselves from our line of

Suits and Coats

in all the most fashionable and quality fabrics, skilfully cut, and as skilfully tailored. An attractive feature of the suits is the embroidery with which they are ornamented. Our

Plushes

achieve instant popularity, because of rich, lustrous fabric, heavy pile and de luxe finish.

If you have not already received a copy of our Catalogue, giving full details of our line, write us, and one will go forward to you by return.

"Call and see us when in the City."

Lazare & Novek
CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts., MONTREAL

TRADE MARK

Pure Wool Serge
Middies and Bloomers

Women's,
Misses' and
Children's Sizes

Cole-Whitaker Limited
292 St. Catherine St. Montreal

NEW IDEAS!
NEW MACHINERY!
CLEVER LACES!
CAREFUL WORKMANSHIP!
UNDISPUTED VALUES!

THESE are the "hallmarks" of the new "Dalmor" line of Marquisette, Voile and Scrim Curtains, with Piece Goods to match. Undoubtedly the finest line we have ever produced is now in the hands of our representatives in all Provinces. BE SURE to see them at your earliest opportunity before the range is depleted.

DALY & MORIN, Limited
MONTREAL

MANUFACTURERS OF
"Dalmor"
Products

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS

have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."



SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

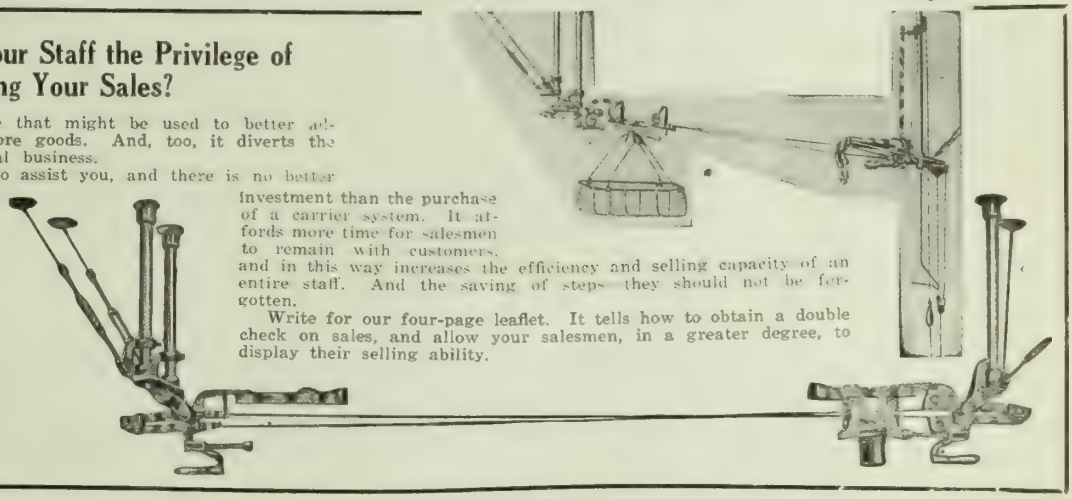
Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

Why Not Allow Your Staff the Privilege of Increasing Your Sales?

Making change takes time that might be used to better advantage in the selling of more goods. And, too, it diverts the salesman's mind from his real business.

We have a Cash Carrier to assist you, and there is no better investment than the purchase of a carrier system. It affords more time for salesmen to remain with customers, and in this way increases the efficiency and selling capacity of an entire staff. And the saving of steps they should not be forgotten.

Write for our four-page leaflet. It tells how to obtain a double check on sales, and allow your salesmen, in a greater degree, to display their selling ability.



Gipe - Hazard Store Service

Co., Ltd.

113 Sumach Street

Toronto - Ont.

THE PROOF Is in the Wearing

The wide popularity of KANTKRACK Collars has been won through **proven** merit. Wearers have been quick to appreciate the special features that mean comfort and economy. The KANTKRACK range includes all the popular styles.

KANTKRACK TRADE MARK REGISTERED

COLLARS

THE PROFIT Is in Quick Turn-over

When you explain that KANTKRACK Collars save 3c a day in laundry bills alone, that **one** KANTKRACK Collar wears as long as **EIGHT** of the so-called "linen" Collars, also the convenience of always having a clean collar on hand—you have a steady buyer for KANTKRACK

MADE IN CANADA BY

THE PARSONS & PARSONS CANADIAN CO.

Est. in U. S. A. 1879 HAMILTON, CANADA Est. in Canada 1907

"One Grade Only and That The Best"

ATTENTION!

Wholesalers and Manufacturers

Every day the newspapers throughout Canada publish news of interest, relating to your business.

A new hospital is to be erected in St. Thomas, the work starting at an early date.

A large industrial plant, employing 500 men, is to locate in Guelph. These are opportunities to sell equipment and drug supplies.

New legislation affecting drug tax is brought before the Dominion House.

New drug stores to open in Halifax, Montreal, Kincardine, Fort William, Winnipeg, Calgary and Nanaimo.

New inventions, processes and new discoveries appear in the papers from time to time. More opportunities.

All these informative items keep you posted up-to-the-minute, and your sales force is constantly in touch with the latest developments.

We can give you a service on the above news and shall be glad to suggest a service that will meet your needs.

Canadian Press Clipping Service

143-153 UNIVERSITY AVE., TORONTO

WESTERN TRADE NEWS

MAKES MONEY FROM GOOD WINDOW DISPLAYS AND WELL EXHIBITED STOCK

H. W. Fox, who owns a good dry goods business in Duncan, B.C., attaches considerable importance to newspaper advertising and window display. "I believe in changing my ads. frequently," said Mr. Fox to a representative of Dry Goods Review recently, "and I believe in just as careful an arrangement of stock in a small store like this in a small town as I do for a larger business in a big town." The goods in the H. W. Fox store are well displayed and the entire premises are kept unusually neat. This feature in itself has proven a good business getter, as also has a consistently good window display, the value of which was learned by Mr. Fox when he was manager of the staples department of Lardon's in Victoria, B.C. Mr. Fox has been in business for himself since August of last year, and has already built up a splendid business.



A Store That Advertises

General view of the H. M. Fox store at Duncan, B.C. Mr. Fox believes in plenty of store and window display and uses the daily newspapers extensively.

MOVED TO VANCOUVER

Two enterprising business women from Montreal have opened a smart shop at 2907 Granville street, Vancouver, B.C., where they will feature dainty garments and a wide range of embroidered lines in lingerie and fancy wear. Mrs. I. W. Stockdell is the proprietor and with her, in charge of the fancy work and art needlework department, is Miss Mitchell, formerly with the John Murphy Company, Ltd. They will specialize in gifts of all types, including ribbon novelties and crochetted and knitted goods.

FOR ONTARIO AND WEST

Mr. Robert Burroughes for many years a member of the firm of the F. C. Burroughes Company, Toronto, has been appointed Ontario and Western representative of the Biltmore Curtain Company, Ltd., of Montreal. Mr. Burroughes will occupy offices in Toronto with Mr. R. I. Green, who has represented the Biltmore company in this territory, and they have recently moved into new rooms in the Foy Building, 32 Front street west. Mr. Burroughes first started in business in Toronto with the W. A. Murray firm, later going into the dry goods business in London, Ont. He is widely known to the trade.

CANCELLATIONS

There has been considerable annoyance caused by the wholesale cancellation of orders on the part of both large and small interests in the trade in Canada. This practice is not local by any means, having caused considerable feeling in practically every market during the past few months. Asked as to the policy they adopted towards customers indulging in this practice, a prominent silk wholesaler stated that in the case of small retail customers no action whatever would be taken. They considered that courteous treatment and consideration was due merchants who were doing business on small capital, and felt disposed to exercise considerable caution in making their Fall and Winter purchases. Nothing ould be gained by forcing people who probably could not pay if they were forced to accept there orders.

In the case of larger concerns this firm felt that cancellations were entirely out of order. The quoted the instance of one firm whose capital was considerably in excess of their own and who had refused to accept a valuable consignment of goods. They could see no excuse for this firm's attitude. On the other hand they stated that their losses through cancellations on the part of their regular customers had not exceeded $2,000 to date. Many of the wholesalers state that they are going to see what action can be taken, if any, in the case of customers well able to stand losses, refusing to accept orders that had been placed for some considerable time.

That the British manufacturers are taking a firm stand on the question of cancellations, is evident according to statements made by the various buyers who are just returning from the Old Country. The same problems which have had to be met in Canada are to be dealt with, in the Bradford markets at least, in a very decided fashion.

"They are going to see that definite orders are not cancelled with impunity and have formed a committee to look after their interests," said a woollen buyer for one of the larger Toronto houses. "If a customer refuses to accept an order when it is ready to be shipped and then attempts to buy later elsewhere, his name will be listed and the other mills will then refuse to sell him."

Reporting the speech before the Bradford Chamber of Commerce of the president, Mr. H. Sutcliffe Smith, a recent issue of the "Drapers' Record" says in part:

"A resolution had been carried, he said, in favor of forming a permanent committee, representing all sections of industry to consider the question of cancellation of contracts, and it was requested that all cases of unjustifiable cancellation should be referred to the committee.

Reflection on All Sections of Trade

"The cancellation of goods had a reflex action on all sections of the trade, and, therefore, the whole of the trade was unanimous in making a stand against attempts to take an unfair advantage. The Chamber of Commerce had taken the matter in hand, and now recommended the appointment of a permanent committee representing all sections of the Bradford trade closely to watch those people who were attempting to cancel orders definitely placed, and it invited all traders in the textile trade to bring any unjustifiable cancellations to the notice of the committee."

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

Manufacturers

Your representation is respectfully solicited.
We are a young firm, young fellows, but experienced salesmen, well connected in this field.
Our special territory is the Wheat Belt, Manitoba, Saskatchewan and Alberta, but we can handle all Canada.
References will be cheerfully submitted to you.

The James B. Carter Co.
Winnipeg **Canada**



Handkerchiefs, Camisoles, Neckwear, Boudoir Caps, Baby Yokes, Spats, Accordeon Pleating, Fancy Dry Goods and Smallwares, Veilings, Quick-on-Veils, Cap Shape Nets, Knitted Scarfs, Baby Bonnets, Coats, Ribbons, Necklaces, Laces and Nets, Embroideries, Buttons, Beads, Braids and Tassels, Marabou Trimming, etc., etc.

We can give immediate delivery

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

The New York Clothing Cutters' Union of the Amalgamated Clothing Workers of America, have opened a co-operative clothing factory with the announced intention of manufacturing clothes at prices from thirty to fifty per cent. below those of the average retail store.

Lower prices, according to the union members, are due to elimination of middlemen. Branches will be established, it was stated, throughout the United States.

Famous French dressmakers are combining to institute legal action for falsely-labelled goods purporting to be the productions of famous Parisian designers. Secret agents were employed and sent to America from Paris to investigate.

They cabled that a huge business was done in New York and other large cities by second-class dressmakers who unblushingly pose models as those of Worth, Poiret and other Parisian designers, defrauding hundreds of American women.

Poiret's recent victory in England against imitation of Poiret gowns has encouraged Parisian designers to declare an extensive war.

Manchester. — The improvement which has been manifest in the cloth and yarn market has not been affected by the raw cotton slump. Buyers are now in the market from South American houses, open to buy large quantities of all materials.

COATS
DRESSES
SKIRTS
WAISTS

Are now being shown for Fall

W. J. COLLETT
302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.

GEO. C. SMITH
WESTERN SALE AGENT
WINNIPEG



FOR MEN WOMEN & CHILDREN

Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg.

Regina L. M. Day
Calgary J. Bartle
Vancouver H. S. Elliott

WHERE CAN WE BUY...?

You buy service when you subscribe to DRY GOODS REVIEW. We have facilities for procuring information about new goods, novelty lines, unusual requirements, etc., and the Service Department is always at your disposal. If the information you seek is not to be found in our Buyers' Market Guide, or in the advertising pages of this issue, cut out the coupon below and fill in your questions. Every day these are coming in and they are welcome. We are glad to be of any possible assistance to our readers. Following are just a few of the enquiries received during the past month:

PLEATING

Sault Ste. Marie, Ont.—Please send name of Canadian firm doing pleating.

Answer—Name of firm has been forwarded.

STRAW BRAIDS

Vancouver, B.C.—Where can we procure British or Canadian-made Milan straw braids for hats?

Answer Name of wholesale milliners has been forwarded.

COLORED SATIN

Hamilton, Ont.—Please let us know where we can secure colored sateen.

Answer—Address has been sent.

SILK CAMISOLES

Kincardine, Ont.—Kindly tell us where we can procure glove silk camisoles.

Answer—List of firms have been sent.

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 192

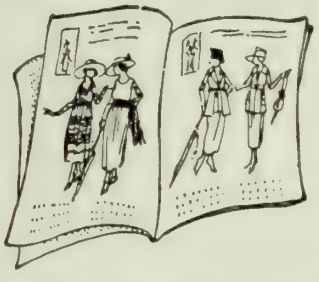
PLEASE TELL ME WHERE I CAN PROCURE_____

NAME_____

ADDRESS_____

Who Sells The Line You Are Looking For?

Very likely you can find it in the Buyers' Market Guide



Fashion's Pages call for

BUTTONS—

in greater quantities than ever

Our range is large of—

Ivories Pearls
Celluloids

also

Tailors' Smallwares
Fancy Trimmings

THE ONTARIO BUTTON CO.
LIMITED
KITCHENER ONTARIO

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-16 -163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Wooding's Sho' Cards and Hand Style Price Tickets

"GET THE BUSINESS"
Send trial order or for price list to
G. L. WOODING
P. O. Box 62 SALMON ARM, B.C.

References: London, Eng.—New York—Montreal

FRED. BIRKS
Commission Dry Goods
14 Phillips Sq., MONTREAL, Can.
Tel. Up. 388. Covering all Provinces.

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

A company to exploit the new "universal loom," which is said to be capable of turning out both the heaviest and finest weaves, has been organized under the style of Heavy Fabric Loom Co., Ltd., with a capital of £5,000,000.

Harrods, Ltd., London, have increased their staff by 1,000 since July last year.

This increase is due to a certain amount of new trade and the return to their former employment of demobilized ex-service men. The firm took back every former ex-service employe who applied to return, even though their places had been filled, proving the patriotic spirit of the directors.

The decree prohibiting the exportation of flax from France has been withdrawn, according to an announcement just issued by the French Government.

The Milliners' Association of Paris, entering upon the 37th year of its existence, has elected the following officers: honorary president, M. Daniel; president, M. Bailly; vice-president, M. Veyssieres; secretaries, Messrs. Roger, Jorsin and Bouchinet, and treasurer, M. Guichon.

British woollen cloth exports for the first six months of 1920 were worth $40,000,000 as compared with $25,000,000 for the same period last year.

The exports of worsted during the first half of 1920 were valued at $13,000,000, as against $5,500,000 for the same period last year.

VEILINGS and SILK NETS

HODGES & LETTAU
232 McGill St. Montreal

FOR HONEST VALUE AND SATISFACTION
CROWN PANTS
Wil increase your sales. Our production has increased 50% over former years.
CROWN PANTS
322 Notre Dame West, MONTREAL



Pyjamas for Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England


Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto



"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.


BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children.
L. G. BEEBE
28 Wellington St. E., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
Direct from the makers. Special lightweights for Ladies' wear—all shades.
Patterns and Prices on Application.
S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT McCLAIN AGAIN

Lethbridge, Alta.—The Hudson's Bay Store at Lethbridge, Alta., have just installed a number of "K-M" Revolving Wardrobes for use in their Clothing Department. This type of garment cabinet is coming into general use throughout the country and is recognized as the most effective medium of display for clothing yet devised. These "K-M" Revolving Wardrobes are an exclusive fixture in the "Modern Method" store equipment supplied by Kent-McClain, Limited. (Toronto Show Case Company).

WRIGHT'S BIAS FOLD TAPE
Known to home sewers everywhere. Made in U. S. A. since 1898. "W & N," Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver
All ready to sew on middy blouses and sail or suits. 2-yd. piece makes collar, cuffs and yoke.

Sold by Jobbers everywhere

Wm. E. Wright & Sons Co. Mfrs. 315 Church St. N. Y.

Agencies wanted for Great Britain
L. A. NELSON
Hosiery & Knitted Goods
Agent, Wholesale and Export.
Headquarters, London, England,
59, Gresham St., E.C. 2.
Open to represent manufacturers, all classes except Summer Ribbed Underwear.

RIBBONS OF DISTINCTION
"J-C" Ribbons have peculiar charm. Widely advertised to the consumer under their trade-mark names for the protection of the dealer.
"SATIN DE LUXE"
"TROUSSEAU"
"LADY FAIR"
"SANKANAC" "VIOLET"
"DEMOCRACY"
J.C. AMERICA'S BEST RIBBONS
JOHNSON, COWDIN & CO., 40 E. 30th St., New York N.Y. Made in U.S.A.

D. TROMER TOTTENHAM LONDON, N.15, ENGLAND
HAIR GOODS MANUFACTURER,
HAIR-FRAMES FOR PRESENT FASHIONS
WHOLESALE & EXPORT ONLY
CABLE ADDRESS: TROMEROLO. LONDON.

BLANKETS
PRIESTLEY BROTHERS
Blanket Manufacturers
GROVE MILLS HALIFAX
Telegrams and Cables, "Blankets" Halifax
Codes, A.B.C. 5th, and Bentley's

For REAL VALUES in COATS and SUITS
Mail orders to or call on
The G.B.G. Mfg. Co., Inc.
15 East 26th St., NEW YORK CITY

WILL P. WHITE, LIMITED
Head Office: Toronto, 65 Simcoe St.
Montreal, 137 McGill Street
Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

Manchester. — Satisfactory progress is reported in the Lancashire scheme for commercial cotton growing within the Empire by a combine with a capital of £10,000,000.

The prime minister has invited members of the committee to discuss their scheme with him.

London. — The Government Disposal Board has sold 12,000,000 yards of flannel, Arthur Johnson, managing director for the Cotella Shirt Co., of London, being the buyer. The material is to be distributed throughout the country and sold to the public at prices half of the present cost of production at the mills.

The deal just consummated is a record one.

Brussels. — The textile industry in Belgium is still suffering severely by reason of the drop in price of raw materials and the continued general abstention from buying, according to further reports. The flax crop in Belgium is said to be extraordinarily affected by the situation, the workers in most of them being employed only 30 hours a week at present. The price of yarn has not gone down in proportion to the recent depreciation in the value of the dollar.

The Brussels Trimmers' Association has just concluded with the workers' union an agreement increasing the wages of one class of workers from 1 franc 75 to 2 francs 50 the hour, while wages of workers of the second class are increas-

I Specialize in Boot Laces
for the wholesale trade in the better grades.
Banded in pairs, in gross boxes
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
LEATHER LACES, all kinds.
E. W. McMARTIN, MONTREAL

H. Levy & Sons, Limited
198 McGill Street - MONTREAL
Phone MAIN 1457
Woollens, Linings, Trimmings, etc.
For Clothing and Cloak Trades

The Gem of the Notions
Starsnap
Look for this Card at your Jobbers
Columbia Fastener Company CHICAGO

Fiskhats AND MERCHANDISE
D. B. Fisk & Co.
Chicago
New York Salesroom:
Open Throughout the Year
411 Fifth Avenue

ADVERTISEMENT WRITERS and SHOW CARD WRITERS WANTED
Big demand for both men and women. We prepare you in few months at home—under experts. Our graduates in demand. They earn good money. Get particulars. Write
SHAW CORRESPONDENCE SCHOOL
Toronto, Canada (Dep. D.R.)

We read all the Newspapers. On what subject do you wish
Information
Canadian Press Clipping Service.
143-153 University Avenue, Toronto

THE CASTLE BRAID CO.
Manufacturers
329-331 Fourth Ave., N. Y.
SUPERBA BINDING
BRAIDS, CORDS, DRESS TRIMMINGS

FRED JONES & COMPANY
Manufacturers and Importers
Babies' Hand Crochet Goods — Notions
Babies' Hand Knit Goods — Novelties
Art Needlework Materials
Room 712, Empire Building
64 WELLINGTON ST. WEST, TORONTO

BUYERS' MARKET GUIDE

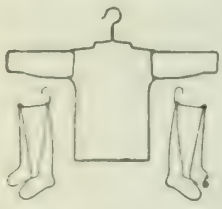
KENT McCLAIN AGAIN

[illegible] Limited have recently opened a new store at 28 King Street West and have incorporated a complete department [illegible] "K-M" Garments. Wm. Hodges [illegible] is head designer and the [illegible] display manager. All the [illegible] and Edmonton with style [illegible] Kent McClain Limited, Toronto [illegible] Co. [illegible] This is the third [illegible] opened by [illegible] people. With [illegible] Limited it was Kent McClain [illegible]

Information

We can keep you posted with all daily news and business Tips

Canadian Press Clipping Service
143-153 University Avenue, Toronto



CHILDREN'S GARMENT DRYING FORMS
NON-RUSTING
PATENTED
Write for Circular No. 31
J. B. TIMBERLAKE & SONS, Mfrs.
Jackson Michigan

MESH BAGS in Silver and Gun Meta Finish. METAL FRAMES for Ladies' Hand Bags.
Made in Canada for the Canadian Trade
WHITING & DAVIS CO.
SHERBROOKE, QUE.

SIGN WRITING

Do your own card writing
Write for our catalogue which will tell you what you need. Best goods at closest prices
ARTISTS' SUPPLY CO.
77 York St., Toronto

Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from
BARTELL PATENT POCKET CO.
117 East 34th St., N.Y.C.

J. CHANANIE

Wholesale Dry Goods Importer
has removed to larger and more central premises at
323 NOTRE DAME ST. WEST
MONTREAL
where he will render still more efficient service than in the past

ed 1 franc 50 to 2 francs 10, and that of another class 1 franc 25 to 1 franc 75. The working day is fixed at eight hours.

Advices from France tell of the progress in the reconstruction of industries. A report from Tourcoing states that the official figures showing textile production in Tourcoing during the 2nd quarter of the year are said to give evidence of the stability of the situation there. In April a total of 3,694,546 kilos (81,280,012 pounds) was registered, in May a total of 3,-164,749 kilos (70,284,478 pounds), and in June a total of 2,941,259 kilos (64,707,698 pounds).

The textile industries in Nimes and its suburbs are reported in full activity. A dozen manufacturers of carpets and materials for household furnishings, silk weaving, manufacture of woolen with cotton goods, etc., are running in full operation, it is said.

The question of satisfactory flax supplies is still unanswered. It is stated that hardly 30 per cent. of the Russian acreage is under cultivation, while there has been some decrease in the Irish sowings. The efforts to increase in Canada and elsewhere have had little influence upon prospects for spinning in Ireland and Scotland. The increased yield in Belgium and France has not reached the point where exports to other countries are possible in any large way, although tow and yarn prices bid are abnormally high. The Irish industry continues to stagger on doing less than a third of what it could

TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK
Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

AWNINGS

FOR
Stores, Offices, Factory, or Residence.
Write for Price Lists and Measurement Charts. Address
C. H. PETCH
Successor to
EDMONDSON & PETCH
Ottawa Canada

SMALLWARES — AND — HOSIERY

THE ROBERT HYSLOP CO LIMITED
HAMILTON, ONTARIO

IDEAL VALUE
IDEAL GARMENT CO.
Manufacturers of
DRESSES
18 West 33rd Street New York
STOCK on HAND for IMMEDIATE DELIVERY
PRICE $8.75 to 24.50

Cotton Comforters
Down Comforters

Deliveries Guaranteed
The Toronto Feather & Down Co., Ltd.
2154-56-58 Dundas St. W., Toronto

Choir Gowns

The Best in Design
The Best Made
The Most Reasonable in Price
HARCOURT & SON, LIMITED
103 King Street W., Toronto

STERLING DRESS CO.

Popular-Priced Ladies' and Misses'
DRESSES and SKIRTS
220 KING ST. WEST - TORONTO
ADELAIDE 3857

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

Charlottetown, P.E.I.—Messrs. Moore & McLeod, of Charlottetown, have just completed the entire re-outfitting of their store. One year ago they placed their initial order for "Modern Method" Inter-place-able Unit Fixtures with Kent-McClain, Limited, (Toronto Show Case Company) and since then they have continued to add Units until their store is now equipped throughout with this type of fixture.

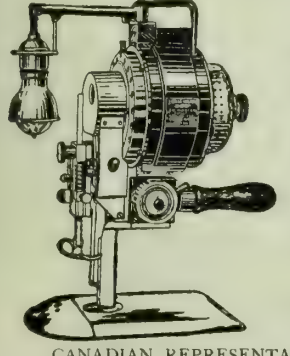


CLIMAX PAPER BALERS
ALL STEEL--FIREPROOF
"Turns Waste into Profit"
12 SIZES
Send for Catalog
CLIMAX BALER CO
Hamilton, Ont.

ESTABLISHED 1872
Knitting Machinery
Power and Hand
May we hear from you?
CREELMAN BROS.
Box 1537, Georgetown, Ont., Canada

American Bead Co. Inc.
IMPORTER AND MANUFACTURERS OF
BEADS AND NECKLACES
485 FIFTH AVENUE
NEW YORK CITY

COTTON PANTINGS AND SUITINGS
for Manufacturers only
GANSEMAN & DeMYTTENAERE
MOUSERON BELGIUM
MAKERS OF LEADING LINES
G. C. EGAN CO., LIMITED
18 St. Helen St., - MONTREAL
Sole Canadian Representatives.



AN EASTMAN CUTTER
Will Reduce Your Cutting Costs
Free Demonstration
Eastman Machine Co. Buffalo, N.Y
CANADIAN REPRESENTATIVE:
W. J. WESTAWAY COMPANY, LIMITED
The Westaway Building
Main and McNab Sts. Hamilton, Ont.
400 McGill Bldg., Montreal

do if flax supplies were available.

Buyers of textile goods who have recently returned from the United Kingdom report that they found prices on the average 25 to 40 per cent. higher than six months ago. High wages, they claimed, continued to be one of the chief factors in keeping prices up in all lines, while the situation in linen is further aggravated by the shortage of flax products. Purchases were generally made on a hand-to-mouth basis, owing to the uncertainty which prevailed in the markets on both sides of the water.

In Canada, it was stated, the tendency of the public is to avoid where at all possible paying high prices, and in some cases transactions have fallen through because the retailer would not pay the price asked. On the other hand in the British markets it is practically impossible to obtain new goods except at advanced prices. This puts the wholesaler in rather an awkward position, as it is necessary for him to have some fresh material, while at the same time he is not as sure of having his stuff taken off his hands as he formerly was. A policy of caution consequently seems to be the one generally followed in replacing or adding to stocks on hand.

The feeling, however, is considerable brighter in wholesale circles, in view of the cheering reports of the crops which come from Western Canada. Agricultural conditions in Ontario are also good and satisfactory fall business is looked for.

——

Vancouver. — Your correspondent was admiring a suburban dry goods window display the other day. The various light dress materials were ticketed quite prominently at 59c—reduced from 85c, with the 85c crossed out with a very decided flourish. The web of cloth next to the window also bore the usual small tag with cost,

DIRECTORIES
Of all Canadian Trades.
All branches of the Dry Goods Trade covered by WOMEN'S WEAR, JULY; MEN'S WEAR, SEPT.; TEXTILE PRODUCTS, JAN., combining above two.
Fraser Publishing Co. 222 Craig W., Montreal. 122 Wellington W., Toronto.

Red Seal Zephyr Ginghams
Everett Classics
Eden Cloth - Blue Bell Cheviots
Standard Woven Cotton Fabrics
SMITH, HOGG & COMPANY
115-117 WORTH STREET-NEW YORK
Boston-144 Essex St. Chicago-226 West Adams St.

The Ladies' Home Journal
PATTERNS
are now being placed in many of the leading stores in Canada. They can be sold alone or in combination with any other make.
The terms are very liberal 100% Cash Credit for old styles—Free Fashion Sheets. Write for booklet, "A Message From Those Who Know."
THE HOME PATTERN CO., Inc.
18 E. 18 St., New York Toronto Office: 215 Victoria St.

Experienced dry goods man, now on way to England to reside, is open to accept buying commissions from reliable importers. Over ten years buying experience in Canada, of Laces, Ribbons, Embroideries and Smallwares. First-class Canadian references given. Box 197, Dry Goods Review, 143-153 University Ave., Toronto.

Cohen Brothers
MANUFACTURING CO., INC.
AN INTERNATIONAL INSTITUTION
The Leading Sweater House
16-18-20 West 32nd St., New York

PENNANTS PILLOW-TOPS
and
CHAIR-PADS
MADE BY
Canadian Manufacturing of Novelty
49-51 Boucher St. MONTREAL

JUTE GOODS
WHY NOT BUY DIRECT FROM THE MANUFACTURERS:
JAMES BRODIE REPRESENTING
COX BROTHERS LTD
12 BANK OF OTTAWA BLG., MONTREAL

HATS
Cash for Old Stock.
For Stiff Hats, Black or Colored.
DUBRULE MFG. CO., Ltd.
164 McGILL ST., MONTREAL

DOUBLE
BUYERS' MARKET GUIDE

MYERSON BROS.
Importers of
SILKS, SATINS
AND
LININGS
Of All Descriptions
650 ST. LAWRENCE BOULEVARD
MONTREAL
BRANCH: 122 WELLINGTON ST. W., TORONTO

J. DUDGEON & CO.
Manufacturers' Agents and Commission Merchants
New Birks Building - Montreal
We represent manufacturers of the following lines —
Dress Goods
Wool and Union Serges and Fancies.
Cloakings
Velours, Tweels, Seals, etc.
Laces
Nottingham Laces, all kinds, also Lace Tea Cloths, Runners, Panels, Cushion Covers.
Wool Travelling Rugs
Irish manufactured Rugs in a beautiful variety of patterns.
Irish Linens
In Damasks, Towels, Crashes, Glass Cloths, Linen Sheetings, Pillow Linens, Drawing Linens and Handkerchiefs of all kinds
Nottingham Lace Curtains and Bungalow Nets.


Universal Hair Goods Company,
Limited
Converters, Manufacturers and Importers of Human Hair Goods and Hair Nets.
DOLLS' WIGS
We are the ORIGINAL Manufacturers of Real Human Hair and Mohair Dolls' Wigs in the Dominion
Write for Quotations
Fraser Bldg., 43 St. Sacrament Street, MONTREAL

Washable Clothing
AND SPECIALTIES
WHITE DUCK COATS in All Styles
SUMMER CLOTHING LUSTRE COATS
WAREHOUSE and AUTO DUSTERS
DUCK AND FLANNEL PANTS
MEN'S APRONS
OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS
MILITIA AND CADET UNIFORMS
BREECHES AND MILITARY SUPPLIES
The Miller Mfg. Co., Limited
44-46 York Street, - TORONTO
The Oldest and Largest Specialty Clothing House in Canada.

etc., in code and the regular price of 60c. Of this practice we have no word to say, but we will say that the merchant might have the delicacy to hide the correct figure. Dozens of passers-by must have seen the discrepancy and been confirmed in the opinion that the usual sale is a fake and the "mark-down" usually a misstatement.

Tulleford, Sask. — "Record crowds have been attending the bankrupt sale now in progress at the old stand of "Underwood and Davis on Main Street, Turtleford," writes a Dry Goods Review subscriber. Mr. Fred Donovan, owner of Turtleford's greatest general store business has recently purchased the Underwood and Davis stock and has put on the big sale. Some $25,000 worth of high-class goods have thus gone to the hammer. Mr. Jackson, of Winnipeg, made all arrangements for the sale and has personally supervised for fifteen days.

"From 145 miles north people have come to Turtleford to take advantage of the bargains offered. No half measure nor questionable methods have been used. The sale is one of genuine bargains, thousands of dollars worth of goods having been sold.

"During some of the days of the sale the rush has been so great that it has been necessary to lock the doors and only admit enough at one time to be waited on by the staff of clerks.

"Butter and eggs were taken at the sale, but as this is the season when the Indians are bringing large quantities of seneca root, Mr. Donovan with a staff of six or seven was kept busy trading with the Medicine Men as well as the usual charge accounts of regular customers. One big feature is the cut on groceries and the fact that butter and eggs are taken as cash. There has also been an unprecedented sale of hats at half price, boots, men's shires and piece goods.

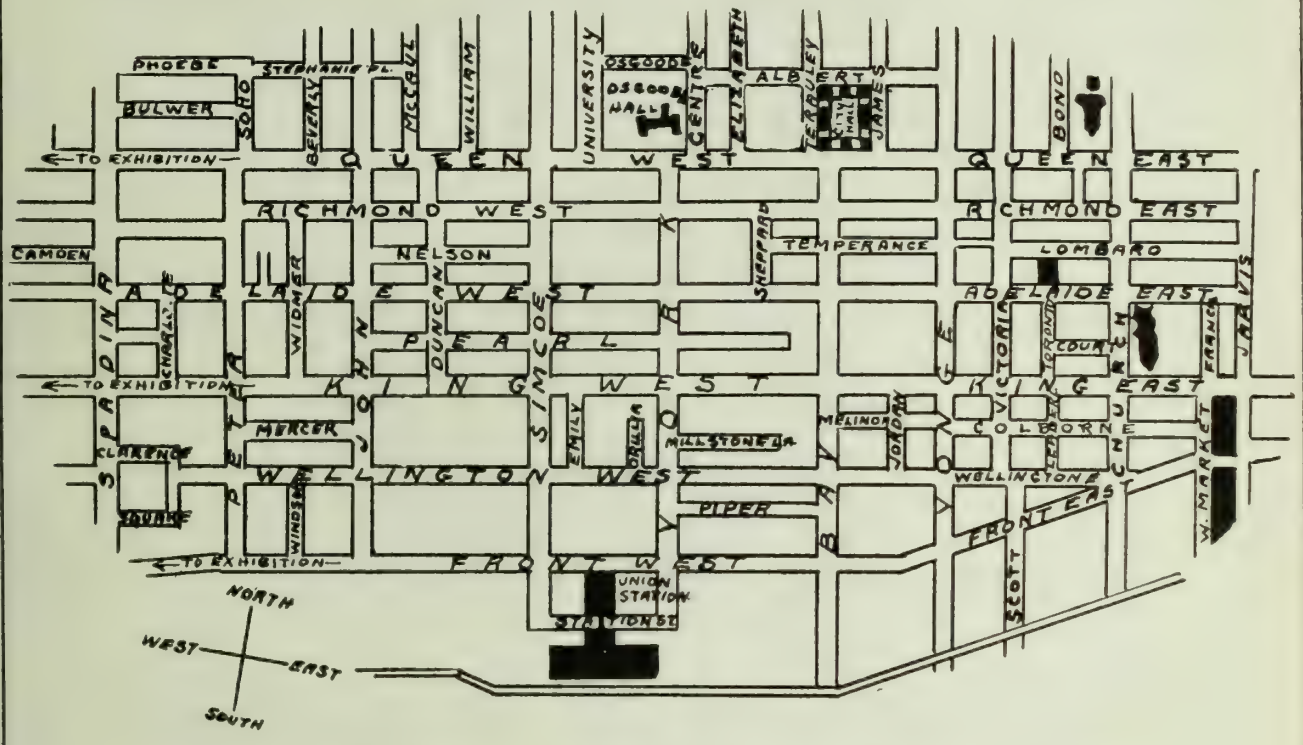
La Vogue BRAND (REG.)
"DRESS FABRICS"
F. A. RODDEN & CO.
Dry Goods
Commissioners and Importers
52 Victoria Square MONTREAL

STUYVESANT 3619
Art Button & Novelty Mfg. Company
Manufacturers of
JET AND FANCY GLASS BUTTONS
FOR JOBBING TRADE ONLY
Decorators on Buttons of Every Description
814 BROADWAY NEW YORK

Complete Lines at Keen Values in
Underwear
Shirts
Ties
Gloves
Hosiery
Miller Men's Wear Limited
Miller Bldg.
44-48 York St., - TORONTO
"Everything in Men's Furnishings"


QUALITY Mar-Well CLOTHING
"Tis the Quailty behind the name that counts"
Popular Priced
Clothes
for MEN, YOUNG MEN and BOYS
THE FREEDMAN CO.
37 to 41 Mayor St. Montreal

Handy Map for Visitors to Toronto



Tear out this page and use it as a convenient guide when making calls in Toronto at Exhibition time. The firms listed below cordially invite you to visit them when you are in Toronto for the Exhibition. Read their advertisements in this issue.

Allen Bros. Co., 883 Dundas St. East, Broadview car.
Allen Silk Mills, 43 Davies Ave., King car east.
Artists' Supply Co., 77 York St., between Wellington and King.
Austin, Carl & Co., 357 College St., College car.
Beebe, L. G., 28 Wellington E., between Yonge and Church.
Belding Corticelli Limited, 79 Wellington W., between York and Bay.
Birmingham & Co., T. H., 93 Spadina Ave., King car west.
Brock Co., W. R., Bay and Wellington Sts.
Canada Veiling Co., 84 Wellington W., between York and Bay.
Canadian Underskirt Co., 96 Spadina Ave., King car west.
Carhartt, Hamilton, Cotton Co., 535 Queen E., King car east.
Channell Chemical Co., 369 Sorauren Ave., College car west.
Clatworthy & Son, 161 King W., between York and Simcoe.
Consolidated Plate Glass Co., 241 Spadina Ave., Belt Line car west.
Copp, Clark Co., 517 Wellington W., Bathurst car.
Cook Bros. & Allen, College and Markham Sts., College car west.
Counter Costume Co., 121 Spadina Ave., Belt Line car west.
Dale Wax Figure Co., 86 York St., opposite Prince George Hotel.
Davis & Co., Henry, 253 Spadina Ave., Belt Line car west.
Denton, Mitchell & Duncan, 81 Wellington W., between York and Bay.
Dominion Ostrich Mfg. Co., 78 Wellington W., between York and Bay.
Dominion Paper Box Co., 469 King W., King car west.
Dry Goods Review., 153 University Ave., Dundas car west.
Gipe-Hazard Store Service Co., 113 Sumach St., Broadview car east.
Ginsburg & Co., D., 515 College St., College car west.
Godde, Bedin, Albert & Cie, 64 Wellington W., between York and Bay.
Goulding & Sons, G., 55 Wellington W., between York and Bay.
Hambly & Wilson, 11 Wellington W., between Bay and Yonge.
Hamm & Riley Silk Co., 55 Bay St., between Front and Wellington.
Harcourt & Son, 103 King W., between York and Bay.
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Ritchie & Co., H. P., 38 Clifford St., Queen car west.
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CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION
RUBBER
SYSTEM
AND ASSOCIATED COMPANIES



Naugahyde Bags as Trade Builders

Men and women everywhere who demand distinctive luggage will want Naugahyde Bags. These new bags are waterproof, smart and durable. They are made in attractive styles, in sizes for both men and women. Every bag has the finest of brass fittings and specially selected linings.

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The yarns that wholly satisfy.

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Manufacturers of Corticelli Spool Silks, Corticelli Crochet and Embroidery Cottons, Corticelli Knitting Silk, Corticelli Embroidery Silk, Corticelli Roll Tape, Corticelli Lingerie Braid.

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TORONTO
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VANCOUVER



DRY GOODS REVIEW

Vol. XXXII | Publication Office: Toronto, September, 1920 | No. 9

SPERO
ON SELVEDGE OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
COTTON GOODS
"THE BEST IN THE WORLD"

THROSTLE NEST. ORDSALL. TATTON & ECCLESTON MILLS



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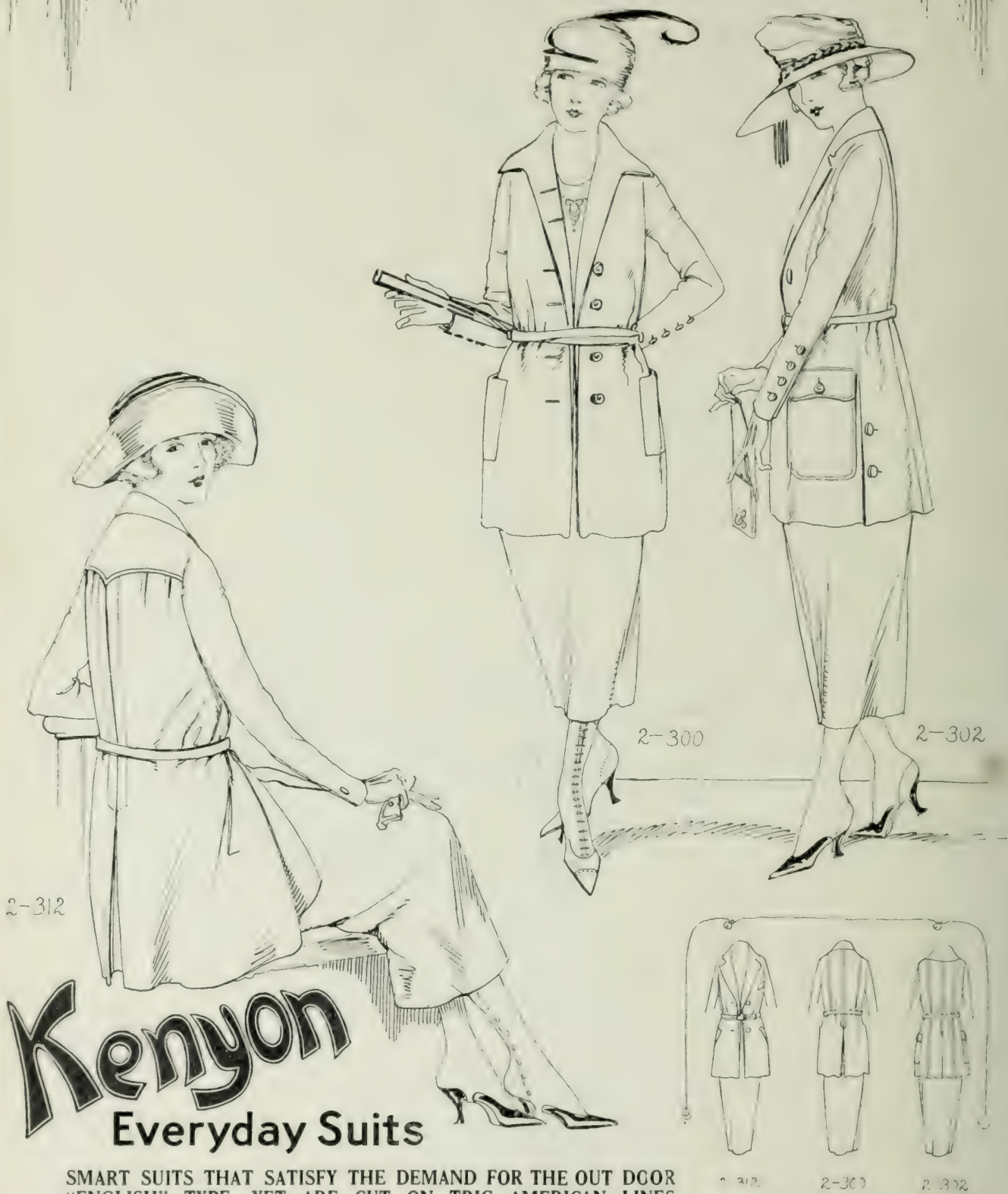
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Sheetings *Pillow Tubing*

Madras Shirtings *Voiles*

Novelty Cloths
(WHITE ONLY)

RICHARD HAWORTH AND COMPANY, LIMITED, ENGLAND



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SMART SUITS THAT SATISFY THE DEMAND FOR THE OUT DOOR "ENGLISH" TYPE, YET ARE CUT ON TRIG AMERICAN LINES

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Style 2-302. $41.00. Kencheviot Herring Bone. 7960 Leather Brown, 7961 Reindeer, 7962 Gray Mixture, 7963 Olive.

Our COMPLETE Lines are usually a surprise to those accustomed to seeing only a part.
Put KENYON on your list when you come to New York or Chicago; you will be convinced that it is well worth while.

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Fifth Avenue Building, Fifth Ave. & 23rd St.

C. KENYON COMPANY. Inc.
NEW YORK

Chicago
223 Jackson Boulevard

DRY GOODS REVIEW, September 15, 1920. Volume XXXII Published every month by the MacLean Publishing Company, Limited, 143-153 University Ave., Toronto. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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1.75

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IVORY	SABLE	NIGGER
MAIZE	JADE	TAUPE
SKY	EMERALD	BOTTLE
ROSE	OLD ROSE	SAXE
PINK	ECRU	ROUEN
FLESH	SILVER GREY	WINE
NILE	MID GREY	PURPLE

NAVY BLACK

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Limited

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CHINESE SILKS
CHARMEUSE
DUCHESS SATINS
GEORGETTES
CREPE DE CHINES
FANCY STRIPES
PLAIDS
FANCY TRIMMING SILKS
PYJAMA SILKS
and
SILK SHIRTINGS

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for every season
for every occasion
for every need

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Down Filled with Sateen, Silk or Satin Coverings, Fancy Centres, framed in plain Colors to match up to $50.00 each.

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Ottawa, Canada

Wholesale Dry Goods

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The T. K. Kelly Sales System,
Minneapolis, Minnesota.

Gentlemen:

We made a contract with your representative, Mr. A. A. Gillespie, to conduct a short advertising campaign for us. During this period our campaign was so successful that we re-contracted with him on two different occasions, making the contract period five successive months, which terminates tonight.

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We also are pleased to state that we found your representative, a clean, capable merchandise man and a gentleman in every respect.

We shall be glad to recommend your firm to any merchant, and we trust that we will have the pleasure of doing business with you again.

Very truly yours,
SHANNON & GRANT, LTD.

C. R. SHANNON (Signed)
President.



T.K. KELLY SALES SYSTEM [Confidential]
Minneapolis Minn
Send me without obligation, particulars of your Intensified Special Sale Plans
Stock consists of _____
_____ Size of stock $ _____
Did $ _____ business last six months
Kind of sale I am interested in is—
Reduction ☐ Expansion ☐ Close-Out ☐
Firm _____
Town _____
State _____

T.K. KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA

To the Trade September, 1920

Assorting Season

You desire to stimulate trade
Call on John Macdonald & Co., Limited

You desire a well-assorted stock
See John Macdonald & Co., Limited

You desire excellent value
Buy from John Macdonald & Co., Limited

Seven Great Departments

House Furnishings and Carpets
Men's Furnishings and Smallwares
Hosiery, Wool Goods and
Ready-to-Wear Goods
Dress Goods, Silks and Velvets
Domestic and Foreign Cotton Goods
Linens, Blankets and Comforters
Woollens and Tailors' Trimmings

If you have any commands and cannot visit us, you will find our quick system of attending to your communications satisfactorily answered by

Our Letter Order Department

JOHN MACDONALD & CO., LIMITED
TORONTO

Made in Canada by

The Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air, gently "beats" out its embedded grit, and so prolongs its life

Nothing to Do

. . . for Thirteen Years

But Make Electric Cleaners



The HOO

ELECTRIC SUCTION

Canadians for Canadians



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Starting with an exclusive cleaning principle, it is not surprising that The Hoover has attained so high a degree of perfection.

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The Hoover organization set out to do one thing well—and the astonishing sale of its product, with the ease that is reported by retailers everywhere, is the fulfillment of that aim.

It is such a product as this with an organization as described that is waiting to back up the work of retailers in a number of cities and towns throughout the Dominion

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Factory and General Offices: Hamilton, Ontario

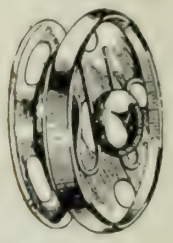
VER SWEEPER

It *Beats* . . . as it Sweeps as it Cleans

Made in Four Sizes
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00
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1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER
But is MADE WITH HIGHLY TEMPERED WIRE SPRING
KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

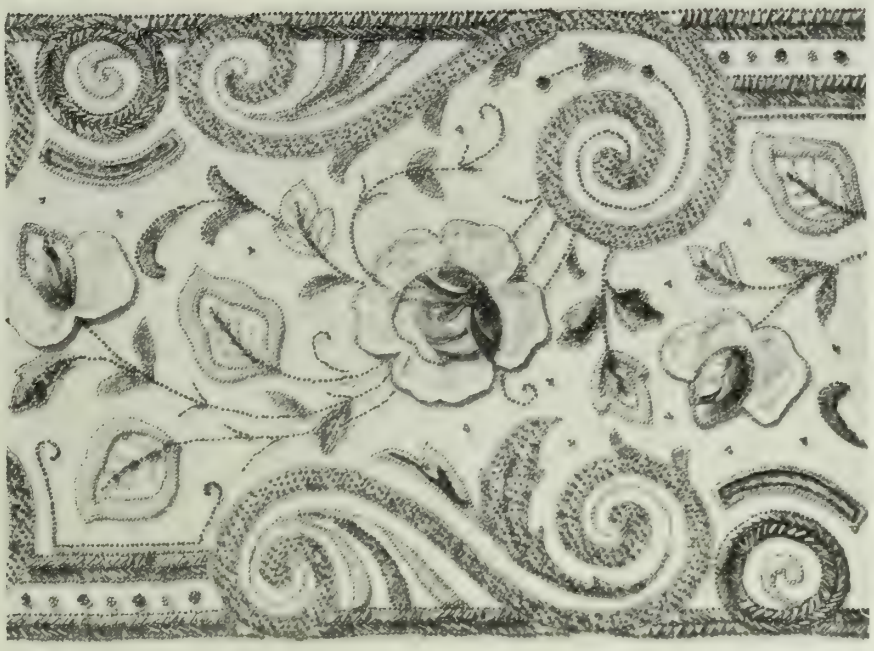
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.



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Laces and Embroideries

for Import



is augmented this season with a most attractive range of

EMBROIDERED VOILE FLOUNCINGS

in a great variety of patterns and colorings, all the produce of our own factory at Bruggen (St. Gall). Inspection of our showing is particularly invited.

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For Men, Women and Children



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For Children—1-and-1 rib; sizes 4 to 10.

For Women—Plain stitch.

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Trebly reinforced heels, toes and soles.

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Selling Agents for Canada

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What Every Woman Wants



Women buying silk stockings look for certain things —quality of material, perfect fit and desirability.

Winsome Maid

PURE THREAD

Silk Hosiery

gives all this and much more. Customers are delighted with the beautiful texture and weave, free of all imperfections; the slender ankle; the ample elasticity at the hem; the reinforced feet; and the anti-ladder stitch where silk and mercerized top meet.

Call attention to these features of Winsome Maid and you will find ready sales. Satisfaction brings repeat orders.

Wide range of exquisite tints provides for Paris decree that frock and stockings match.

All sizes, 8½ *to* 10.

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Is Now Ready

Smocks, Frillies, Novelty Coats Shawlettes, Bathing Suits for Men,
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"Sanspareil" Super-Velvet

FAST DYE FINE TWILL FAST PILE

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Limited
MANCHESTER - ENGLAND

To be had from the leading wholesale houses in Canada.

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Complete Display in All Departments

Novelty Silks and Dress Goods

Gold and Silver Brocades, Fancy Plaids and Stripes, Velours, Broadcloths and Tricotines.

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Handkerchiefs, Ribbons, Knitted Goods, Smallwares, Yarns and Mendings.

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Christmas Fancy Goods, including Hemstitched Lace, Embroidered and Madeira Fancy Goods, Tablecloths, Napkins and Staple Linen Requirements in variety.

Hosiery, Gloves and Underwear

Hosiery, Gloves and Underwear to meet season's requirements in variety of styles and dependable quality.

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"Trefousse" Kid and Suede Gloves
"Niagara Maid" Gloves, Hosiery and
Glove Silk Underwear

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High-Grade Staple and Novelty Smallwares

Prompt attention to mail orders


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COSY COMFORT
UNDERWEAR
GUARANTEED UNSHRINKABLE
NATURAL WOOL
Made for Men and Boys in Shirts, Drawers and Form-Fitting Combinations
Sales Agent to Wholesale Trade
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Made in Canada

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Extra Special, $1.97½ per yard.

Shades—Putty, Fawn, Old Rose, Copen, Grey, Nigger, Russian, Mid Brown, Wistaria, Taupe, Navy and Black.

FINE SOFT FINISH - DYED IN ENGLAND.

SHIPMENT—OCTOBER, NOVEMBER.

FLANNELETTES

Full line of Flannelettes, 25 to 36 inch.

Wool Sealette	-	$7.25, $9.50, $11.00 per yard.
Silk Sealette	-	$7.75, $15.75 per yard.

PROMPT DELIVERIES

HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. West 21 St. Sulpice St. 84-92 LeRoyer St.

MONTREAL

SAMPLE ROOMS:

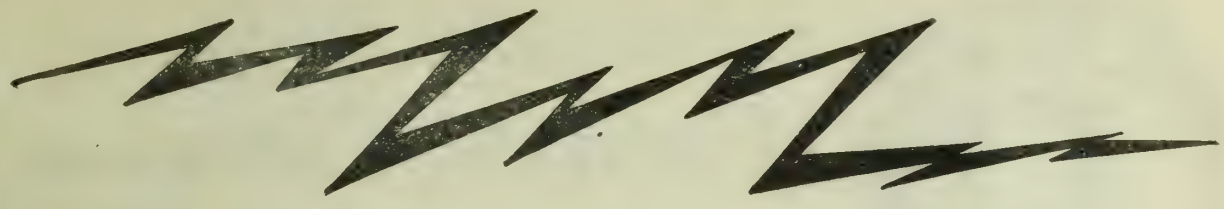
7 Charest St., QUEBEC Windsor Hotel, OTTAWA

Carlaw Bldg., 28-30 Wellington St. West, TORONTO

Can. Bank of Commerce Bldg., THREE RIVERS Metropole Building, SHERBROOKE

503 Mercantile Bldg., VANCOUVER

50 Bon Accord St., MONCTON, N.B.



A MESSAGE FROM RACINE'S, MONTREAL

October, November, December, 1920

will be Wonderful Months for Business

for

YOUR STORE

If you do **Not Starve** your **Stock for Staple Lines** waiting for lower prices that are going to come

October, November, December, 1921

ALPHONSE RACINE, LIMITED, MONTREAL

have **the very best values in Canada for**

Popular Priced, Quick Selling Standard Lines

INVESTIGATE THIS STATEMENT TO-DAY

Jump on a train and come and see us.
or
Go to our nearest permanent Sales Office in your district.
or
Write, *wire,* or telephone Mr. J. S. Bissett for an appointment with one of our Representatives.

DO IT TO-DAY

ALPHONSE RACINE, LIMITED

Manufacturers and Wholesale Distributors of

DRY GOODS

60-98 St. Paul Street West

EVERYTHING IN DRY GOODS

The ever-widening appreciation of

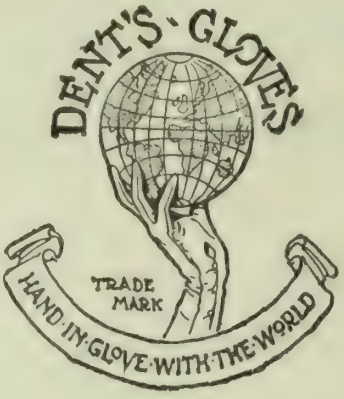
Dent's Gloves

is but a just tribute to their splendid worth and quality.

In quality of material, care in cutting and accuracy in sizing, the careful attention to sewing and embroideries and the little details of trimming and finish, DENT'S GLOVES excel.

They have long been the choice of discriminating women of every type.

For this very reason you should carry



Your profit and satisfaction are guaranteed.

Representatives now on their respective territories with samples for FALL SORTING and SPRING DELIVERY.

DENT, ALLCROFT AND CO. (CANADA) LIMITED

Wilder Building, Bleury Street

MONTREAL

FACTORIES :

LORETTEVILLE, QUE.; CHARLESBOURG, QUE.; LONDON, ONT.

London, England ; Worcester, England ; Martock, England ; Paris, France ; Grenoble, France ; Brussels, Belgium ; Ceroux Mousty, Belgium ; Naples, Italy ; San Giovanni, Italy ; New York, U.S.A.

Sunset Soap Dyes

Situation Wanted
No Salary Required

Stand me in a prominent place on your counter, and I will continually push sales of Sunset Soap Dyes every minute your store is open and customers are present. Open for immediate engagement, everywhere. Address: Sunset Display Case, care of your jobber.

SUNSET DISPLAY CASE.—Sunset Soap Dyes are packed 1 gross assorted in the attractive Display Case, without extra charge, **when requested.** Insist upon having your first order packed in this Display Case which, placed on your counter, keeps Sunset before your trade at all times.

Ask your jobber for prices and discounts, or write

HAROLD F. RITCHIE & CO., LTD.
Toronto, Canada

NEW WINDOW CUT-OUT FREE.—If you will give the window space we will send you our new cut-out, size 28 x 40 inches, lithographed in many beautiful colors. Address your request direct to the manufacturers of Sunset:

North American Dye Corporation, Ltd.
Toronto, Canada

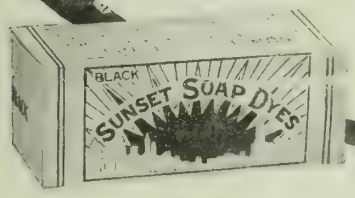
22 *FAST* COLORS

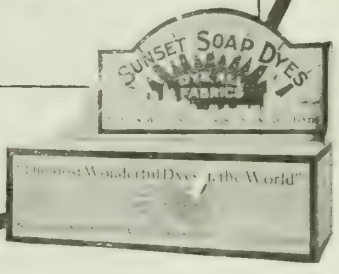
—hold your trade because they hold their color

Once you sell your customers Sunset—once they see the beautiful, brilliant, fast color they have dyed so easily, quickly and permanently into their own garments—your Sunset trade is established.

That is why Sunset repeat sales come fast, while attractive advertising in leading publications steadily creates new customers, and the good Sunset profits grow with volume.

Sell your trade Sunset—feature Sunset Soap Dyes in your store the clean, easy-selling, profitable and complete line.





Whittemore's Shoe Polishes



THE WORLD'S STANDARD

CREAMS, PASTES, COMBINATIONS

for every kind of leather in all the popular colors

DRESSINGS

for Canvas, White Leather; Self-Shining Dressing

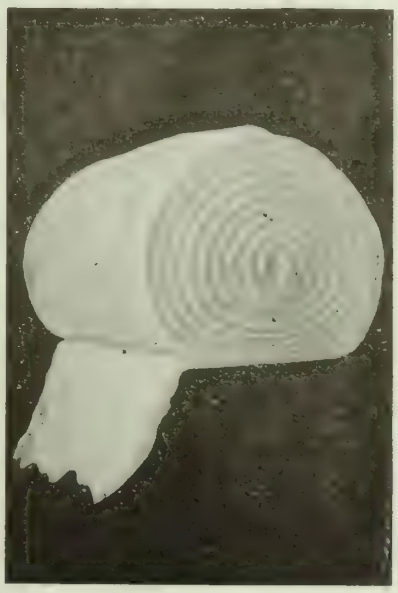
WHITTEMORE BROS. CORP.

Cambridge, Mass.

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

Dominion Wadding Company.

DEPARTMENT "K"

Fancy Goods
Ribbons
Ladies' Purses
Handkerchiefs
Notions
and
Xmas Novelties



Brighten up your whole store with the many attractive novelties of this department of smallwares.

Keep your customers in the buying mood with exceptional values, "Real Snaps," which we can offer you from Department "K." Dept. "K" is "O.K." with a large and varied assortment of the correct things—the new things in smallwares and novelties.

Investigate now.

14 DEPARTMENTS

A—Cotton Staples.
AX—Flannelettes.
B—Wash Goods.
C—Woolens, etc.
D—Linens.
E—Dress Goods and Silks.
F—Men's Underwear and Sweaters.
G—Home Furnishings.
H—Ladies' Hosiery and Underwear.
I—Men's Fancy Furnishings.
J—Ladies' Ready-to-wear.
K—Smallwares and Notions.
L—Men's Fine Shirts.
M—Working Men's Wearables.

ALPHONSE RACINE, LIMITED

Manufacturers and Wholesale Distributors of DRY GOODS

60-98 St. Paul St. West, Montreal

Factories: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

Permanent Sales Offices:

Ottawa, 111 Sparks St.
Quebec, Merger Bldg.
Sherbrooke, 50 Wellington St. N.
Three Rivers, Main Street
Riviere-du-Loup, Hotel Antil
Toronto, 123 Bay Street
Haileybury, Matabanick Hotel
Sudbury, Nichol Range Hotel
Sydney, N.S., 269 Charlotte St.
Charlottetown, P.E.I., Queen & Sydney Streets



An Open Letter to the Shoe Trade of Canada

THE time has come when you, as a Canadian Shoe Merchant, ought to face certain problems squarely, and deal with them fearlessly. As a distributor of goods which are necessary to the public, you owe to your customers certain standards of service which you are bound morally to maintain.

* * * * *

It is an obvious fact that the values which you are able to give, depend upon the volume of output from Canadian factories, and the rate of your turnover. The public can get the best values only from a prosperous industry. The slowing down of production and of sales can result only in poorer quality at the price. Anything that tends to hamper the prosperity of the shoe industry, tends to lower the quality of the goods and services you can offer.

* * * * *

The shoe industry of Canada to-day is abundantly able to serve the needs of the public. Canadian manufacturers produce footwear of every desirable type and of standard quality in all grades. The Canadian jobbing and retail trade is efficient and economical. Nowhere in the world are better values obtainable at the price. We have established an industry which does its work as well as any similar industry anywhere.

Many otherwise loyal Canadians still discount Canadian ability, skill, and taste, and prefer to pay duty plus exchange for the mistaken privilege of wearing imported shoes. A few so doubt the integrity of our industry that they demand the admission of American shoes duty-free, in the mistaken belief that this would force down the prices of Canadian footwear. Those are impressions that you should seek to correct. The only remedy is to tell the facts, and teach your customers to appreciate the truth about the Shoe industry of Canada.

* * * * *

For this reason Shoe Manufacturers' Association has undertaken a nation-wide publicity campaign. The truth about the Shoe industry of Canada is being presented clearly and forcefully in newspapers, farm papers and magazines in all parts of the Dominion. In the name of the entire shoe industry we will educate the public to appreciate the service which is being rendered in the production and DISTRIBUTION of Canadian-made footwear.

* * * * *

Every dealer in Canada is earnestly asked to co-operate in this work, and every dealer SHOULD co-operate for the sake of his own self-interest. Display material which the Association has prepared has been sent to every dealer in Canada, we believe. If you didn't receive yours please advise us. Be sure that it is placed where your customers will see it.

Address Communications to Secretary, National Advertising Committee, Shoe Manufacturers' Association of Canada, Bank of Hamilton Bldg., Toronto.

SHOE MANUFACTURERS' ASSOCIATION OF CANADA

Denton, Mitchell & Duncan
LIMITED

Wholesale Dry Goods

SPECIALS

Men's
Fancy English Neckwear
Prices: $4.80, $6.50 and $9.00 per doz.

Ladies' and Misses'
Pullover and Coat Sweaters
In a large assortment of shades

Denton, Mitchell & Duncan, Limited
79-81-83 Wellington St. West
Toronto, Ont.

We are the Exclusive Canadian Agents handling

ARYS LUXE PERFUME

An article constantly demanded in our toilet department, which is becoming increasingly popular in all well-regulated Dry Goods stores.

Various other perfumes, such as

Fox Trot Faisons un Reve Un Jour Viendra Vouloir c'est Pouvoir
Amours dans le Coeur En Fermant les Yeux

are also working their way to popularity.

We are also agents for the following French Pharmaceutical preparations, among them, noted specialties from the

CHATELAIN ESTABLISHMENT

including the following lines:

URODONAL
JUBOL
GLOBEOL
PAGEOL
GYRALDOSE
FANDORINE
DR. MANGET'S BILE EXTRACTS
SINUBERASE
FILUDINE
VAMIANINE
FOGYL
DIALIROL
FUROSY PILLS
JUBOLITOIRES
SUCCINE
JUBOLITAN
LINYCOL
PORAL
PORALIN
ROMANYL
CORIVORE PLASTER
RHINO FOGYL

Three-quarters of a century of experience at your disposal.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL

Quebec : 9 Rue Charest, Tel. Bell 2545
Sherbrooke : 103 Wellington St., Tel. Bell 34
St. Hyacinthe : 234 Cascade St., Tel. Bell 541
Ottawa : 25 Sparks Street, Tel. Queen 3874
Three Rivers : 82 Royal Street, Tel. Bell 362
Toronto : 152 Bay Street, Tel. Kenwood 3901

MOTHER LAND TRADE SECTION

WE SPECIALIZE *in* CLOTH *for* LADIES' WEAR

SAND SERGES
TWEEDS
BLANKET CLOTHS
WORSTED COATINGS

JOSEPH FOSTER & Co.

CALDER MILLS
ELLAND, YORKSHIRE
ENGLAND

Established 1853

London Warehouse :
1 LANGHAM PLACE
REGENT STREET W.

MOTHER LAND TRADE SECTION

Ministry of (G R) Munitions

By Order
of the Disposal Board



The Disposal Board have

STOCKS

lying in the United Kingdom and AVAILABLE FOR EXPORT of Engineering Stores

Ferrous and Non-Ferrous Metals
Plant and Machinery
Steam Engines and Boilers
Factory Stores
Machine Tools
Railway Material
Contractors' Stores
Medical Stores
Chemicals and Explosives
Motor Vehicles
Agricultural Machinery
Aircraft
Furniture
Textiles and Clothing
Electrical Instruments and Machinery
Boots and Leather Equipment
Motor Boats, etc., etc.

Buyers should instruct their representatives in the United Kingdom to communicate with D. B. 8, Canadian Export Department, Ministry of Munitions, Whitehall Place, London, S.W.

Cable address "DISPEXPORT, MUNORGIZE, LONDON"

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO LTD

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England



The Trusted Line for the Fall Trade

"OBERON"

BRITISH MADE

UNDERWEAR

TRADE MARK B OBERON

Regd. Trade Mark

The demand for "OBERON" Underwear is enormous and ever-increasing, and is constantly compelling us to enlarge our factory in size and staff. "OBERON" Underwear is made in all garments and all sizes for ladies, children and men; it represents excellent value—the kind that gives complete satisfaction and secures repeat orders.

NOTE THIS LIST OF OTHER "OBERON" SPECIALITIES

Hosiery, Underwear, Sports Coats, Knickers, Knitted Scarves in Silk, Artificial Silk and Wool, Ladies' and Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Ladies' and Men's Raincoats and Waterproofs.

Samples at the Addresses Below

Eastern Provinces
Marshall & Harding,
Carlaw Bldg.,
Wellington St. W.
Toronto

Western Provinces
Mr. G. E. Ledder,
Cornox Street
Grace Court,
Vancouver, B.C.

GEORGE BRETTLE & CO., LTD.

119 WOOD STREET, LONDON, E.C. 2, ENGLAND

MOTHER LAND TRADE SECTION

Crockers Bulletin

The Responsibilities of the Buyer

Written specially for Crockers, Ltd., by Herbert N. Casson.

Was there ever a time when the art of BUYING was as difficult and puzzling as it is to-day?
Buying for re-sale has never been easy. It has always required a high degree of skill and a vast amount of self-control.
But in these days of mad markets and changing prices and slow production, the responsibilities of the buyer have become heavier.
Suddenly, the buyer has become like the pilot of a ship that is fighting its way forward against a storm. Just as a pilot protects his ship from the rocks, so a keen buyer, in these stormy days, protects his firm from the dangers of inferior goods, excessive prices and unprofitable innovations.
Never before were there so many mushroom firms, springing up overnight, offering low-grade goods and making unreliable promises.
Never before were there so few chances to buy exactly what you want, and so many chances to speculate on goods that your customers will refuse to accept.
Never before were conscientious buyers in such a plight. "To buy or not to buy" that is the question that puzzles the will and keeps awake o'nights.
Every good buyer is at heart more or less of a banker. He is entrusted with the investment of large sums of his firm's money.
He must think first of safety and second of profit. He must buy nothing that will stick on the high shelves for two years.
Especially in these days, when every firm needs the full force of all its capital, he must not give quick money for slow goods.
In my opinion, a buyer's efficiency may be judged by three tests:—

(1) THE QUICK TURNOVER OF HIS CAPITAL.
(2) THE INCREASING VOLUME OF HIS SALES.
(3) THE NET PROFIT OF HIS DEPARTMENT.

The efficient buyer is one who buys the right goods, at the right prices, in right quantities, at the right time.
There are always the four elements—goods, price, quantity and time; and the utmost skill of the buyer is required to prevent him from thinking of one of these elements only.
Often, when the price is right, the time of delivery is wrong; or when the delivery is right, the goods are not what they should be.
So, the difficult job of the buyer is to see how often he can take four dice and throw four sixes.
Usually, the buyers who succeed—who increase their firm's profits and their own salaries, are those who buy from RELIABLE FIRMS.
Young or inexperienced buyers will often take risks. They will buy on price and forget quality; or buy on quantity and forget delivery.
But the highly skilled buyer, who has seen many markets, usually chooses, above all else, those firms that can be trusted to render a reliable service.
Even the keenest of buyers may, once in a while, be deceived in the value of goods; and for this reason a wise buyer will always look past the goods to the firm that offers them.
It is an old motto, that has helped many a buyer through his troubles WHEN IN DOUBT, BUY FROM THE FIRMS THAT HAVE EARNED YOUR CONFIDENCE.

CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION

W K. PERROTT & SONS.

W.K. PERROTT C.J. PERROTT E.S. PERROTT

SILKS, RIBBONS, VELVETS.

TELEPHONES - CENTRAL 1752 1753 1754
TELEGRAMS - SARSENET, CENT, LONDON
CABLEGRAMS - SARSENET, LONDON
CODES USED - MARCONI INTERNATIONAL, A.B.C. 5th Ed. BENTLEY'S & PRIVATE.

Branches
LONDON. — 288/292 REGENT STREET, W.1
LUTON. — 6, SILVER STREET.
MANCHESTER - 35, BROWN STREET

58, 59 & 23, ALDERMANBURY,
LONDON, E.C.2.

September, 1920.

We take this opportunity of advising our Canadian friends that, during the Fall of 1920 and the Spring of 1921, we shall be able to offer a good selection of all classes of PIECE SILKS in plain and printed.

Your enquiries will be esteemed a favour and same will have prompt attention.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

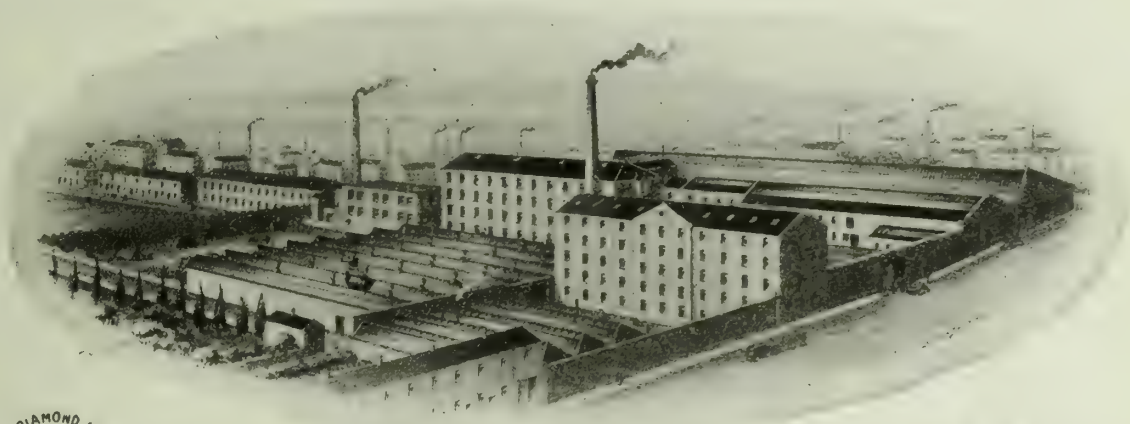
MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cord and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

HAZEL'S TEXTILES



For ALL COUNTRIES

WOOLLENS
WORSTEDS & UNIONS
SERGES, TWEEDS, GABARDINES

Hazel & Co

FOUNDED 1815

LONDON, LEEDS & GLASGOW
Head Office
16, NILE STREET.
CITY ROAD.
LONDON, N.1
England

IMPORTED
BRITISH - MADE

WOOLLY-WEAR

FOR INFANTS
UNEQUALLED QUALITY

Bonnets,
Matinee Jackets,
Mittens, Socks, etc.

INFANTS' FOOTWEAR, LTD.

LONDON, ENGLAND;
GREENE-SWIFT BUILDING,
LONDON, CANADA.

MOTHER LAND TRADE SECTION

Worrall's Fast Dyes

VELVETEENS

VELVETEEN depends on the Dye and Finish for its beauty and utility. Unless the dye is right there can be no satisfaction.

WHEN buying a Velveteen—especially for costume purposes—you want the best dye obtainable, viz.:—

WORRALL'S FAST DYE

Dyed by

J. & J. M. WORRALL, LIMITED

MANCHESTER

The Premier Velveteen Dyers of the World

Another Specialty is

WORRALL'S CHIFFON FINISH



REGISTERED TRADE MARK

J. & J. M. Worrall, Ltd., are not merchants, so all enquiries for velveteens in their dyes should be sent through the usual wholesale channels.



MOTHER LAND TRADE SECTION



Registered Trade Marks.

Important to Buyers of
HIGH CLASS COTTON FABRICS

Please Note

THE

"FERSTRONG" BRAND

is a guarantee of the Highest Quality, also of an absolute uniformity of quality in all repeat business, as all the FERSTRONG Materials are made out of the ***Finest and Purest Cotton the World can Produce***

White and Dyed Cambrics

Also the

CRÊPE-DE-FERSTRONG

the BEST Substitute for Crêpe-de-Chine

These materials are unrivalled for making up Ladies' and Children's underwear, also BLOUSES, JUMPERS, CHEMISETTES and all kinds of LADIES' and CHILDREN'S DAINTY GARMENTS.

Also High-Class Range of Longcloths.

Write to FERSTRONG Dept. for the names of our Wholesale Agents; also Free Patterns and full information on application to

"FERSTRONG DEPARTMENT"
25 FAULKNER STREET, MANCHESTER, ENGLAND

MOTHER LAND TRADE SECTION



RIGG'S SHEETS—

The World's Standard Product.

They neither shrink nor roughen

Guaranteed free from Fillings.

Made of Purest Cotton.

RIGG'S

SHEETS & SHEETINGS

have world-wide reputation for merit.

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY STREET, MANCHESTER, ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION

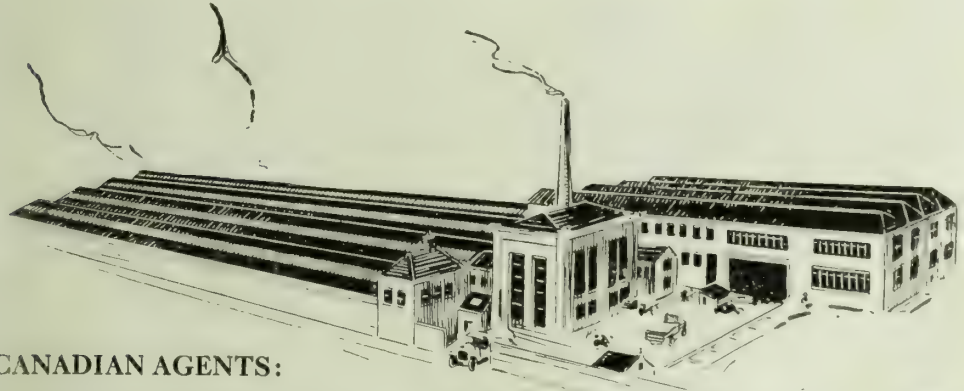
Rigg's Sheets and Sheetings



are made throughout by modern methods of manufacture at our mills at Bleaklow, near Bury, Lancashire (Eng.), from the best raw cotton the world can produce, selected and purified by ourselves. Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

When buying sheets and sheeting, avoid all imitations, and insist on having RIGG'S. ALL RIGG'S Sheets are vouched for by the makers. The mark "RIGG'S MANUFACTURE," appearing on the selvedge, constitutes a guarantee of the highest quality.

To do a permanent good-class trade, show RIGG'S SHEETS



CANADIAN AGENTS:

(From Vancouver to Winnipeg)
E. W. Dean & Son,
32 Seymour St., Vancouver, B.C.

(East of Winnipeg)
R. Darling & Co., Toronto



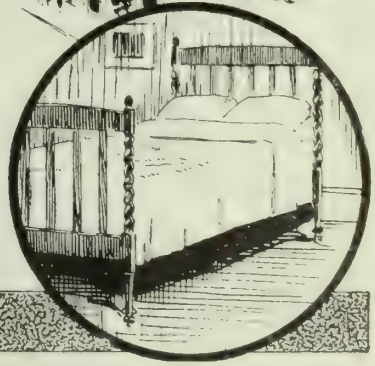
Sole Manufacturers :

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY STREET, MANCHESTER, ENG.

Cables : Rigg Brothers, Manchester



MOTHER LAND TRADE SECTION

The Motherland's Finest Fabrics

C. P. A. Fabrics, by reason of their high-grade quality, their exclusive and distinctive designs, have attained a position of pre-eminence, and every care is taken that nothing shall compromise this reputation.

THE Canadian Representative for The Calico Printers' Association, Ltd., is Mr. Edward Foster. He carries samples of all the C.P.A. Fabrics and will be pleased to exhibit these to, and receive enquiries from, traders interested in high-class voiles, prints, sateens, drills, printed handkerchiefs and furnishing fabrics, and the well-known specialties: Grafton Voile, Potters' Prints, Cepea Serge, Sheenore, Gemarkord, Cylkcel, etc.

From time to time, announcements will be made in this column regarding the latest samples received from the C.P.A. headquarters in Manchester, England.

Address your communications to:—

MR. EDWARD FOSTER,
10, Coristine Bldgs.,
20, St. Nicholas Street
MONTREAL,

and

710, Empire Buildings,
64, Wellington Street, West,
TORONTO.

The Calico Printers Association Limited

Manchester England

MOTHER LAND TRADE SECTION

Improved Delivery and Orders Accepted on the Old Basis

On import orders, the reservation has been withdrawn that Horrockses' Cottons, etc., "which were unable to be shipped inside six months from date of order would be charged current rates."

Orders are now accepted on the old basis—"at prices on receipt of order in Manchester subject to any reduction on shipping date," i.e., customers receive the benefit of any lower price.

Horrockses

are now in a position to make immediate deliveries on Longcloths, Madapolams, and Flannelettes, and will shortly be able to deliver promptly all shades of Diaphalene.

Deliveries on Sheetings and Pillow Cottons will be much improved in the next few weeks.

Write us your immediate requirements.

John E. Ritchie
591 St. Catherine St., West, Montreal
Branches: Toronto and Vancouver

United States Agents: Wright & Graham Co.
110 Franklin St., New York City

Horrockses, Crewdson & Co., Ltd.
Cotton Spinners and Manufacturers
Manchester, England

TEXTILE SMALLWARES

JAMES CARR & SONS, LIMITED
CLARENCE MILLS
CLARENCE STREET. CHESTER ROAD
MANCHESTER

Manufacturers of all classes of Webs, Cords and Bindings, in cotton, worsted and linen; Curtain Webs, Edgings, Layon Borders, Blind Cords, Carpet Binding, Cotton Banding, etc.

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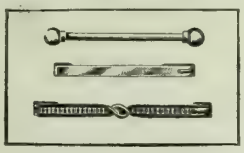
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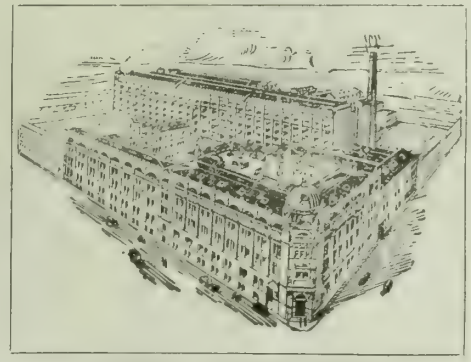
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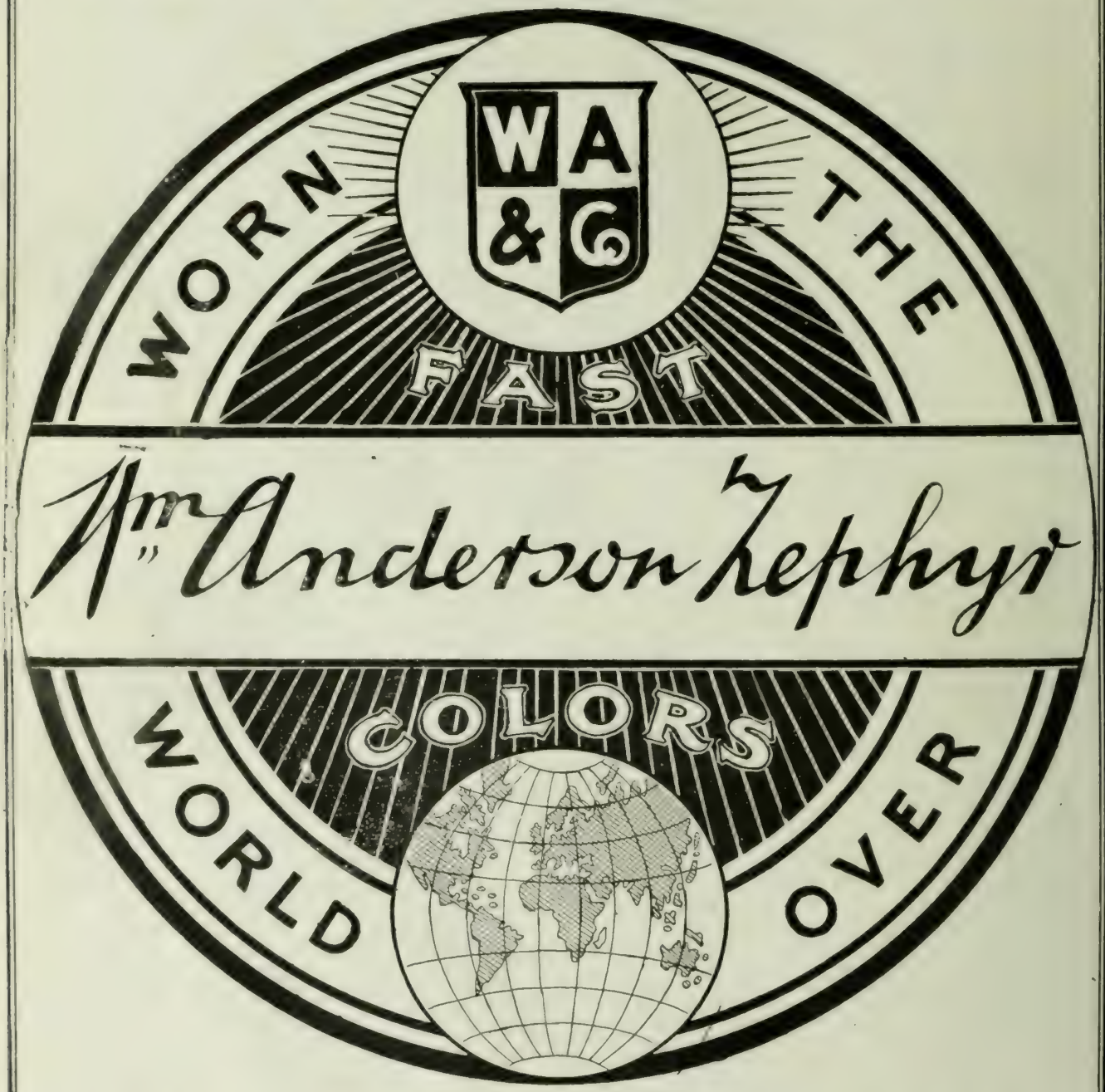
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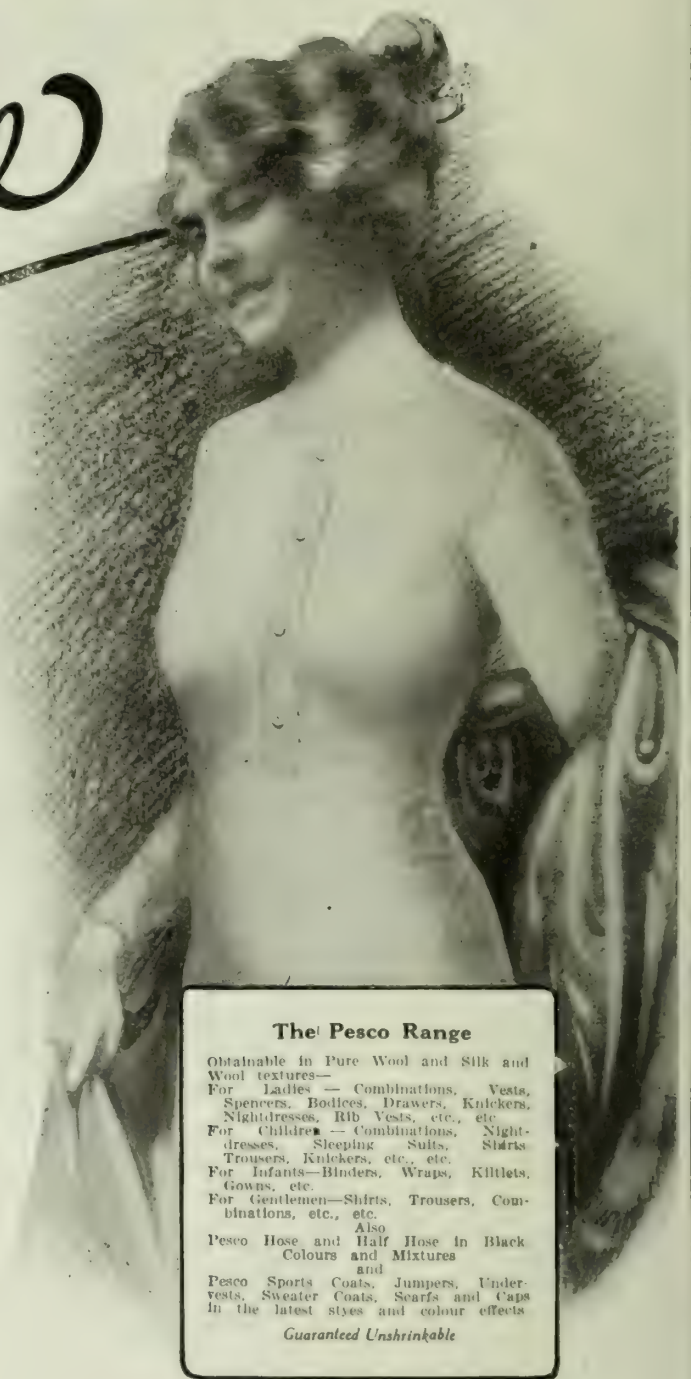
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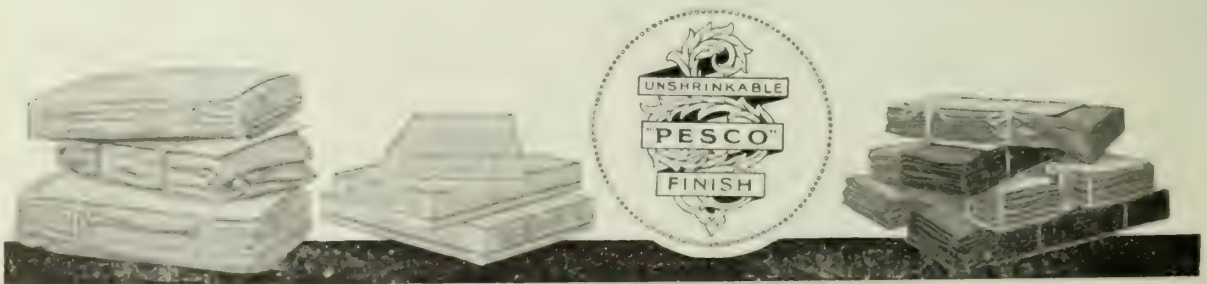
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PARIS grants special privileges to satin this Fall, especially if it is black. This stunning little afternoon model is permitted to beruffle itself down both sides, and wear a bright copper posie at the girdle. The feather chapeau is copper hued also, and becomes supremely radiant when a wide seal scarf drapes the shoulders of the wearer.

Dry Goods Review

ESTABLISHED 1887

Issued the 15th of Each Month

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THE STORE WINDOW

DO NOT underestimate the value of your store windows. Remember that first impressions are lasting. If your store is small, and your windows correspondingly small, be sure that they are faultlessly neat. Avoid overcrowding and "stuffiness" in decorations. If your store front is impressively large exercise good taste with equal care. Remember that the store window reflects the store character. Be sure that what the window says can be backed up by the goods on the counters, the articles in the cases, and the contents of the stock rooms. Don't let your windows bluff—for someone may call the bluff. Windows that speak the truth, and speak well, prove that the store behind is worth patronizing.

CHRISTMAS TRADE

THE outlook for Christmas trade is good. Manufacturers and wholesalers are enthusiastic over the holiday season prospects. Their goods are being rushed through, and in a very few weeks' time the shop windows will take on the festive garb of winter, and every one will feel his purse strings commence to loosen. There is no question about the attitude of the buying public—they intend to buy and buy just as they have at every other Christmas, but they will spend a little differently. Retailers are looking for just as big a Christmas business as any other year but they are studying their stocks a good deal more carefully. "We are not worrying this year so much about how much our customers will spend as we are about what they want," said a prominent retailer. "We feel sure they will spend, but we feel equally sure that they will buy with more deliberation and judgment than previously. If prices are high they will pay, but they will demand the best possible value for the price."

This is the attitude of the trade in a nutshell. The consumer has already commenced buying this Fall, and it is expected that he will continue to buy. But there is a good deal in the way of preparation that must be made by the retailer. He must begin at once to plan his newspaper announcements, his daily advertising, his booklets or catalogues, letters or folders —whatever he intends to use in reaching his customers with a personal appeal. He must make sure of a good, well-bought stock and know it thoroughly. His salesforce must be made familiar with every line carried and every article for sale in every department.

Store decoration and window display are two of the greatest factors in boosting Christmas business. The retailer should plan his novelties early so that they may be carefully executed. Above all he must secure the right kind of goods and let every possible customer know without any doubt that he has just what that customer needs.

Christmas trade will be good but don't let it catch the dealer napping.

WANT WIDER DISTRIBUTION

THE ninth Congress of the Chambers of Commerce of the British Empire is desirous of accomplishing the wider distribution of trade journals published in the Empire, and to that end on Sept. 21st passed a resolution asking for Government aid, and the closer co-operation of postal authorities in providing mailing facilities for this important branch of inter-Empire propaganda.

"Trade journals are indications of commercial activities," said a delegate, "and we want to have easier access to this sort of news."

Another delegate opined that should this wider distribution eventuate, trade journals would elevate their standard through consciousness of their Imperial importance.

Getting the Personal Appeal Across

Reach Your Customers by Letter—A Mailing List Fails in Its Purpose if It is Not Carefully Classified—The Small Town Merchant Should Cultivate the Patronage of Prominent Farmers—Membership Lists of Community Organizations Are Money Getters For the Dealer.

In this article "Getting the Personal Appeal Across," Dry Goods Review publishes the third and last of a series of arguments on the service afforded by an up-to-date mailing list. The dealer in the small town store is just as much concerned as the huge city retail concern. In the accompanying article the small town merchant is given some valuable pointers. What other merchants have been able to do, the readers of this article should be able to do. Do you serve all the leading farmers in your community, or is some other dealer getting their custom?

EVERY merchant who is the head of a prosperous small town establishment should spend hours studying his mailing list. If rightly handled it is invariably a very interesting list. Next to each name he should find a brief notation telling certain facts regarding the prospect, each of which the merchant considers valuable from a merchandising standpoint. If these data are attached it is proof that the merchant has spent considerable time and effort in building up and classifying his list, and it is a foregone conclusion that he is up and ready to put it to the test.

One such merchant in a progressive Ontario town, in going through the long list of names on his mailing list, noticed that a small proportion of the farmers in the territory belonged to a local farmers' association.

The average retailer would glide over this seemingly insignificant fact. The merchant in question knew he had the most complete list of farmers in his territory, and the small number belonging to the local farmers' organization aroused his curiosity.

He sat down and noted the name of every farmer holding membership and then drew up a separate list of these names. For the next few days he made every effort to learn further details concerning their local standing, both financially and socially. He also noted that those who bought more or less regularly at his store, and also the size and calibre of their purchases.

Further inquiries, followed by a careful analysis, convinced the merchant that the farm association members were the leading customers in the community in the sense that their leadership in all matters was respected and followed by the rest of the members of the community.

The merchant consulted a county agent, and from him he learned further details.

"When I want to introduce a community idea," the latter said, "I first interest the members of any farm organization. These are invariably the influential members of the community, whose support I want.

"When a manufacturer wants to introduce a new machine in the territory the firm makes every effort to interest these few leading farmers, and then it is ready to secure the interest and cooperation of the other members of the community."

Power of Minority

The merchant decided to take advantage of this condition of affairs. He drew up a mailing list containing the names of all the leading farmers in the community. Heretofore, he had been accustomed to send out circular letters from time to time to the entire list. He now prepared a separate letter destined to interest the "leading citizens" list. He followed with other letters at certain specified intervals. These letters were different in form and substance from the letters he addressed to the rest of the trade.

The merchant had found a way of creating personal appeal to a certain definite class of prospective customers. Furthermore, the men and the families who received these letters were fully aware of the fact that the same letter had not been addressed to the rank and file of the community. Here was an appeal to exclusiveness, and in this particular instance, it was the best and most profitable appeal. The letters that followed promoted the same purpose. The merchant succeeded in gaining the active patronage of a good number of these leading citizens and their families.

Right here it may be said that the leading cititzen idea is a good one for every merchant in a rural territory to put to use. The dealer can easily get access to the membership list of any such organization, and, like the merchant referred to above, can obtain good results by making a practice of following up these prominent men. The letters sent out should fully create the impression among each of the recipients that the store is making a special appeal for his personal patronage.

Having obtained the patronage of some of these leading citizens, this same merchant went a step further. He prepared a form letter for mailing to others on his long list. The letters stressed the point that the store had gained the patronage of some of the leading citizens of the community, that these citizens had become regular customers because the goods sold and the service rendered were above the average.

This was followed by a special newspaper advertising campaign, and the copy hammered away at the fact that the store enjoyed the exclusive patronage of some of the leading families in the town. He also obtained permission of some of these citizens to use their names in the letters and in newspaper copy.

Imagine one of these leading citizens receiving a form letter bearing all the ear marks of a circular, which had been sent to thousands of others in the same territory. It would receive a very cold, and a very unprofitable reception.

Stereotyped Letter a Failure

The point to be remembered is that the time has long passed when the merchant hastily prepares a form letter or circular for general distribution to his trade and prospective customers, regardless of individual interests and prejudices, and not even troubling himself about affixing a "Dear Sir" or a "Dear Madam," to each letter.

The average citizen is tired of the so-called personal letter, which, in spite of its pretensions, carries not the slightest bit of personal appeal.

In times past a merchant would have a form letter printed and distributed to a thousand or more homes, sometimes not even taking the trouble to address each letter to an individual, and then have these distributed from house to house. Such practice usually placed the mark of cheapness and unimportance on the letter. The dealer thereby created the impression that the individual customer, or prospect, was of no importance, and the letter was therefore accepted at the low valuation the merchant unconsciously placed on it.

At a later stage the dealer began to realize the advisability of addressing each form letter to some man or woman. By mailing it he dignified the letter with the importance of regular personal correspondence, and he expected the careful attention that such correspondence deserves.

We have now reached another stage in direct mail. Each letter of a set of a hundred or a thousand must bear all the ear marks of personal correspondence. It is impossible for the merchant or his assistants to sit down and dictate a hundred or a thousand personal

letters, each differently worded and each aiming at a specific appeal.

Emphasizing Personal Note

What is the dealer to do? A good mailing list, carefully compiled and thoughtfully classified, will aid him.

Take a thousand people, and try to classify them into several groups. One group will consist of men and women of comparatively low incomes, while the second group will consist of those who draw fair salaries, own homes and buy high quality goods at good prices. Two letters addressed respectively to the first and second groups will carry two personal appeals, applicable to each group. A form letter, addressed indiscriminately to both groups, will not result as satisfactorily in many cases.

Other groups will suggest themselves. One consists of quality buyers exclusively, a second of bargain hunters, a third of those who have made purchases, but have not followed up with other purchases. And there are many others.

Group Lists Carefully

Take your mailing list, and divide it into several groups, such as apply specifically to your regular trade and territory. Make up your mind to address different letters to each group from time to time, as the occassion may demand. Each letter should be drawn up carefully and approved before copies are made. It is advisable, when a follow-up campaign is planned, to prepare the full set before the first one is put in the mails. The others should be planned for certain dates, to be sent out at regular intervals.

Full consideration should be taken of the particular interests and prejudices of the people comprising the particular groups, and the desired impression should be accomplished by the time the last letter in the set has reached the prospects. The first letter should be followed up consistently.

The merchant should also decide on the length of the letters addressed to the specific groups. The tone of the letter should be taken into consideration. Letters to women, and to country folks, can be longer than those addressed to business men. A business man will not read more than the first paragraph of a form letter unless it is short and snappy, and shorn of all verbiage.

A Good Classification

Another successful small town merchant, who has built up a very profitable retailing organization, has classified his list into several distinct groups, such as home-owning folks, professional men, those who own automobiles, exclusive residents, bargain hunters, etc.

The merchant figures out the particular kind of merchandise each group is especially interested in. When he receives a large shipment of a particular merchandise and desires to steam up sales, he writes a personal letter to the group that will be most interested in the merchandise.

He sends a letter to each group at least once a week. Besides these letters the merchant sends out one or two letters to the entire list during the year. It is a chatty, really personal letter, designed to be of general interest.

When the merchant wants to push reorders on certain articles he turns to his special card index, which works hand in hand with his mailing list. He finds that Mr. Jones had bought a supply of the article in question on a certain date, and it was expected the supply would last until a certain date. On that date Mr. Jones received a letter soliciting a re-order. It is a very short letter. A few days later he receives another letter, mentioning a certain grade of the product in which the customer is sure to be interested in and at the same time calling his attention to special closing-out prices.

When some one makes a purchase, his or her name is noted on a card, which also bears a brief description of the article sold, and the selling price. Several days later the customer receives a nice letter from the merchant, thanking him or her for the patronage. The letter runs as follows:

"We note with pleasure that you were in the store recently and bought a waist.

"We trust you were served promptly and that the article you purchased will be entirely satisfactory.

"If you are pleased with the purchase and the service, we shall appreciate it if you will tell your friends about them. If you are not pleased, we should like very much to hear from you.

"Thanking you for your patronage and hoping to be of service to you again in the future, we are,

"Respectfully yours."

A week or two later, the merchant finds, on inspection of the card index, that the customer had not made another purchase. The following form letter is then addressed to the people in the group:

"In looking over our records we regret to note that it has been some time since we had the pleasure of serving you.

"We value your patronage very highly and trust that you have no reason to be dissatisfied with your purchase, but if such is the case we will welcome an opportunity to regain your goodwill and patronage.

"May we not have the pleasure of serving you again in the near future?"

In the case of customers residing within city limits, a bright girl is set to work calling these people on the telephone. The girl inquires whether the customer has any grievance against the store. If this is the case an adjuster is sent to ameliorate the mental state of the customer.

The Exclusive Patron

One group on this merchant's mailing list represents the cream of the local population — people who pride themselves on their exclusiveness. They are his best customers. In the letters he sends periodically to this class of people the merchant caters to this peculiarity.

He prepares a series of letters, each apparently handwritten, and on select paper. The same ink is used for the printing of the letters and to sign them.

The names of the people are written in the same ink used in the printing, taking care to avoid any difference in shade.

The letters are signed by the salespeople who originally sold to the respective customers. There is personal appeal in that. It is a bit novel for a man or woman to receive a letter from the salesperson who had been exceptionally generous and courteous the last time the customer was down to the store.

And to give this idea the proper finishing touch, the merchant instructs his salespeople to memorize the contents of the letters, so when the recipients call at the store they could shape their sales-talks accordingly.



Cotton Company Issues Booklet

Smart Little Booklet Offered by Wabasso Cotton Co. of Three Rivers, Quebec

The Wabasso Cotton Company has just issued a handsome booklet telling about the various developments of their weaving, spinning and bleaching departments, which are situated at Three Rivers, Quebec.

The booklet contains portraits of the president and general manager, C. R. Whitehead; vice-president, Jas. W. Pyke; manager, W. G. E. Aird; and four directors, Wm. Harty, jr., Hugh Mackay, Wm. L. Gear and R. N. Ball. Full page photographs are also shown of the various buildings of the company's mills, as well as pictures of the proposed additions to the present plant.

An interesting feature of the booklet is a map which shows the range of habitat of the Wabasso, or Snow-Shoe Rabbit, from which the company derives its name. This region comprises practically the entire Dominion, and is likewise the home of the namesake cotton products.

A large number of friends will derive much pleasure from the perusal of this most attractive and informing booklet.

Bryson-Graham Golden Jubilee 1870--1920

Ottawa Department Store Was Founded 50 Years Ago Remarkable Expansion Recorded During the Past Half Century — Character of Founders and One-Price Policy Main Factors Contributing to Development.

THE history of Bryson-Graham, Ltd., is an interesting romance of Ottawa business life—a story of a firm which grew as the city grew. It dates back to the day in 1864 when Mr. Charles Bryson, then a country lad, decided to venture from his home in Richmond and endeavor to make a career for himself in the business life of Bytown.

The Ottawa of those days was but a small place that bore few indications of becoming the busy city of 1920. Its chief activity was provided by the lumbering industry which was in a primitive stage as compared with to-day, but to the country boy it was big, and offered the opportunity he desired.

Began on Sparks Street

The actual founding of what now is the firm of Bryson-Graham, Ltd., took place on September 9, 1870, when the firm of Paterson and Bryson began business at 53 Sparks Street.

Paterson and Bryson catered to an Ottawa that was as different from the capital of to-day as their store was different from the Bryson-Graham store of the present. The city largely comprised what is now termed Lower Town; Sparks Street was but little frequented and business generally was centred further south. The partnership existed for about a year and a half, and was then dissolved, after which Mr. Bryson continued in business for himself until 1875. Old records indicate that the young merchant found it up-hill work; competition was very keen, as he was not located in the shopping district; following a serious accident, he was forced to relinquish his business until 1880. During this year he secured a better location at 152 Sparks Street, and in the following year there began the association of the two men whose names the store to-day bears. Mr. Frederick J. Graham—another country boy, who had come to Ottawa to make his way—applied to Mr. Bryson for a position. He got it, and settled down to business, becoming a partner in the following year.

The business then consisted of general dry goods, millinery, dressmaking and tailoring. Business hours were from 7 a.m. until 11 p.m.

"One Price to All"

The partners devoted themselves wholeheartedly to their undertaking, and had been in business only a short time when they decided upon a policy that for a short time was resented by the public, but which afterwards became popular and generally adopted. This policy was: "One price to all." To-day the policy in question is accepted as a matter of course—but not so by the Ottawa of yore. In those days the thrifty shopper was accustomed to bargain with the merchant—the two would haggle until they compromised upon a price lower than that first asked by the merchant. It was a wasteful, unsatisfactory method, but it was in general vogue. Consequently, Messrs. Bryson and Graham were making a very radical change when they proposed one price to all. For a time this policy cost them business, but as its advantages gradually became recognized, patronage increased and shoppers began to appreciate it.



MR. FREDERICK J. GRAHAM

A member of the firm since 1881 and president since the death of his partner.

Rapidly Expanding

From this year onwards, the success of the firm became assured, and in 1882, the adjoining premises were leased to enable the business to expand. In 1887 another entire store was bought and added outright to the firm, as a house-furnishing department. The next move came when Bryson-Graham bought out the entire stock of dress goods and silk carried by Mr. John M. Garland. Bryson and Graham moved into the place shortly afterwards.

In 1890, Mr. John Bryson, brother of Mr. Charles Bryson, opened a grocery store in the same building, which was shortly afterwards consolidated into the business as a whole. It is notable in this regard that Bryson and Graham have made a success of a department that has proved a "jinx" to many departmental stores. The present grocery department is also shortly to be increased and improved by the addition of more adequate accommodation.

Next in the chain of events in the history of the firm was the purchase of a china and crockery store next to their building. This also proved to be a wise step, and china and crockery to-day comprise a popular line in the Bryson-Graham store. Complete possession of the entire block occurred in 1894, but even this remarkable increase was not sufficient, and in 1895—25 years after the establishment of the business—it was found necessary to build an extension through to Queen Street.

Upon the conclusion of the silver jubilee year, the employees of the store indicated the regard in which they held Mr. Bryson by presenting him with an illuminated address and a gold mounted ebony cane.

The expansion continued until in 1909 it was considered advisable to form a limited liability company in order to facilitate the handling of the firm's many activities. In 1911 a large warehouse was erected in which to house the reserve stock of the company.

In 1917 occurred the first break in the development of the firm, caused by the death of Mr. Charles Bryson, and in his stead his partner became president of the company, with Mr. James Bryson as vice-president.

Golden Jubilee This Year

This year Bryson-Graham, Limited, is celebrating its golden jubilee, the 50th year of its existence. That the next 50 years will witness an expansion proportionate to that of those just passed is the wish of the many friends of "Ottawa's greatest store."

Athough old in years, the business is conducted upon the most thoroughly modern and up-to-date methods. Every possible means for the furtherance of ef-

ficient salesmanship is tried out by the management.

Cash registers, for instance, are used throughout the store and are found preferable to a central system. Each employee is furnished with a booklet of instructions regarding the use of the cash register and is thus enabled to record sales with perfect accuracy in a minimum amount of time. At the end of this booklet is to be found a set of 14 rules headed, "How to Succeed." They constitute a complete lesson in the art of successful merchandising and are quoted herewith:

HERE IS THE WAY TO SUCCEED

Keep this FACT in mind. Your position and the very existence of this business both depend on customers. The REAL BOSS in every store is the customer.

Each customer who makes a purchase from you helps towards your advancement. Show your appreciation by your manner.

Be on the ALERT and don't make it necessary for a customer to ask you to WAIT on her; say politely, "Madam, may I wait on you?"

The salesclerk who WAITS on a customer with interested attention will soon have the pleasure of seeing that customer wait for HER, should she happen to be busy.

Discover and remember each customer's individual taste and you will be able to give her quicker and better service. Always introduce and display your NEW goods; this will please the customer and help your sales.

The customer is entitled to KNOW what she is buying and YOU MUST BE ABLE to TELL HER. This means that you should know the goods you sell and where to find them quickly. Study your stock constantly.

Serve each customer so promptly, pleasantly and politely that she will come back again and again and recommend us to all her friends.

If you are busy and it is necessary to keep a customer waiting, endeavor to keep her attention until you are at liberty to wait on her.

By being polite, prompt and cheerful you grow—and no one can keep you from growing but yourself.

Write very, very plainly; your saleschecks have to be read by many others, and most mistakes occur through illegible writing.

A wrong address can not be taken if you will repeat the name and address to the customer and show her the check after you have written it out.

Indifference, gossiping, entertaining friends, or chewing gum are undignified, interfere with courteous service, and cannot be permitted.

In every transaction with a customer, you represent the firm, and her opinion of the store and its service is based largely on the good or bad impression you make.

The one best help to advancement is to be interested in your work and always to remember that your employer's best interests are your own.

Five rules regarding the wrapping of merchandise are also included in this useful compendium, and are also worthy of consideration by others.

WRAPPING MERCHANDISE

Fold merchandise carefully. If merchandise is small and can be slipped into a bag, slip it carefully into the smallest bag which will hold it easily. If bag is to be handed to the customer, fold the top over once.

If the bag is to be delivered, place the check or address under the flap and pin, so that the merchandise cannot slip out or the check be torn off and separated from the package.



MR. JAS. B. BRYSON

who became vice-president of the firm when the death occurred of Mr. Charles Bryson in 1917.

If merchandise is to be wrapped, select the smallest size paper that will wrap it easily—that is, without crushing. Make the package as flat as possible and the corners square.

Wrap string twice each way. The salescheck or address may be securely held in place—either by slipping it under the string and down over an end of the package, or by pinning it around the string.

Remember, a package to be delivered goes through many hands, and must be well wrapped to insure its delivery in good condition.

Held Non-Profit Sale

On September 9th last, the actual birthday of the firm, a remarkable sale was held to signalize the event, namely, a "non-profit sale." Every department contributed its quota to the event, which was, in fact, a veritable "birthday-party." The results of the sale exceeded the most optimistic expectation and in every case the lines advertised were cleared out entirely.

One color scheme was carried out throughout the store for this event, namely, a warm shade of old gold, in keeping with the autumnal season, and not only did this color predominate in show cases and window displays, but also in the floral decorations which enhanced the forest-like effect and suggested the glowing tints of frost-tipped maples.

Appropriate window displays in honor of the event were by no means the least of the attractions arranged by Bryson-Graham Co., and many visitors to Canada's capital will carry away a memory of courteous and efficient service rendered amid an atmosphere suggestive of home surroundings and satisfying values.

RE-OPENING DEPARTMENT

Murphy-Gamble, Limited, Sparks St., Ottawa, are reopening their dressmaking department on September 7th. Miss Baxter will be in charge.

Trade Commissioner Reports on Cottons

Present Quietude Not Expected to Last in View of World Conditions

A recent report from the department of overseas trade commenting on the cotton situation says:

"The cotton trade is at present experiencing a period of some depression. The general opinion appears to be that a decline in prices is imminent, and buyers are purchasing with extreme caution and only for actual pressing requirements, preferring to hold off as much as possible until they can form a fairly close idea as to the extent which the expected decline will reach. This attitude in itself cannot but induce a quietness in the trade, but, in addition, much of the blame is laid upon the present financial situation which, with the restrictions which the banks are placing upon the lending of money, and the uncertainty regarding the excess profits duty, is causing concern in industrial and commercial circles generally, and which is being put forward as the cause of all trade evil at present. Undoubtedly, although its effects are inclined to be viewed in a somewhat distorted light in many quarters, the financial situation is making the position very difficult for industry generally.

"The home trade is quiet, but it is not generally conceded that this is more than seasonal. There is, however, no doubt that the slackened demand from India and the East, consequent upon the fall in the price of silver, is a development which was rather unexpected, and it has accentuated the present slackness due to the quieter home trade, whether the latter is seasonal or not.

"There is a tendency in some districts to curtail production in view of the falling off in orders, but that any concerted action will be taken in this direction seems highly improbable, both because co-operation of this nature is extremely difficult to arrange and because, while in some cases the lack of orders is being immediately felt, in others sufficient orders are on hand to keep the mills employed for months to come. Further, as stated above, there is a strong body of opinion that, as there is no accumulation of goods in any of the world's markets, the present quietude cannot continue for any material length of time.

NEW HEAD OF DEPT.

Miss A. Darragh has just been appointed in charge of the enlarged millinery department for Chas. Ogilvy, Limited, Rideau and Nicholas Streets, Ottawa, with a fine showing of hats faithfully reproducing the very latest vogue from Paris and New York.

Buy Boldly for Winter Business

Robinson Company, Ltd., of Napanee, Lay in Big Stock and Launch Campaign to Move It—Roy C. Root, Advertising Manager, Outlines Live Merchandising Methods.

"AS outlined in our souvenir booklet we have gone boldly in the market and bought stock for Fall business. We have secured liberal quantities, which have come and are coming to hand in a satisfactory manner." This was the statement made to Dry Goods Review by Mr. Roy C. Root, advertising manager of the Robinson Company, Limited, of Napanee, when asked as to that firm's policy with regard to this season's buying.

Dry Goods Review has received numbers of queries from dealers all over Canada, asking advice as to what policy to adopt in making purchases from now on. Some believe that prices will go tumbling down like a row of nine pins, when some mysterious individual throws the ball. Others are less influenced by the propaganda of the daily press, which is said to be having a serious effect upon the trade; but on the whole, dealers seem uneasy as to what course to choose.

The attitude of businesses which are reliable, highly esteemed and long established seems to be the sanest guide at this time and while it is unwise to make prophecies at this unsettled stage of the game it would look as though it were quite safe to take pointers from firms of the standing of Robinson's of Napanee. This business is probably one of the soundest dry goods organizations in Eastern Ontario, and its merchandising policy has always carried the business along the road of healthy expansion. The fact that this firm has bought plentifully does not mean that it has not exercised caution. An outline of the carefully laid plans for getting this newly acquired stock into the hands of the consumer will prove interesting, if not invaluable to other dealers, who have adopted the same policy as the Robinson Company, or a similar one. The big question of course after the decision to purchase stock is to move it.

Booklets to Each Customer

"Up to the present we are working along these lines," said Mr. Root, outlining the Robinson scheme as follows:

"We have mailed to our patrons 5,000 souvenir booklets, which we think they will read and take care of. We have tried to impress upon them the fact that we have the finest store in this section of the country, that when better values are obtainable we will have them, that our 1920 Fall values are unsurpassable, that we give attention to mail and telephone orders and that no matter how large or small their order is we prepay the carrying charges.

"This booklet was mailed so it would be in the homes of our patrons about one week before our Fall Fair, which is being held on September 14-15-16th. In our two local newspapers we advertised that Fair Week would be "Opening" week and that every department would feature special displays.

"For the outside of our store we have built shields 4 ft. x 7 ft. in size. These are painted buff and bordered with a darker shade. These shields are lettered differently. One calls special attention to our ten large departments, the second names the various departments, while the third calls attention to our superior values and superior service. Inside the store smaller shields are used. These are the same in color and each is differently lettered, calling attention to the various lines of merchandise.

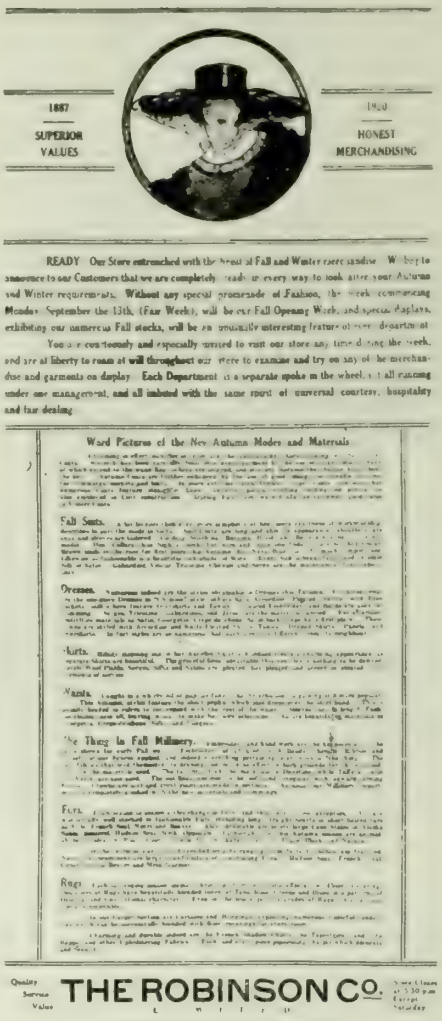
Importance of Displays

The Robinson Company are strong believers of display. Each department manager has special lines of merchandise constantly before the public. Each display has a ticket neatly printed giving some definite information regarding the merchandise on display. The ledges in every department are at all times neatly trimmed and the store in every respect from the windows to roof has the appearance of neatness; stocks are well kept, are clean and in order.

The show windows are always neatly trimmed. The fixtures are practical. "We believe in frequent weekly changes," said Mr. Root. "We believe that customers and especially strangers form their opinions to a certain extent upon the appearance of our store front. Hence we leave no stone unturned to see that their impressions are favorable. We also have a time switch, which turns the window lights on and off during the evening."

Asked if the Robinson firm expected business to be retarded by the war tax this Fall, Mr. Root declared that the firm was looking forward to a season of good business. In every department he expected to make new sales record.

"We think people will buy their requirements," he said. "If they want merchandise badly enough they will pay the war-tax."



A Daily Ad.

Daily newspaper advertising is a feature of the Robinson Company's policy. They use a four column space the full length of the page in both the Napanee dailies.

Is This Your Idea?

Have you ever tried out a new little stunt in your window only to discover in the columns of some leading trade paper that a very up-to-date store in a city five times the size of your own has put practically the same idea across—only on a larger scale—and scored a success with it? The account you read does not make you envy the big chap—it raises your own self-esteem, makes you more confident in yourself, and consequently stimulates interest in your business. Your enthusiasm is reflected in your store, and even if your patrons don't know that you thought out the same idea as one of the cleverest window trimmers in the Dominion, they more readily patronize your store because you have the ability to make them. It is by watching the methods of those that are successful that others achieve success. It is not always wisest to be different. A good idea copied is better than a poor one that is original. The Robinson Company, of Napanee, Ontario, have an idea this Fall that any dealer, large or small, will do well to consider.

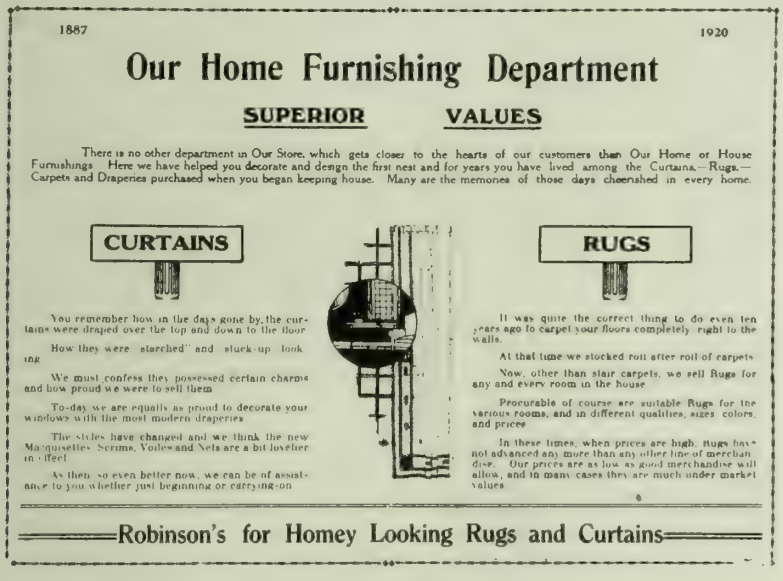
Mr. Root said that up to the present the tax had not had a serious effect upon the sales.

Advertise in Dailies

Even though the Robinson Company practise much special advertising, getting out booklets detailing and describing stock, specializing on window trims of unusualness, and featuring novelty effects in the store, they do in addition extensive newspaper advertising. They occupy a four column space the full length of the page in both the Napanee papers, an example of these daily ads being reproduced above.

"Another feature of our store service to which we attach considerable importance, is the personal touch of a competent sales force," said Mr. Root.

"In nearly every instance we are able to call our customers by their names and they in turn know a good many of our salesforce. This friendly manner extends from the head of the firm down to the delivery-man, and this friendly atmosphere is not merely manufactured for the time being but is a permanent factor in our store policy."



1887 1920

Our Home Furnishing Department

SUPERIOR VALUES

There is no other department in Our Store, which gets closer to the hearts of our customers than Our Home or House Furnishings. Here we have helped you decorate and design the first nest and for years you have lived among the Curtains,—Rugs,—Carpets and Draperies purchased when you began keeping house. Many are the memories of those days cherished in every home.

CURTAINS

You remember how in the days gone by, the curtains were draped over the top and down to the floor

How they were "starched" and "stuck-up" looking

We must confess they possessed certain charms and how proud we were to sell them

To-day we are equally as proud to decorate your windows with the most modern draperies

The styles have changed and we think the new Marquisettes, Scrims, Voiles and Nets are a bit lovelier in effect

As then, so even better now, we can be of assistance to you whether just beginning or carrying-on

RUGS

It was quite the correct thing to do even ten years ago to carpet your floors completely right to the walls.

At that time we stocked roll after roll of carpets

Now, other than stair carpets, we sell Rugs for any and every room in the house

Procurable of course are suitable Rugs for the various rooms, and in different qualities, sizes, colors, and prices

In these times, when prices are high, Rugs have not advanced any more than any other line of merchandise. Our prices are as low as good merchandise will allow, and in many cases they are much under market values

Robinson's for Homey Looking Rugs and Curtains

A Sample Page

Robinson's, Ltd., attach great importance to their home furnishing department. They devoted a double page to it in their Fall souvenir Booklet, which has been sent to 5,000 customers.

The double page in the centre of the Robinson Fall souvenir booklet is also reproduced, showing how each of the ten departments of the store are featured in this complete catalogue, which reaches 5,000 people.

"We make a practice of reaching this many people in some special manner twice a year," said Mr. Root. "Up to the present season we have been using a folder and have furnished more prices."

The firm have adopted the booklet, believing it to be a more high class form of advertising, and the contents are excellently handled so as to compel the readers' attention.

One of the most important features in connection with the Robinson policy is that of quoting one price to all in the opinion of the advertising manager. Many dealers in the smaller towns make discounts to certain customers, while no concession is given to others. Rich and poor alike deal at the Robinson store knowing that there is no use dickering for a price. Thus a sale is made without waste of time and is a transaction fair to all concerned.

Employment Records Show Improvement

British Industries Show Decline From High Levels but General Situation Improves

An advice from London states that employment during August was good, on the whole, although many industries showed a decline from the high levels of previous months. Continued depression was noted in the cotton weaving, wool sorting, linen, lace, leather, and boot and shoe industries.

The total number of workers involved in disputes causing unemployment amounted to 86,000 compared with 90,000 during the previous month. Wages during the month increased £25,000 weekly and affected 1,100,000 workers, the majority of whom are employed in the textile trades.

Employment exchanges registered 281,032 unemployed.

OSTRICH FAVORED

Millinery openings in Ottawa show that beautiful models are to be worn this Fall, and the many different creations will prove becoming and irresistible. Ostrich trimmings easily are in first place.

Congress Discusses Cotton Resources

Urge that Steps be Taken to Promote Production Within the Empire

Inadequacy of United States cotton supply to meet the requirements of the British Empire, and advocacy of government aid in the transportation of cotton from portions of the Empire where it may be profitably grown, where features of a discussion on the Empire's textile supply at the Ninth Congress of Chambers of Commerce of the British Empire.

It was pointed out by G. E. Leeming, of Manchester, England, in moving that the Imperial and Colonial governments take all possible steps in close co-operation to advance and promote the production of cotton within the Empire, that cotton weaving in the United States had advanced to such an extent that the cotton crop is practically all consumed in America.

The inadequacy of American supplies to meet Imperial needs, said he, is evidenced by the fact that last year we paid to America $130,000,000.00 for cotton alone. This expenditure represents purchases from the States of 3,000,000 bales annually, said Mr. Leeming, who added that prudence as well as necessity demands that the Empire develop to the full extent all of its cotton resources.

In seconding the resolution B. Crapper, of Oldham, said that in the West Indies, Egypt, Uganda, Naqasaland, former German East Africa, the Transvaal, West Africa, Queensland, India and Mesopotamia, cotton could be profitably grown but that to distribute it throughout the Empire equitably so that Imperial textile needs may be met, government aid would be required in the matter of securing shipping facilities.

Swedish Mills Curtail Output

Slow Market Result of Excessive Imports. Woolen Mills Working Only Four Days a Week

Swedish woolen mills are working only four days a week because of a bad selling market, resulting from excessive imports for 1919-1920, according to a recent cable despatch. Woolen cloth stocks on hand are the greatest on record. Imports of English clothing textiles for the first six months of 1920 alone totalled 250,000,000 kronen.

Spring Business Opening in Dry Goods Lines

Orders Placed in a Number of Lines Are Fairly Encouraging and Seem to Show That Stocks on Merchants' Shelves Are Not Heavy - Business Quiet in Woolens—Advances in Spring Staple Cottons—The Markets at a Glance.

TORONTO, Sept. 18.—Generally speaking, trade is quiet with a steady tendency toward improvement. Travellers with various lines of Spring goods are out on the road and the first reports reaching the wholesale houses are encouraging, indicating that merchants' stocks throughout the country are none too heavy. The West is still holding back somewhat, but what orders have come in from that section of Canada leave little to be desired in the light of normal trade in normal times. Both the east and the west of Canada seem to be buying a trifle more freely than Ontario, according to some wholesalers. In every quarter buyers and sellers refer to the great harm that is being done by the daily press in their "lower-prices" campaign, a campaign that is founded on the most ignorant reading of the signs of the times. The attitude they take, namely, that a slight drop in the price of wool or cotton means a cheaper suit or dress next day, is having its effect in both the wholesale and the retail trade. Shoe manufacturers alone are taking up the cudgels in their own defence and have started a live publicity campaign to offset the vicious press propaganda.

SILKS

Silk men are, so to speak, wearing a brighter smile than they have for some weeks. In spite of the fact that silk prices have fluctuated and the entire market has been disorganized, there are signs on the horizon that the stabilizing of one of the most important markets in the world—the Japanese—is about to be effected. Recently, the Japanese Government have taken a hand in the market, following the panics that have been rife there for months, panics that have shaken faith in Japanese finance and have wrought untold harm to an industry that is the backbone of that country. To make a comparison, they are contemplating—in fact, by this time they may have taken the action—acting in Japan as the Canadian Wheat Board acted in Canada, that is, guarantee a minimum price of the raw material and so regulate production that it will be impossible for overstocking on the part of certain firms with the resultant glutting of the market with unsold stocks. Canadian firms interested in this movement state that if this action is taken it will stabilize the market, it will prevent reckless speculation and consequent panics, and it will save the whole industry from the ruin with which it has been threatened for some months past. It will mean that the peasants there can be assured of a fair price for their work and that the labor of months may not go by the board because of developments over which they have no control but which threaten them with disaster.

Already the effect of this contemplated action is being seen in recent advances in Japanese silks. For instance, Canadian buyers were advised on Sept. 10th of a 5 per cent. increase; on the 13th there was a further 3½ per cent. advance, and on the 14th another 3 per cent. advance. Wholesalers state that merchants throughout Canada are beginning to buy more freely and more inquiries are coming in. Factories in the United States are buying a little so that they can keep the help they value the most, and it is felt that prices will be higher because great quantities of silks have been sold below the cost of production recently. The largest Japanese silk house in New York claims that their New York business is now good because they are in such a position that they can get credits from the banks where some of the smaller houses are unable to obtain it. Wholesalers are not looking for big advances in silks but they are confidentially looking for a stabilization of the market which will have a very healthy effect on business. Travellers out on the road with immediate or late Fall goods are having good results. An encouraging feature of the trade at present is the mail order business which, according to one house, has considerably brightened recently and is regarded as an indicator of the coming business. On the local market, high-priced Japanese silks have about been eliminated and Jap lines are getting somewhat scarce.

Manufacturers of silk garments report a better outlook daily and some of them, for the first time in many months, are working night and day. The mail order business of large mail order houses in Toronto is reported good.

Swiss market continues firm. Fall deliveries are a couple of months late. Merchants seem to be buying for their requirements only and wholesalers issue a note of warning not to expect that prices can be gauged by some of the silks now on the market which are being "dumped" for various reasons. Some good orders are coming in from the West.

COTTONS

Dry Goods Review understands that an advance price list of Canadian cottons for Spring 1921 has been sent out and that the list shows general increases ranging from 20 to 30 per cent. For instance, awnings show a 25 per cent. increase; cottonades, 25 per cent.; ticks, 30 per cent.; galateas, 25 per cent.; flannelettes 25 per cent.; and denims 25 per cent. Other staple lines show about the same advances. It is doubtful if merchants were expecting any reductions of any proportion in cottons, but these advances may be higher than they were looking for. It must not be forgotten, however, that the demands of labor have not abated and that fresh costs have been added in the way of freight,

increase in the price of fuel, and the eight-hour day. Wholesalers say there is still difficulty in getting goods and they are not placing future orders because they will not be accepted. Merchants seem to be buying sparingly, say wholesalers, expecting lower prices.

CARPETS AND RUGS

Travellers are making a special trip at this time of the year with carpets and rugs, and in spite of the fact that their lines are the highest-priced lines with which they have ever confronted the merchants of this country, they are getting a fair response to their efforts. A Wilton that last Spring sold to the trade for $80. is priced at $92 for the Spring of 1921. A tapestry square that sold at $21 for Spring of 1920 will be $25.50 for next Spring. Buyers state that they expect some further slight advances but that prices, for the present are stationary. Lower prices are not looked for. Buying for Spring, according to wholesalers, is equal to that of a year ago as far as the buying season has advanced to date.

LINOLEUMS

Prices of linoleums remain firm and are likely to for some months to come. Wholesalers have been notified from the mills that the present prices will obtain until March 31st of the coming year. These prices are the same as were announced on April 1st of the present year; merchants may know, therefore, that they can book orders up until the end of the coming March at firm prices. Any slight reduction that might result during that time will likely be eaten up in increased freight rates.

WOOLENS

Probably in all the markets woolens are moving the slowest and there is no market that has been affected by the press campaign like the woolens. Daily newspapers seem to have convinced the public that a drop in the price of raw wool, say on September 15th, would mean a cheaper suit of clothes or a new dress on the 16th. "There is no chance of fine woolens coming down," said a buyer who has just returned from England to Dry Goods Review. "Coarse stuff will drop, I think. Materials that I paid 28s. 6d. for last October are now selling at 35s. The general advances on fine stuff are easily 50 per cent. over a year ago." Authentic reports of the recent wool sales in Bradford, England, go to show that prices for the week ending August 26th were higher than for those ending the previous week and had reached a higher level than those of many months back. These are the wools that enter into the finer men's suits and the ladies' suits. Canadian buyers state that conditions in woolen centres in England are unsettled and that if the strike threatened by the miners materializes it will mean almost the immediate shutting down of the great mills, thereby throwing many thousands of people out of work.

CURTAINS AND DRAPERIES

Nottingham lace curtains seem to be in good demand again, according to wholesale houses. Fall trade seems to have developed strongly on velours, and plain and brocaded silks. Some French silk brocades are arriving but there is still no sign of any French silk velours on the market. Cretonne stocks are well up, and there are good stocks of nets and casement cloths which are said to be taking well with the trade. Buyers in the market for Spring goods are paying slight advances all along the line and with the increased freight rates and higher price of fuel they do not see any reductions in sight. Travellers in the West who are soliciting Spring business report a fairly good response in certain sections; but, generally speaking, the West seems to be holding back. Wholesalers are encouraged by each fresh report of the crop outlook and say they are not pessimistic regarding future business. Spot business is only fair.

NOTIONS

Wholesalers report that business has shown considerable improvement in the last two weeks and some good orders are coming in. The indications seem encouraging for Fall and wholesalers feel that merchants were holding off, hoping for slight reductions. In some lines, slight reductions are reported but prices, on the whole, are very firm. There have been some reductions in elastics. The luxury tax continues to affect the sale of jewelry and a number of merchants who have been handling small stocks of jewelry have dropped them because they say it does not pay to carry them. Christmas novelties are selling well in spite of the higher prices. There is a good demand for glass beads and necklaces are selling unusually well. Bugle beads are selling well on account of being used for hat trimmings. The tendency on the part of many women to have their hair bobbed is resulting in an inceased sale of circular combs.

COTTON DRESS GOODS

Travellers on the road with Spring cotton dress goods are meeting with a good response, showing, as one wholesaler stated, that their stocks are by no means large. "If the present press campaign," said a leading wholesaler "does not so affect the public that they stop buying altogether and so force some of the smaller houses to dump their stocks on the market, I believe there will be another shortage of goods about December." There are many indications, judging from merchants' orders, that Christmas trade will be good.

LINENS

There is still no brighter outlook for the linen market. A prominent linen man who is here with the Chamber of Commerce delegation meeting in Toronto stated that their firm had not sent representatives to Canada because they had nothing on their shelves worth offering.

Paris Offers in "Grande Semaine" Smart Review of Winter Modes

Couturiers Vie in Displaying Newest Creations, Including More Artistic Evening Gowns, Cosy, Wrappy Winter Coats, Longer Skirts and Coquettishly Veiled Chapeaux— Charming Novelties Seen in Fabrics and Trimmings.

Paris, France, Sept., 1920.

EDITOR Dry Goods Review:—As promised last month I am giving you below a report on the couturier's Winter collections.

Paris has been celebrating the week known as the "Grande Semaine" of Winter Fashions. All the couturiers have been displaying their newest creations, and I can resume as follows the characteristics of the coming season styles.

Evening dresses will mostly be straight, only a few net ones will be wide, and still fewer will be Pammiers.

The shades mostly favored for evening dresses will be black in many instances, and pink, yellow, pastel blue for girls, or for wedding purposes.

The materials will be black satin veiled with lace or embroidered net; velvet, used plain, or with jet (if black velvet be used) or beaded if in color; net embroidered with point de chainette, or with "chenille" motifs as in the veils we used to wear some years ago, or trimmed with net chicoree ruffles and a ribbon or a narrow band of fur in the middle of the ruffle. Flowers in garlands, bunches, etc., will also be used, as is usual in evening dresses.

There is a marked tendency toward higher necklines in evening dresses. I have not seen any models so decollete as last year. A good many evening gowns are composed of a black satin fourreau very tightly fitted around the body, which goes up to the underarm quite straight, very much like the staple Empire chemise. Over that fourreau is a lace veiling a bit longer than the fourreau which is less short than last year. That veiling goes up to the shoulder straight in the back and opens in V shape in front. Some tiny sleeves finish the garment, which is undoubtedly very pretty and modest. To give such a dress a bright shade one may add a big bow of a showy pink, orange, or green wide ribbon, with hanging ends on the right side, high on the hip.

Mantes Lead Wrap Modes

Evening coats are capes or mantes; the latter seem to be more fashionable than capes, which have been worn for such a long time. Both are wraps made of velvet with high enveloping collars with or without fur. Their shape is very simple, they are but a large piece of material deeply flounced at the neck. There are no sleeves in mantles in which the lady closely wraps herself, but when capes are worn, as they have sleeves, a muff is necessary.

I will write you next month about furs, and will then develop this subject extensively.

Tailored Costumes

The straight line is more accentuated there than in evening dresses. All skirts are very narrow and short, although they show a tendency towards becoming longer. They are about 12 inches above the floor. Skirts seem to be a very unimportant item, for they are not in the least trimmed.

When blouses are worn, they are made of Jersey, crepe de chine, etc., duly embroidered, and their shape is that of a short casaque draped on each side.

All waists are long, in some instances exceedingly long, for I have seen some going down below the hips.

Many waistcoats are used in place of blouses, and more often still we have a whole dress thus devised; a cloth skirt with a long silk bodice attached to it, quite plain with a very high collar (I have seen one turned up to cover the chin) and very long and tight sleeves. Over such a garment we have a loose coatee that meets in the front but each end is fastened close to the other and not one above the other. It has a straight collar, sometimes folded, and some pagoda sleeves slightly shorter than the sleeves of the bodice, whose cuff is then seen. The trimming of such jackets may be embroidery, in which case the muff is in cloth with embroidery, or it is fur. The coat is lined with the silk the bodice is made of.

Some houses have also shown jackets with godets; these are middle length, and at other places, full length jackets that may as well be coats were combined as follows: A fairly loose cloth part going down below the hips, where it is combined into a flat pile cut on the cross and generally covered with fur. The straight collar is also in fur, but as a muff always accompanies the costume the sleeves are quite bare. They are flat and narrow and the mounting is always invisible; it is the circular mounting of staple tailored costumes.

We also have some robes manteaux, which are, of course, quite straight too, and have the same characteristics as explained above. I must however mention several models devised on the lines of the fitting "redingotes" that were fashionable some 25 years ago.

Lounging Costumes

Teagowns are very loose, straight garments similiar to what has been seen lately. The same applies to deshabilles. As long as there are some drapings of crepe georgettes, crepe-de-chine with a little embroidery, any of these garments are fashionable.

Veils on all Models

Hats shown at some couturiers are of two different styles: There are some "toques" in silk, satin or furs, highly suitable for winter wear, with a square veil that hangs down all around and is embroidered, or we have some cape lines with drooping brims and very little trimming, and a veil that hangs down only in front like a masque.

Winter Coats Are Cosy

Winter coats and travelling coats are most comfortable; made of bure or thick cloth, as per samples sent you for August issue, they are wide, and cosily cover the body and arms, while the head is well protetced by a big collar that reaches to the eyes. In many cases there is over the coat a kind of pelerine which gives the garment the appearance of a karrick. When travelling coats are devised into capes they are cut on the cross, very wide with godets, and are fur lined.

Beads Are the Craze

Amongst trimmings I must mention: Beads whose vogue has increased lately very much. They are used on evening dresses, tea gowns and even afternoon cloaks.

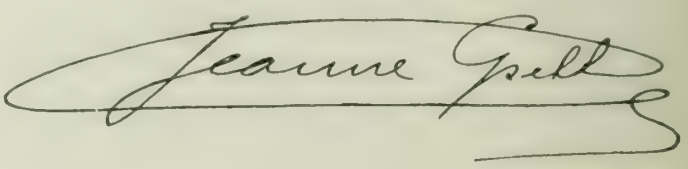
Embroidery, point de chainette, passe, etc.

Cloth insertions in large designs on net, or with open work, and oilcloth in narrow bands with a beaded edging.

Mohair galoon of all widths, plain or pressed, is seen very often, and so also is Ruban cire, already in vogue last year.

I will give you more details in a subsequent letter.

Yours truly,



Making the Windows a Separate Department; Keeping Tab on Displays and their Sales Value

Making Each Department Pay For Window Space Used—Helps to Pay For Window Expenses And Turns in a Profit to the Firm—Results in Better Displays and Promotes Sales.

TIME was ten or fifteen years ago when windows and window-dressing were secondary considerations in the management and economy of store life. If the stock room was overcrowded and new consignments of goods arrived for which there was no room they could be dumped in the window and a rough and ready display made of them. Window dressing didn't matter much anyway; it was, at that time one of the undeveloped sciences of modern merchandising. Advertising—and window dressing is a form of advertising—itself was an insignificant part of store life. Such a thing as an advertising manager was unthought of and the coffers of the present-day newspaper were little augmented by departmental stores', grocers', haberdashers' and other mercantile prices.

But Things Have Changed

But things have changed since that day. Some of the brightest men in the business world are now engaged in daily bringing to the attention of the consuming public values, bargains, reasons for purchasing at this, that and the other store. Live-wire men today are described as men who do a deal of advertising and who give an air of bustle and push to their businesses. They use big space in the daily newspapers and promulgate novel advertising schemes of one kind and another that bring results. But all the advertising they do is not done on paper. Windows are advertisers; they are sellers of merchandise. They are on duty twenty-four hours of the day and thousands of dollars are spent to beautify them so that the eye of the passer-by may be attracted either during the busy hours of the day or the quieter hours of the night. Men believe in these salesmen to such an extent that they are kept ablaze all night and elaborate electric signs are constructed as a beacon light to the window and the store.

Making a Department of Windows

System in store management and economy is likewise a rapid development of modern merchandising. There are many stores whose proprietors know at the end of the day the amount of stock sold, amount on hand, gross profit, net profit, loss, the number and value of sales made by each clerk in his employ. They say it all makes for better business, helps them to conduct it more scientifically and, with changeable markets, enables them to steer clear of financial pitfalls.

Dry Goods Review has also heard of departmental stores where windows constitute one of the regular profit-bearing departments in that store. It is figured out that these windows have to be paid for, they represent so much floor space which is a part of the entire store floor space on which taxes have to be paid. Moreover, there is considerable expense in connection with their upkeep. But the heart of the whole matter is that they are salesmen, occupying the best position in the whole store. Like salesmen inside the store, some window spaces in a store front are better than others; therefore, they are of more value to the firm.

Window Space Paid For by Departments

But the "firm" in this case is only an abstract entity looking for dividends on stocks. The inside selling departments must pay these dividends. Each of these departments, in turn, is given space in the daily store advertisements which helps them sell more goods and turn out these dividends. Window displays also help sell goods. In departmental stores each department is given an objective which must be reached and all honor and more money to the manager who exceeds the objective. He figures out that a window display is of so much value to his department that it will enable him to sell so many more goods. The windows are already organized into a department charged with the task of paying for themselves and turning over a profit at the end of the year.

How It Works Out

In these departmental stores, therefore, each department pays the manager of window displays so much for window space. There are, of course, some positions in the windows better than others. There are many merchants who have both front and side windows and the value of window space varies accordingly. Window display managers by renting space pay for alterations and improvements in the windows, make up their own salaries and meet the expense connected with the amount of floor space they occupy in the whole store.

While such a system might seem elaborate for the smaller stores, yet a modified system could be made to be of real benefit. Merchants realize the relative value of window display to sales. Perhaps there are lines of groceries carried which are not displayed enough. If a charge were made against each department—even though it be but a nominal charge—it could be ascertained what lines given window display were bringing the best results. It would likewise be a test of the work of the window display man. "Goods well displayed are goods half sold" is a truism of modern merchandising. If there is not an immediate return for your window displays, there is probably something wrong with the display. If window displays had to be paid for by the departments inside the store it would be an incentive to the display man to make them pay, and to the managers of the departments paying for the display to take full benefit of these displays by pushing sales.

MERCHANDISE	JANUARY			FEBRUARY
Shirts	Stock on Hand	Sold	Rec'd	Stock on Hand
No. E 38	20 doz.	3	2	19

This is the simple system used by the Lumbers Co. in all lines of their haberdashery. Different lines of shirts, of course, would have different numbering; and they are thus kept track of from month to month. The verification of this stock sheet is arrived at in the monthly stock-taking. This system has proven very satisfactory to Mr. Lumbers, whose stock is not a large one.

DESIGNER IN CHARGE

Mr. Henry Orkin, one of the most successful millinery designers in Canada, is taking over the management of the millinery department of the Darwin Company, Limited, Sparks and Elgin Streets, Ottawa, and will immediately offer for sale many models representing an extensive line of imported goods, as well as other models specially designed by himself. His desire to secure a really high grade staff of milliners to assist him has been gratified, and he aims to please a very exclusive trade in the capital.

Every Merchant a Trustee

To Handle Credits Successfully He Must Have Firm Principles—Sound Rules Are Needed —Their Practical Application.

By HENRY JOHNSON, JR.

CONTINUALLY men ask me how to handle their customers' accounts. I read of schemes and plans all the time, too, but whether talking or reading, I always find that questions and resolutions all treat of methods. None that I know of strike the fundamentals, the roots of scientific credit handling, so I want to have you think with me along lines which will begin with the right "mental slant" on this problem and so lead us toward a real settlement of this question.

It is a recognized fact that no man can get very far without character. Character must be founded on principles, whether consciously adopted or not. It is the same with business. It must have character, and it must rest on principles, else will its life be short and its usefulness nil. And just as a man must respect and live up to the high exactions of his principles, so must a business have principles, or rules, which everybody, including the man at the top, respects as rigidly as he does his own honor and integrity.

You cannot sell goods haphazard. You cannot make deliveries without a system. You cannot "guess" at the prices you will charge nor the service that can be given with your prices, if you are to be successful. And you certainly cannot extend credit without a plan of action, carefully laid down and then lived up to as rigidly as any bank, and make a success of the credit business. But, given sound rules and rigid observances, the credit business is, to my mind, the finest business there is from the standpoint both of the merchant and his customer.

What Kind of Rules or Principles?

The first principle is that credit is a service. As such it is surrounded with certain limitations. Just as the hours of business are clearly limited, so must be the term of credit. For you can only give just the service you set out to give —no more, no less—if you are to be successful. Let us say, then, that credit is to be extended for thirty days. That means 30 days. It does not mean 35 days, nor 40 days, but 30 days. Inevitably and logically that means that the bill is to be paid at the end of 30 days. Automatically that cleans up the question whether there shall be any balance. There must never be a balance.

Certain matters of practical application must come in for handling credits on this plan. At the outset the understanding must be had, that the bill is payable every first of the month. It is understood that you send it out or not, just as your custom may be, or as your customer may desire. Then it is to be paid some time within the first and the tenth of the succeeding month. That is a practical matter, made necessary because it would hardly be practicable for you to insist the money be right there on the dot or you would not send any more goods. It might rain, or snow, or people be ill, so the first to the tenth is a good arrangement; but that must end it. Bills not paid by the tenth are liable to immediate stoppage.

Next, goods are money, therefore you must be as careful loaning them as you would be about loaning money. An applicant for credit must be told that you are certainly glad to take all the good accounts you can get, putting strong emphasis on the good. Get all record and references. Then, before the first purchase is delivered to the customer, investigate that record. If any flaws appear, do not take the account. Never mind that it is unpleasant. It will be pleasanter than to have a big loss later on.

If, in spite of all precautions, you get in bad and find your self stung, take your loss at once. Stop the account. Wipe out the bill. Lose $25 now rather than $40 later on.

Never make any bones about letting it be known that you invite no laxity with accounts, that you expect your customers to pay just as they have agreed and live up to that rule.

Practical Operation of the Plan

"Yes," you say, "but that is old stuff. Those are usual rules." True; there is, in fact, nothing new about the right way to handle credit. The point comes in the proper handling thereof and obeying your own rules—living up to your own principles and character.

You will not go far before somebody will seek to have you make an exception to your rules. Perhaps it will be a very fine, high grade, thoroughly respectable customer, a professional man who wants you to carry him through the summer while he goes on a trip. It is going to test your character to refuse. It is going to test your diplomacy to decline in such a way as will stop the account. But you must refuse. Whether you do it smoothly or roughly, whether you retain or lose the account, the desideratum is that you refuse.

Why? Because on your ability to refuse rests your title to be regarded as a credit man. Just as you succeed in living up to your rules you will succeed in extending credit—and to no greater extent.

Suppose you do not steal. Why do you not? Because your principles do not admit of stealing. Further, you would not steal just once, as a sort of exception to your rules, would you? No. Why? Because instinctively you know that a single lapse is so dangerous, so terribly liable to undermine your whole character, that you would shrink back in horror at the suggestion.

Yet to steal once—just once—would be no more dangerous to your character and no more demoralizing than to lapse once in your rules will be to your entire scheme of credit giving.

How to Prevent Lapses

Here is where the correct "mental slant" comes in. You must approach this tremendous problem with a heavy sense of responsibility—for you are responsible far beyond what you are apt to think. Your habit is to think of your business as your own, to do with as you please. But it is not. In fact you are only a temporary tenant. You are a trustee to whom that business has been handed for safe keeping and skilful handling. You are the servant to whom has been given certain talents for which you must later render the strictest account. And who, then, is the owner to whom you must account?

The owner is the man you will be in thirty or forty years from now, and his old wife. That man is beyond the age of useful work, and he is now looking to you to provide a competence on which he can live in independence until he passes on down the long slope. His wife —surely you want to safeguard her from any danger of dependence, privation or want!

So just regard yourself as the employee of that man and woman, entrusted with their entire possessions, instructed to run that business with certain well-defined limitations, and go to it that way.

A very successful man stood in his store one day and I stood beside him. We were looking over the busy crowds, and I asked him something about his methods. He said: "You know, our rules do not permit us to do that"—replying to some question I asked. I forget the question, but I have never forgotten the answer. "Our rules"—yet he was the sole owner of the store! What did it mean? It meant that he had character in himself, based on principles, and he made rules and respected them.

That is the only way you can succeed in handling credits. You can only do that if you have the ability to say "no"

(Continued on page 75)

Method of Handling Incoming Merchandise; No Cost Price on Sales Tickets; Gives History

System in Use by the C. H. Smith Co., Ltd., of Windsor—Helps to Prevent Accumulation of Old Merchandise—Everything Reckoned From Selling Price—Features of the System.

EACH department in the large departmental store of the C. H. Smith Co., Ltd., of Windsor, is run as a separate business. In this intricate and most complete organization is a men's furnishings department which, incidentally, did more business last year than the whole departmental store did the first year it started in Windsor, and that is not many years ago either. Now there are nearly 25 departments, and the system of merchandising in this store is one of the most complete and finished that could be found anywhere in this country. Mr. Smith finds that a men's furnishings department is a practical necessity because shopping for men has become one of the household duties of the women folk. Underwear, neckwear, etc., are increasingly being bought by the women, therefore, he argues, they should be in a store where the women do their shopping. One of the outstanding features of this system of merchandising is that all the departments are merchandised on retail prices. No cost prices are to be found on the sales tickets at all; as a matter of fact the manager of the department is the only one in it who has knowledge of the cost price of the goods offered for sale. He is charged with the responsibility of making that department pay; and the system used throughout the whole store is such that it contributes to that responsibility in the greatest possible measure because it keeps him in daily touch with the stock, what has been bought and sold and the profit or loss at the end of the day's business.

Ticketing According to Season

In outlining the system to Dry Goods Review, Mr. Smith said that the seasons were divided into two in handling the merchandise, spring and fall. The first season, the first six months and the second, the last six. Each season is given a letter and the invoices coming in are numbered with this letter in order as they arrive as A1, A2, A3, etc. The idea in giving each season a letter is to eliminate the possibility of stock remaining unsold for longer than a given period. Mr. Smith explained that, by this system, the merchandising man could check over his stock and, at a glance, tell the age of the merchandise by the seasonal letter on the price ticket. Carrying this idea of the seasonal lettering of the merchandising to the sales tickets in each department it would be like this:—A1—6051—$10.50.

That ticket means that the merchandise was listed on the first invoice of the year (only two letters, of course, are used in the year) that the number of the line is 6051, and that the selling price is $10.50. The manager of the department or the merchandising man of the store can look at that ticket and, in a moment, trace it to the invoice and get the whole history of it.

What Is Done With the Invoices

"After the invoices are numbered," continued Mr. Smith, "they are placed on a file and when the merchandise arrives, the department manager or the merchandise manager comes to the office for the invoice and checks off the goods with the same. They mark on the invoice the selling price per article and initial same, marking the department thereon. Then they ticket the goods showing the season letter and number, manufacturing stock number and selling price. In this way, no cost appears on the merchandise. When the invoice is returned to the office, the various calculations are checked and extended and mark-up also checked. The invoice is then charged to the department at cost, plus freight and duty and is charged at selling price.

Departmental Totals at End of Month

"At the end of the month, all the departments are totalled and purchases charged for all the merchandise, plus freight and duty, taken in during the month. These purchases for the month are then entered into a statistical book by departments at cost and selling. Reductions and sales are also entered. From this information and, knowing the stock on hand at the first of the year, it is easy to determine the amount of stock in each department at retail price; also the amount of stock at cost may be arrived at by figuring the maintained mark-up for purchases. For instance, if the mark-up was 33 per cent., the percentage of merchandise at cost would be 67 per cent .of amount of inventory at selling price."

The Information Obtained

This method of handling stock, according to Mr. Smith, keeps them informed of the following facts with regard to the business:

1. Total purchases for year at cost price and selling price.
2. Maintained mark-up.
3. Reductions.
4. Sales present year.
5. Sales previous year.
6. Sales increase.
7. Stock on hand at cost price.
8. Stock on hand at selling price.

From this information the amount of insurance to be carried on store stock is determined.

All Departments Run the Same

Mr. Smith explained that all departments throughout the store were run the same way, including the men's wear. To cite a case: Supposing a line of men's shirts was not moving as fast as was expected or desired. The department manager merely refers to the sales ticket showing the season number; he then comes to the office and asks to see this particular invoice (by number) which is available at a moment's notice. This is his cost system and he sees at a glance exactly how much he can afford to reduce these goods to make them move out.

All sales records are kept in the office by weeks of both departments and sales people. Pay is also recorded by departments and sales people. In this way the selling cost of each department is figured out; also each sales person, total selling per cent., total overhead per cent. salaries and total overhead per cent. to date.

"Hoover" Forces Hold Convention

Sales Organization of Big Sweeper Company Meet in Hamilton

A convention of the members of the sales organization of the Hoover Suction Sweeper Company of Canada, Ltd., in Ontario and in the city of Montreal, Que., was held at the Royal Connaught Hotel, Hamilton, Ont., on Friday, August 20th, 1920.

The morning session included a sales talk by Mr. E. C. Marne, manager of the Hoover sales school at North Canton, and a talk regarding production by Production Manager R. F. Judisch.

Following the luncheon talks were given by Mr. H. W. Hoover, the general manager of the company at North Canton, and Mr. R. C. Mower, advertising manager of the company at Chicago. At four o'clock the delegates were taken to the company's factory for the remainder of the afternoon. At 6.30 a dinner was given at the Royal Connaught Hotel, followed by short talks by Mr. F. G. Hoover, associate general manager of the company at North Canton, and Mr. Geo. S. Kerr and Mr. W. H. Cooper, two leading citizens of Hamilton.

Thomas F. Kelly, the sales manager of the company, presided at all the meetings.

Indications Point to Light Buying For Spring Lines of Felt Hats.

Montreal Wholesalers Uncertain as to Prices, But Think There Will be Some Increases—Little Variation in Styles—Cancellations Light—Materials and Labor Increase.

MONTREAL.—"The hat business is a lap behind as regards seasons," stated a Montreal wholesaler to a representative of Dry Goods Review recently. "Factories cannot deliver their fall orders until the end of next December and even when they have shipped, it is estimated that only 65% of the original placing will be delivered to retailers. Therefore, operations on Spring goods will not commence until January and I cannot predict at this early date just when sorting orders will be available. Spring business this year was a frost, generally speaking, and it will be some time before the trade recovers its ordinary stability."

Cancellations Slight; Prices Uncertain

According to this wholesaler, cancellations are a negligible quantity, but abnormal buying will not be a feature of the Spring market. Ordinarily, the Spring lines sold represent a comparatively small portion of the year's buying.

Few wholesalers will commit themselves to definite price prediction at this time, but believe that a 25 per cent. increase in soft hats for Spring and a 50 per cent. increase on sennet bolters will be effective on all lines. Panamas and togos are as yet uncertain, but will probably rise, if the prices for materials and the cost of labor continue to mount.

Spring lines, it is said, will show slight variation from those featured this Fall; but the effect of the delay in shipments this season will undoubtedly react upon the Spring business and any left-over stock will have preference for early selling, the divergencies of style being comparatively of little importance. Indications point to a period of light buying for Spring, since heavy stocks of this season's goods and later deliveries, combined with the prices at which the Spring lines must open are likely to counteract any tremendous buying wave.

Few Repeat Orders

A feature of the straw hat business this year was that no repeat orders were received and, therefore, many wholesalers were left with a large supply of panamas and other novelty hats on their hands which, no doubt, will be available at lower prices for the next season. Reports from western branches of the Montreal houses indicate that the small-brimmed hat has not found great favor among western men who are accustomed to the large hat and to whom this latter style is a climatic necessity rather than a personal preference. Nevertheless, the small hat numbers a vast majority of buyers amongst its devotees and, with their finger on the pulse of trade, the manufacturers have announced that 3¼ crowns by 2⅛ brims will be the correct measurements for the Spring 1921 hat. In inverse ratio to the dimensions of the hat itself is the hat band, which will be extremely wide next season, approximately 2⅝ to 3 inches wide. The side bow will be preferred.

Colors are largely a matter of sectional preference in felt hats. Reports are current that browns are to be featured once more as they are said to be remarkably popular in New York. Dark grays, slate and dark greens are all scheduled to reappear, but pearl grays are not likely to be so popular as the lightness of the shade does not commend itself for all-round wear, a quality infinitely to be desired by the average man.

Causes of Advances

The great advances that are taking place in prices of materials and the cost of labor are the factors responsible for any advance in next season's prices that may occur. Sennet braids, especially are exceptionally scarce for next season's straws and, as fur felts are still abnormally high, the demand for a popular priced hat is expected to be unusually large. On account of the exchange rate and duty, American hats are, so far as the high-priced creations are concerned, pretty scarce. Wholesalers are advising early buying after prices have been announced.

Price Tendency Firm Says British Manufacturer

Ainsley-Dineen Hat & Fur Co., Ltd., of Toronto, recently received a letter from the head of one of the large British hat manufacturers in which it was clearly stated by him that he did not look for lower prices yet. The impression one gets from the letter is that, while hat prices will not be lower, there is not much likelihood of there being any advance. Prices will be firm for some time. But here are extracts from the letter itself:—

"I have gone closely into the question raised by you, viz., prices. You expect lower prices. I do not. I have gone through the pros and cons and I find that your last season's hats were underpriced. The present season's are based on estimates formed two months ago to the best of our ability.

"The future of prices is very uncertain. Fur has been easier, but our reckonings were a long way below the extreme prices that fur reached. Silk and cotton show no sign of easing. Shellac fell, but is now firm and is very strongly held. Other materials and ingredients, such as dyes, spirits, are advancing considerably. The demands of labor are insatiable and the only thing that will check them is a complete break in trade.

"The conclusion I have come to is that there is no immediate prospect of a break in prices. A few people have unsold stocks of goods which they could not finance; but, in my opinion, the chance of a general break is remote."

SAYS MERCHANTS ARE BUYING MORE FREELY

According to information secured from the H. E. Davis & Co., raincoat manufacturers, of Montreal, there is a recrudescence of buying on the part of the trade. One of the officials of the company stated that merchants were inclined to buy much more freely just recently than they had been some weeks ago.

Mr. Davis, himself, is on an extended business trip to Europe at the present time and, in writing, states that prices of materials continue to advance and that there seems little prospect of any reductions.

H. E. Davis & Co. have recently moved to the Somer building.

Styles and Fabrics for Spring Outlined by Montreal Designers

Tendency Said To Be Distinctly Conservative—Moderate Gorged and Medium Waisted Coats in Single and Double Breasted Models—Tweeds and Worsteds Popular—Slight Price Reduction, If Any.

ACCORDING to the best information obtainable in the Montreal field, styles of Spring clothing, 1921, will be considerably more conservative than they have been hitherto. Every manufacturer and designer is glad to impart ideas and explain theories on the dictates of fashion. A recent statement given to Dry Goods Review by a Montreal manufacturer is as follows:

"A tendency toward more conservative or staple styles will be the feature of the Spring models which will be shown to the trade in the course of next month. The fact that freakish modes are limiting the productivity of the worker and as a consequence are forcing up the cost of the finished garment is, to a certain extent, responsible for the saner trend of the designer's effort.

"Moderate gorged and medium-waisted coats will predominate among other features characterizing the Spring models. Both single and double breasted styles will be popular in one, two and three button models. Peak lapels are passé, the blocked style or square notched being preferred. Thirty and a half, thirty-two or even thirty-six inch lengths will be preferred in semi or form-fitting lines. Waist seam models are a thing of the past, as far as the better class is concerned, and no belts will be seen. Rounded fronts will compete equally with straight, and shoulders will be somewhat more square than formerly. There will be no stiffening of flat effects in the coat front anywhere. The coat vents are to be shortened considerably and will probably average about eight inches in depth.

"In trousers, the semi-English style will be favored by conservative dressers; the bell-bottom trouser is also predicted to be among the leaders and waist lines will be from one-half to an inch easier in cut, allowing more freedom of movement. No cuffs are featured on the flare models, which show quite perceptible fullness as compared with the cut of this season."

Materials to be Used

Tweeds and worsteds will lead in fabrics for Spring; no novelty cloths are announced. It is anticipated that the sports suit shown in a variety of tweeds, Donegals, homespuns and heathers will be among the best sellers for Spring, 1921. The English note predominates above all others and Scotch plaids and shepherd checks even will be seen again. As a rule, Canadian designers have followed the style trend of the American houses fairly closely, but with the latter manifesting a plain determination to feature little else but English styles, Canadian men find themselves following in the wake and adapting themselves to the rougher finished cloths and sporting designs.

Light weight ulsterettes will be very popular next Spring for city men. These overcoats are short in length, cut on smart form-fitting lines in the lighter weight fabrics, such as Scotch woollens. Various types of general purpose waterproofed coats are also being shown with half-belts, cut on easy, full lines. The Chesterfield, it is said, will be more worn than ever next season.

As to Price and Deliveries

A feature of the situation as regards Spring deliveries is that Easter comes at an earlier date than usual—March 27th. This will mean that the season of the manufacturer of Spring clothing will be one of the shortest in the history of the business. It will leave an extremely short period of time for manufacturers to get in their orders and make up their goods in time for the Easter retail trade. Canada is ahead of the United States, however, in this respect as travellers start out about September 1st with their Spring lines, whereas the average date for American factories is November 1st. Montreal men state that the piece goods are practically costing the same as they did six months ago, and they are, therefore, buying for Spring on the same basis as then; and were deliveries only quicker in light-weight cloths they could get their samples out almost on time.

Reports from Montreal men who have just returned from England indicate that things are pretty much at sixes and sevens there, especially at Bradford, where the big mills are playing a waiting game, each with its eye upon the other. Textile workers in the West Riding of Yorkshire are demanding a 40 per cent. increase in wages, no Saturdays and a two weeks' vacation annually. Mills are showing an inclination to close down rather than grant any concessions either to labor or to the trade. The serious situation arising from cancellations by Japanese and French Governments together with those from Canadian clothing men has begun to make its effects upon the autocrats of the English woollen trade who are now, for the first time in many years, facing the prospect of actually competing for orders. It is felt, also, that the decision of the British Government to drop the rôle of wool warehousemen for the whole world will tend to bring down prices. "When Governments step in and run things, costs multiply and service becomes arrogant and unsatisfactory," said a Montreal manufacturer, "and when supply catches up with demand, then competition will grow keen all round. Costs must go down a bit and the downward trend will be as gradual as the climb upwards. Labor disturbances or a capitalistic panic might send prices tumbling down, but the average decline must be gradual. Strikes would enhance costs somewhat, but the strikers have always to pay the cost of their strikes in the end.

The consensus of opinion among the Montreal manufacturers is that any price reduction for Spring lines, if any, will hardly be noticeable.

On the whole, the market is by no means pessimistic in its tendency. Conditions, it is felt, will soon readjust themselves. Manufacturers and retailers alike realize that profits must be shaved a trifle.

SMALLER SHAPES, WIDER TRIMMINGS

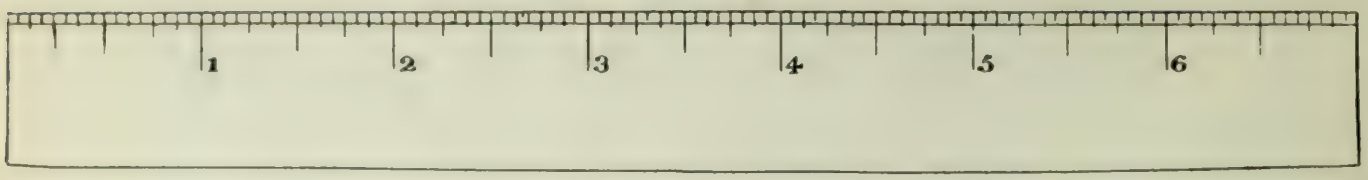
W. Galvin, of the Fried Grills & Co., hat manufacturers, in outlining some of the styles for Spring hats, stated to Dry Goods Review that shapes would be smaller, with considerably wider trimmings. Bands would be 21 to 27 line. Among the new styles would be many welts and the colors would run to the lighter shades, pearl greys being particularly strong, some of them being finished with a black band. While little if any advance in price may be looked for, it is expected that prices will remain firm.

Reports reaching hat manufacturers is to the effect that the Australian clip this year is a short one and will be short thousands of bales in comparison with last year. In addition, the grade seems to be of a poorer quality.

RECONSTRUCTION IN LILLE

Of 472 establishments in the Lille textile district 390 are operating entirely or in part, according to a recent survey. The flax industry has reached 27.6 per cent. of normal; dyeing and finishing, 64 per cent.; cotton, 89.5 per cent., and the woolen industry 94.8 per cent. It was further shown that the 472 establishments in question were employing 94,562 workmen, as against 145,137 in 1914, or 65 per cent.

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TORONTO

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Carhartt

Corduroys, Allovers and Cottonades



FOR some time past we have urged upon our customers the advisability of sending in their orders early, rather than to hold back in the belief that lower prices were in sight. There was sound reason for our policy as any one who has kept in touch with market conditions must know. While lower prices for raw and manufactured materials must come when the saturation point has been reached, present indications do not suggest the presence of anything like that condition. The urgent call for increased production for home and export demand, together with the shortage of materials, makes the prospect of any material drop in prices very remote. Moreover, orders from other countries are large, and are likely to be for some time, so that, all things considered, it would seem to be good business to let us have your sorting order now while we can supply you promptly and economically.

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B. D. A. "Supasayda" and **B. D. A.** "Beausayda" have the prestige of **B. D. A.** attainment and are conspicuous additions to any dress goods stocks.

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"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

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The AGB Fabrics

Woolen Prices Here Little Affected by Action of American Woolen Co; Primary Markets Are Still Firm

Merinos Show Consistent Advances at Recent London Sales—Duty and Freight Rates Still Factors to be Reckoned With in Comparative Prices—American Woolen Prices Reduced From 18 to 25 Per Cent.

THE action of the American Woolen Co. in reducing the prices on their lines of merchandise from 18 to 25 per cent. will it is said by Canadian buyers of English woolens, have little or no effect in Canada or on Canadian prices, taking into consideration the primary markets of the present day. Of course, it is always impossible to state what is going to happen if consumers' demands are so restricted that small concerns are forced through financial embarrassment to dump their products on the open market and so force larger concerns to meet them in competition. There is undoubtedly a tendency at the present time to restrict buying, a tendency that is manifest on the part of the consumer and in turn reflects itself in retailers' purchases from wholesaler and manufacturer, and goes even further down the line than this. In spite of this fact, however, raw materials used in the manufacture of articles demanded by the Canadian consumer show little change of a downward nature in their market values. By offering their various lines at reductions ranging from 18 to 25 per cent. the American Woolen Co. have undoubtedly struck a hard blow at existing high prices in that country and the moral effect of their action will be felt here, has already been felt here, as a matter of fact. The daily press have heralded the action as a forerunner of immediate lower prices here without taking into consideration some of the factors which offset the possibility of their conjecture coming true.

Merinos at the London Sales

As is well known, merinos are the yarns used in practically all the woolens that come to this country to be manufactured into men's and women's clothing. The coarser grades are not wanted here; even the Canadian coarser grades are used in the manufacture of clothing a good deal of which is exported because it is not acceptable to the Canadian dresser. It is instructive to know how merinos went at the recent London sales held during August and early September and to observe the consistent upward tendency in prices. As a matter of fact, these increases are reflected in statements made to Dry Goods Review by a number of buyers who recently returned from the Old Counntry where they had gone to place future orders for woolens for men's clothing. Fine botanies and serges, so said one buyer, have advanced just 50 per cent. over the price asked for last October. Many of the buyers who went over came home without having placed any orders at all, realizing that conditions here were uncertain because of the demand for lower prices in clothing.

The following table shows the sales of merinos for the three weeks up to Sept. 2nd.

Merino	Sept. 2 d	Aug. 26 d	Aug. 19 d
80's	132	126	114
70's Warp	118	114	100
70's	112	108	96
64's Warp	112	108	93-96
64's	106	102	90
60's Super	94	92	84
60's Ordinary	88	86	81
64's Cape long	100	96	90
64's Cape medium	94	90	84

Duty and Freight Rates

If all other things were equal, and the majority of Canadian buyers will say all other things are not equal because they claim that English woolens are much superior to the American, there is still the duty and the freight rates to be reckoned with. The duty on woolens entering Canada from the United States is 35 per cent. Add to this the increased freight rates and other charges of shipment and there is fifty per cent. to be added to the price of American woolens as quoted on their side of the International border. It is the claim of Canadian woolen men that this puts the American woolens out of the running, even though values were about the same in either case. But the great preponderance of woolens used in this country come from the Old Land, which, of itself, is pretty much of an argument for the superiority of the Old Country product.

American Woolen Co. Statement

Leading New York dailies on September 7th carried a full page advertisement from the American Woolen Co. The statement read in part:

"To manufacture and accumulate a stock of goods when the public refuses to purchase is only to invite disaster in markets and prices, reacting in the end upon our employes and the savings that furnish the capital. Such a policy continued would only result in prolonged depression, disorganizing all the forces of both labor and capital which must jointly support this enterprise in its service to the public.

"With the advance in the money rate and increasing restrictions to credit, cancellations began to come in; but for some time they were no more than might be expected. When, however, on May 26th, the government brought indictments against this company for prices charged for its goods in open and competitive markets, it was notice to the trade by the government that the prices for woolen cloth must be reduced. Although the indictments were dismissed by the Court of First Jurisdiction on June 11th, cancellation of orders became universal over the country. Total cancellations based upon figures collected by the government are estimated for the whole trade at the entire annual output of the American Woolen Company. The total cancellation of orders upon the books of the American Woolen Company amounted to more than $40,000,000 or sufficient to give employment for two months to all our workers.

"To have continued to manufacture and accumulate unsalable goods would have been not only financial suicide, but would have insured a depression in the entire woolen industry from which it would have taken many weeks, if not months, to recover by universal shutdowns with widespread disorganization and unemployment. Therefore, instead of the usual two weeks' vacation in August, the mills were shut down on July 10th, which was fortunately the best season for a two months' vacation. Had the shutdown been forced in the winter season, as it would have been by continued accumulation of goods, there might have been, with high prices and famine conditions for fuel, some personal suffering.

"The American Woolen Company begins its exhibit to the trade Thursday, Sept. 9, and will begin the starting up of its mills Monday, Sept. 13. The wage scale will be the same as when the mills were forced to close in July." In its announcement the company reiterates that it believes in the maintenance of good wages for skilled workmen.

In spite of the attractive prices offered by the American Woolen Co. there was very little buying on the opening days. Wholesalers are still apprehensive on the other side of the line as well as this as to the response of the retailer for the coming season.

English Worsted Plaids Arrive

Styles Now Known to Trade—New Goods on Jobbers' Shelves Ready for Winter Trade—Big Demand For Silk Faille and Tricolette, Also Soft Satins and Velours —Encouraging Outlook.

IN the early Spring Dry Goods Review described a number of handsome English worsted plaids and novelty wool skirtings which were on order for the Canadian Fall and Winter trade. The samples were shown to Dry Goods Review at that time, though the goods had not arrived. The materials are now on this side and are being widely featured by the wholesalers. The make-up trade have already launched many beautiful models developed in these fine wool materials, which give such excellent wear and have a smart appearance peculiarly their own. So great has been the demand for these big checked and plaided worsteds that unusually large orders have been placed, and it is expected that they will be one of the big features of the Winter trade. These materials are, of course, the purest English worsted and will retail shortly at $7 or $8 per yard. They are fashioned in numerous and practical dark color combinations, and employ from three to eight shades in the pattern. Dark shades, however, predominate, and when more than four shades are used the scheme is usually pastel, and intended for the sports type of costume.

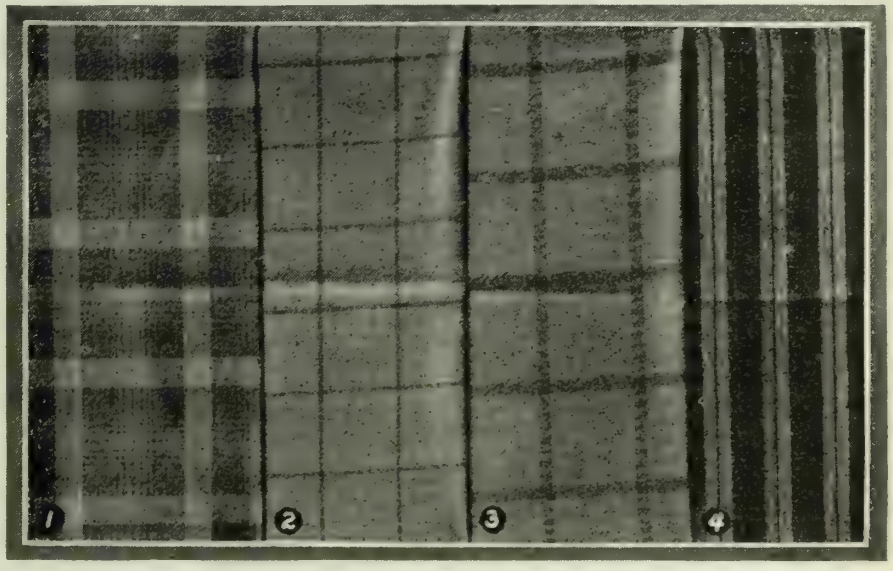
The dark skirtings will be fashionable for street wear, with rough separate coats, and are being shown in navys, purples, greys, browns, and deep greens, with other sombre shades.

In Universal Demand

"While we expect to do a good business in serges, gabardines and tricotines, we anticipate that we will have a very persistent demand for these sturdy checked and plaided designs in worsteds," said one wholesaler seen this month. The jobbers, too, report a big demand from their customers for these materials, and the retailer who has an attractive collection of plaid worsteds to show to his customers should have no difficulty selling them. The make-up trade have used these worsteds in launching some of their smartest Fall costumes, and the stamp of approval has already been placed upon smart pleated skirts developed in these rich dark toned materials.

Tricolette Very Strong

The wholesale houses this month report a very noted increase in the demand for tricolette, or silk Jersey, which comes in all the dark shades of grey, blue and brown, as well as black. One wholesaler is showing a very pretty tricolette in black, brown and grey, 38 inches in width, which is being quoted to the retailer at $4 a yard. "We have never had such a demand for blues and browns as we have this season," stated one wholesaler, who also stated that velours and duvetyns were having a vogue all their own in view of the fact that the millinery trade is requiring these soft materials in large quantities.



New Imported Skirtings

A group of handsome English worsteds and one French striped serge. The plaids are large and are reproduced in an excellent range of smart Fall shades. The stripe is a navy and white and is unusually smart.

Rich Dress Silks

Silk dress materials are an important item at this time and while the gorgeous brocade materials for evening wear, costing as high as $50 a yard, have proved a sensational item, it is a consoling fact that dressy silks of a very excellent quality may be purchased at comparatively moderate prices. For instance, there has been a noticeable demand for silk faille this Fall, and a lovely quality will retail at $6.75 a yard.

Taffetas are to enjoy an excellent vogue this Winter again, and will not call for a noticeable increase over last season's prices. Satins and all soft silk fabrics are to have a big vogue. There is a noticeable improvement in the attitude of the trade in general, which if it continues will make for a lively season. Silk merchants are beginning to see light again, for those who handle Japanese goods now have something to work on and representatives of French houses have not been in the least affected by the chaotic state of the Japanese market, and are therefore planning their Winter and Spring business amid unchanged conditions as far as their consistently high-priced goods are concerned.

Woolen merchants state that while there may be a very slight decline in the price of fine wool yarns, this will not affect the price of materials this year at least, for labor and the increasing cost of production will make up for any slight drop that may be noted in the raw materials, and even in view of a drop it would not be noticed in the retail trade for months. In the meantime woolen materials are more beautiful than ever, the demand for them is said to be increasing, and as cold weather approaches merchants believe that the prices on the exclusive materials will be paid without a murmur. Fur trimming is again to the fore on street costumes, and as a very rich material must accompany good peltry to do it justice, there is no question that rich, expensive velours and all the broadcloth materials will find a ready market. From present indications it would seem that the demand for good woolens will be brisk. They cannot be purchased cheaply, and the consumer, in spite of little fluttering protests here and there, will prefer to pay high prices rather than wear cheap looking goods.

OPENS SHOP AT VANCOUVER

E. L. Rooney, formerly associated with Gordon MacKay, Toronto, has moved to the west and become established in business in Vancouver. Mr. Rooney recently opened a smart specialty shop at 3005 Granville street, which will be known to his customers as the "Polly-Anna." A lovely range of blouses, fine lingerie, hosiery, neckwear and notions will be carried and made-to-order blouses in georgette and crepe-de-chine will be featured.

Heavy Demand for Cotton Likely to Exceed Supply

Cotton Crop Reported to be Better This Year, But Mill Owners Explain Uncertainty of Situation and Refuse to Quote Futures—Drawing Heavily on Reserve.

SPRING lists in the cotton trade are not to be issued until October, according to information from the large cotton mills in Montreal. The prices quoted at that date will represent the actual market at the time being, and on account of the uncertain state existing at present no forecast can be given at this date.

One Montreal cotton concern stated to Dry Goods Review that they were experiencing the usual seasonal dullness of trade, but taking that into account, sales are exceptionally good, and they are unable to ascertain why a certain section of the trade is inclined to hold off a little. It was felt that there is every reason for a feeling of strength and confidence, and the demand is so great that nothing but a temporary slight decline of prices can be predicted.

All this firm's plants—of which there are eight in number—are working full time, it was said, and prospects for business throughout Canada are excellent.

There seems to be good basis for reasonable confidence and optimism. Canada's grain crop looks like being a bumper one, which will mean plenty of money to spend, and the cotton crop should be much better than last year's, though it is not expected to come up to the heavy demand.

"Canada looks to the United States alone for her cotton requirements, and uses no Egyptian cotton, which is a longer staple even than American, and consequently demands higher prices. Expectations are for a heavy Egyptian crop, but it will not affect the market on this side," was the statement of one of the officials of the company.

Home Market Steady

When questioned as to the effect on the Canadian market by the importation of American made cottons, he stated that at no time did the American surplus imported to this country make any material difference, as exchange remained a constant factor to be reckoned with as regards cost, and even when at the highest peak Canadian prices never reached the height attained by American markets. American prices declined, it is true, but differed little from those quoted by the foremost Canadian manufacturers, so that, in comparison with the fluctuations in the United States, the home market may be said to have remained fairly steady. New York prices it was declared, are entirely fictitious, and represent nothing but gambling There is no actual cotton to be had.

Southern Crop Late

"A recent New York price quotation for spot cotton was 31.75 cents a pound, which appears as a considerable drop on earlier figures, but if you went to New York for some of that 31.75 cotton, you could not get a single bale," continued the official, adding: "We have paid 40 cents and more for cotton. Our buyer in the Southern States has had carte blanche instructions to buy 200 bales a day, and the new crop is moving so slowly that in a month he succeeded in getting only 1,500 bales. The crop is late this year, and buyers are not giving it away. The New York fall in prices has given the trade an impression that prices are to be lower, but we can see no basis for such anticipation. Present appearances are for a better cotton crop this year than last," he continued, "but in my personal opinion, it will not catch up with the demand, which is enormous, and this will mean another heavy inroad into reserves."

Drawing On Reserve

It was explained that last year's crop was in round figures, 12,000,000,000 bales of cotton, of which 6,000,000,000 bales had been used for home consumption, and the world demand had been so strong that a millon tons had been sold from reserve. A great deal of this reserve, which now amounts to about 6,500,000,000 bales, consists of low grade cotton, which cannot be worked up by Canadian machinery, the trade on this side calling for high grade goods. Before the war, the low grade stuff, which is short staple and dirty, was bought up by Germany, and made into cheap qualities of goods, but Germany is not yet back in the cotton trade, and the low grade cotton therefore accumulates. A certain amount of the low grades is being imported into Germany via Holland, and it was understood that a movement was on foot in Memphis looking to exporting large quantities of cotton to Germany, but apparently nothing had materialized yet. As already said, though an excellent crop is anticipated, it will not balance the demand, and if Germany comes back into the market the shortage will be even greater.

Anybody's Guess

Another prominent Montreal cotton concern made the following statement to Dry Goods Review: "There is not much doing in the cotton business just now, and there will be little activity until October, when the new crop comes in. The main point of interest now is what will happen to the crop. This month of September is crucial and on the weather of the next few weeks hangs all the prospects for future cotton business. It is a period of uncertainty, and we cannot say now whether we can hope for lower prices in cotton goods, or if the trend is to be higher. We all know that there is a tremendous shortage in cotton goods throughout the world, and it will be a long time before manufacturers catch up with it. So far, the crop outlook does not justify any optimism as to its being exceptionally large. Prices for futures have been fluctuating lately, up a cent one day, and down a cent the next, but this means nothing, as the Southern growers simply decide on the price they require for the new crop, and you can buy it or leave it; they say that they are not interested in futures.

"In a month or six weeks we shall be able to see what the course of things will be. Just now the Fall goods are out of the way, and Spring business has not yet begun; things are quiet, vacations also adding to the inactivity."

Canadian Flax Feature of Exhibit

New Brunswick Exposition Lays Stress On Importance of Fostering Industry in Canada

One of the most interesting exhibits which was shown this month at the New Brunswick Provincial Exhibition was that arranged by the Woman's Work Department, illustrating in complete detail all the processes of the flax industry from its earliest stages to the finished product.

The flax industry, it is of interest to know, is older than the province itself, dating back to the days of the Acadian occupancy of the territory. Through many changes the growing of the flax and the making of the linen has remained a cottage trade, but now when there is a demand that home industries shall be more fully developed, and when in the West the English settlers are taking the question up from a business standpoint, it is worthy of note that New Brunswick offers a rich opportunity in the same direction.

Process Demonstrated

Caraquet, on the north shore of New Brunswick, is the home of the flax industry, which promises to become such a valuable asset at this time when the shortage in these products is becoming so acute, and the exhibit before spoken of was in charge of country women from that district, who demonstrated all the necessary implements, such as the loom, spinning wheel, winders, etc., as well as showing samples of the flax plant from seed to maturity. The process of developing the linen thread from the flax was also fully explained, and an interesting comparison made between the Irish and Canadian grown products.

This exhibit was from every point of view one of the best of the whole fair, and should create an interest in an industry that at present is one of the most important in the economy of the world.

Twenty Per Cent. Less Raw Cotton Than Before the War; Prices to Maintain High Levels for Some Time

Production of the Finished Article is Bad in Spite of Much Higher Wages Paid to Workers—Distant Markets Feel Fluctuations From Six to Twelve Months Later Than Home Markets—Interesting Comparative Tables.

Behind the finished article is the raw material, and from the raw material to the finished article thousands of hands are engaged in the manufacture of the goods that fill the shelves of the retail merchants of this country. The cost of labor is a greater factor in the finished product to-day than ever it was, but the market prices of the raw material must ever be of first consideration. For these reasons the accompanying letter which was written by a Manchester manufacturer to a Toronto wholesaler is of interest because it deals with these two phases of the cotton situation to-day.

AT the present moment it is not the easiest thing to give an idea of the cotton market. It is really only possible to put forward the various factors and leave the decision to the individual. Some may attach more weight to certain points than others, and the changes are so rapid that even a week-old report may be quite out of date.

The position as it stands is that we have an irregular market, depressed in certain particulars, buoyant in others, showing considerable divergence in the various branches of the trade. I mean between spinners of coarse and fine counts on the one hand, and spinners and manufacturers on the other.

This irregularity extends to markets also, for the "bare" market to-day may be full to repletion tomorrow and vice versa.

There are too many uncertain and fluctuating factors to enable one to see clearly. Precedent is a hindrance rather than a help, and the uninitiated may be a better judge than the man who's been at it all his life.

To forecast the effect of such items as peace with Russia, an increase in the price of silver, the effect on demand of economy campaigns, or the effect on supply of financial restrictions, and to blend them all into a concrete opinion is well nigh impossible.

Much of the answer depends on the point—

"Is the world's production even in its present restricted position sufficient for the diminished requirements."

That requirements will be diminished we take for granted. To what extent we cannot judge. The home trade has little or no effect on the market. At most its takings are about 15 per cent. of Lancashire's production. Again, in the home market the fluctuations are more quickly felt by the consumer. The distant markets, owing to their placing of orders further ahead, feel advances and reductions more slowly, and consequently the consumer abroad may be six to twelve months later in realizing the alteration than the home buyer.

Much of the effect depends on the time of purchase. A man who bought before the rise takes little notice of it, and may only see the position when his purchases are running down. This position is very apparent at the moment, and with this in mind I have prepared a comparative table of costs during the last twelve months, showing the position last June, the limit reached this Spring, and to-day's position.

The rough points of demand and supply may be briefly stated.

Supply of raw cotton is about 20 per cent. less than pre-war. Owing to two years' indifferent crops both grade and staple are low. Consequently on finer grade, the number of "points on" (i.e., the cost over and above the basic price quoted in the papers as the price of "middling American") have increased enormously. Whereas 200 points (2d.) a lb. was considerable in pre-war days, 3,000 to 4,000 (30d. to 40d.) a lb. are of everyday occurrence. So that if a man buys on 27d. (to-day's date) he may have to pay 57d. to 67d. a lb. if he needs good staple.

This points to a restriction of supply and a consequent raising in value of the finer goods.

Production is bad. Shorter hours, higher wages, the reaction after the strain of the war, the decreased effort necessary to produce an (apparently) higher return, have all told their tale. The enormous cost of building and machinery has diverted capital from fresh enterprise to the urgent needs of the existing plant on account of the higher values.

A prominent spinner told me the other day that he wished to put down another 100,000 spindles. The buildings and machinery alone would have cost him £6 per spindle without any engines or boilers. In pre-war an average, including engines and boilers, was 20/- to 25/-. Then, the time it would take to erect and fit deters capital, for the risk of a drop in the distant is more probable than in the near future.

The effect of shorter hours and the normally resulting increased efficiency should on paper have balanced each other. But the psychological effect on the man who, before the war, was getting 30/- and who is now with much less time and effort getting 75/- is a revelation. His purchasing power may be exactly the same but he feels better off.

Demand is varying. Publicity campaigns against higher prices have been rife. They totally ignore the one basic fact that until people will produce more and consume less they cannot adjust a world shortage.

Depreciated currency makes purchases possible in some markets and impossible in others, and exchanges fluctuate in a bewildering manner.

One point is practically bound to come up. You will be asked to justify your quotations as compared with last year in face of the fact that there has been a slump in the market. I am, therefore, as I said earlier, giving you details of the three positions, June, 1919, highest of the market, July 1920, on certain standard yarns, and also the increase in wages and dyeing charges.

They need no comment. They are based on actual market figures.

I have dealt with consumption on a previous basis, but I have not dealt with the point that pre-war is six years ago, and that despite the war there is a normal increase in demand to be reckoned with. In addition, there is the point that the apparently increased purchasing power that higher wages give, the effect of a higher standard of living on the masses, and the point that former luxuries by continued use become necessities. To place a proper value on these items is most bewildering.

My own idea is that prices are going to maintain a high level for some time to come. There is no single item on which we can effect saving, whilst we are living in an atmosphere of increases to all classes of labour and in all commodities, raw and manufactured.

It is impossible to forecast, when taking an order, the ultimate cost of the fabric owing to these variations, and consequently manufacturers in the main either are not willing to book far ahead, or, if they do so, cover themselves against eventualities.

Variations such as the above mentioned are bound to produce an irregular market. There is no standard basis to

Continued on page 168

QUALITY SERVICE CONFIDENCE

Gilt-Edged Silk Business

for

Fall 1920 and Spring 1921

OUR CONFIDENCE in the Silk Market and the general public who are determined to use Silks is greater to-day than at any time in the history of the Silk business. We have the most exquisite range of colorings in each line of carefully selected merchandise obtainable from the foreign markets.

OUR CONTRACTS for Spring, on an immense scale, have been placed on the lowest raw Silk Market. Our tremendous range will be submitted to our Trade shortly through our Representatives.

WE ASK our clients' personal inspection, when we will surely be favored with the usual excellent business that the House of Silks Ltd. have received and are receiving from Canada's best Trade.

Write us — Wire us —
for Samples and Quotations

SILKS LIMITED

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The best underwear Cottons and the least expensive—quality for quality—bear the house-mark of this Company.

DOMINION TEXTILE COMPANY
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23

The Three Leading Fabrics for Fall

The fabrics looked upon with most favor by leading designers and manufacturers are:

Penikees Silk Duvetyn

(All Silk)

This exquisite weave, with its rich suede-like surface, and its rare subtlety of coloring, is the fabric of fabrics for fall and winter wraps and suits of quality; for distinctive afternoon dresses; for hats; for innumerable trimmings and accessories.

Crepe Caress

A Satin Crepe

Offering a wonderful combination of suppleness and firmness, exceptional draping qualities, and a wide range of street and evening shades, Crepe Caress is easily first among silks for gowns, blouses, and handsome skirts.

1371 Satin Charmeuse

Recognized for years as the premier Satin Charmeuse,—providing wonderful quality at a reasonable price. High lustre, durability, evenness of weave, and rich colorings have made and kept it a favorite with the trade.

Penikees Silks are nationally advertised through fashion magazines and Rotogravures.

CARL SCHOEN
SILK CORPORATION

260 Fourth Avenue
New York

Crepe Caress
A Satin Crepe
Penikees All Silk Duvetyn
Penikees Satin De La Reine
Penikees Crepe Meteor
1371 Satin Charmeuse

are the weaves most in vogue for Fall. Among the other Penikees Silks are

Penikees Crepe de Chines, Penikees Satins, Penikees Poplins, Penikees Georgettes, Penikees Faille de Soie, and the following novelty weaves.

Chimerat, Rhapsode, Cordelle, Sylva-Spre, Sportussah, and Penikees Silk and Wool and Printed Novelties.

PENIKEES SILKS

TRADE MARK

Silks and Satins
of every weave still the leaders!



RELIABLE SILKS — our Slogan

BROAD SILKS — our Specialty

This Fall

Indications all point to the fact that the long-established popularity of Silk—most versatile of all fabrics for every occasion—is just as marked as ever.

We invite your inspection of our many lines—colorful, rich, and decidedly up-to-the-minute. All the season's shades and effects widely represented. Send for samples.

Hamm & Riley Silk Co.
Limited

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Your customers have confidence in any product carying the "DAY AND NIGHT WEAR" Label, because they are assured it represents Quality.

Have you a representative stock of

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"Aza"

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"Clydella"

Flannels?

Our advertising appears in

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(of London, England)
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Hollins
DAY & NIGHT WEAR
Trade Mark Reg'd.

The Mark of Fine Merchandise

Prize Winners

at the Fifth Annual Exhibition of

The Shelton Looms

and

Associated Garment Manufacturers'

Fashion Show

Ritz-Carlton Hotel, August 24th, 25th, 26th, 27th

Nearly 100 Models from the leading manufacturers of New York were shown at The Shelton Looms Fashion Show in competition.

The Models selected as prize winners are a forecast of what the well-dressed woman will wear for the coming Fall and Winter Season.

The prizes were awarded by a committee consisting of buyers from the ready-to-wear departments of the foremost department stores and Fashion Editors of well-known publications.

JUDGES

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Mr. John M. O'Connor, Chairman, The American Cloak and Suit Review, N.Y.

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Mr. John Block, Kirby, Block & Fisher, New York

Mr. Arthur Ortlepp, Frederick Loeser & Co., Brooklyn, N.Y.

Mr. Alfred Fantl, Resident Buyer, New York.

CLASS NO. 1
For the most beautiful garment in the competition made in whole or in part of any Shelton Looms material. The winner to be named "The Triumph of 1920."

Entry No. 29—*First Prize*—Blue Ribbon.
EDW. KOLBERT & SONS

Entry No. 51—*Honorable Mention*—Red Ribbon.
BRUNO GUMPRICH & CO., Inc.

CLASS NO. 2
For the cloak or coat of best design made of The Shelton Looms Seal Plush Lapinex. The winner to be named "The 1920 Lapinex Matchless."

Entry No. 27—*First Prize*—Blue Ribbon.
MORRIS JAFFE, Inc.

Entry No. 42—*Honorable Mention*—Red Ribbon.
I. GREENBERG & BRO.

CLASS NO. 3
For the cloak or coat of best design made of The Shelton Looms Fabric "Kerami," including "Persica," "Karaket," and other grades: "Haute Kerami," "Civetfur," "Sable," "Squirrel," and "Peltfur." The coat to be named "Kerami, the Superb."

Entry No. 51—*First Prize*—Blue Ribbon.
BRUNO GUMPRICH & CO., Inc.

CLASS NO. 5
For the cloak or coat of best design made of certain specified Shelton Looms materials. Use of the name "The Triumph of Woven Furs."

Entry No. 33—*First Prize*—Blue Ribbon.
MICHAEL BROS.

Entry No. 5—*Honorable Mention*—Red Ribbon.
M. & S. ZUCKER.

Entry No. 45—*Honorable Mention*—Red Ribbon.
R. SIMON & CO.

CLASS NO. 7
For the coat or suit of best design made of any of The Shelton Looms materials, selling on July 1, 1920, at less than $13. Use of name "The Marvel of 1920."

Entry No. 58—*First Prize*—Blue Ribbon.
MEZERITZKY & STOLLERMAN.

Entry No. 44—*Honorable Mention*—Red Ribbon.
LEIPZIG & ROSENBERG.

CLASS NO. 8
The name "The Wayahead of 1920."

Entry No. 57—*First Prize*—Blue Ribbon.
MEZERITZKY & STOLLERMAN.

Entry No. 41—*Honorable Mention*—Red Ribbon.
S. GOLDIN & CO., Inc.

CLASS NO. 9
For the best Opera cloak or Evening wrap made of or trimmed with any of The Shelton Looms materials. The use of the name "Miss Fascination."

Entry No. 29—*First Prize*—Blue Ribbon.
EDWARD KOLBERT & SONS.

Entry No. 49—*Honorable Mention*—Red Ribbon.
BRUNO GUMPRICH & CO., Inc.

CLASS NO. 10
The name "For My Own Little Girl."

Entry No. 24—*First Prize*—Blue Ribbon.
GEORGE BERNARD.

Entry No. 13—*Honorable Mention*—Red Ribbon.
HANAUER & ARNSTEIN, Inc.

CLASS NO. 11
"The Sweetest of All."

Entry No. 59—*First Prize*—Blue Ribbon.
SAML. FLOERSHEIMER & BRO.

Entry No. 12—*Honorable Mention*—Red Ribbon.
THE FLOERSHEIMER COMPANY.

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are synonymous with "Superiority and Exclusiveness" of designs.

Our 1920 Fall collection of the higher novelty fabrics embraces many wonderful creations. Foremost in demand by couturieres are—

Regal Embroidered Tissues, many coloured and lavishly laced with Gold and Silver, also.

Silk Duvetyns	**Duvetyn Broche**
Baby Seal	**Chiffon Velvet**
Suede Velour	**Lizard Velour**
Satin Dansant	**Satin Minuet**
Satin Gloria	**Satin Arcadia**
Satin Grenade	**Satin Liberty**
Satin Marchioness	**Satin Chamois**
Charmeuse Excellent	**Charmente Superior**
Broche Radiant	**Broche Triumphant**

Mail and sample orders receive prompt and careful attention.

MARK FISHER SONS & CO.

Fine Woollens, Tailors' Trimmings, Silks, Linens

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Sable, Mink and Mole Are Leaders

Fashion Favors Costly Pelts for 1921 -Tedious Process of Manufacture Thows Spotlight on One of World's Most Romantic Industries -Native Haunts of Best Known Fur-Bearing Animals.

ALTHOUGH the furs for 1920-21 are acknowledged as expressive of the utmost in quality and workmanship, yet the distressing question of price has in a measure detracted from the universal wave of popularity which has lifted all classes of pelts from humble origin to a plane scarcely dreamed of in pre-war days.

Scarcity of raw materials and difficulties of production are mainly responsible for the present regrettable condition while the international difficulties which have had little less than cataclysmic results on the European fur market, are also a factor not to be overlooked. During the four years of war, Russia, the greatest of all fur sources, was cut off and the fur market has since shifted to the western hemisphere.

Conditions in Europe

From present indications it seems as though the Bolshevist movement has been responsible for the decentralizing of the world's fur market from Russia to America and has driven the sable family from its Siberian forests, so that they have had to find refuge on this side of the Atlantic. To judge from present day fashion, as displayed by the makers, sable has found a warm welcome on these shores, and no gown or costume has yet been designed, the beauty of which is not enhanced by this exquisite soft brown fur, which is becoming to every type of coloring.

Through generations, the decorative value of sable has been universally recognized, and royal robes from time immemorial have been made of it. Nothing apparently detracts from its popularity and it seems to be pre-eminent among furs which "time cannot wither, nor custom stale."

Clever Imitations

Perhaps no other skin is so subject to open imitation as is the sable. One must needs be a skilled judge nowadays to select the real from the fraudulent imitation. The market is to a large extent flooded with such and many deceptions are practised which are literally impossible of detection to other than a skilled eye. Skins which have been trapped out of season and artificially darkened are often sold as sable of the first order, but the latter is always recognizable to an expert by reason of the richness of its color and the softness and depth of the hair.

The Native Haunts

To a student of the genealogy of fur bearing animals, the sable family is quite the most interesting of all. The most inaccessible corners of the mountin forests of Eastern Siberia and Kamchatka have produced the sable and it is said that the discovery of these bleak territories is largely due to the offorts of sable trappers. Kamchatka sables are coarser in texture and paler in color but possess a liberal sprinkling of the silvery hairs which are so greatly prized by lovers of fine pelts. The Russian "Crown" sable is described by authorities on fur bearing animals as: "the most distinguished member of the marten branch of the weasel family. Its predominating feature is the soft, thick dark under fur covered by a growth of long, glossy "guard" hairs. Its value depends on the color, density and peculiar luminous quality of this top coat. and the rarest skins are those coming from the depths of dark and almost impenetrable forests, of gloom so deep that the sun never pierces it. These skins are almost black, although ordinarily the color ranges from a light to a deep chestnut brown. The Russian sable is easily the most valuable of fur bearing animals for its size, which is usually 15 to 20 inches in length exclusive of the 7 inch tail."

Canadian Sable

The Russian sable has a Canadian cousin in the marten or Hudson Bay sable, which is trapped in fairly large quantities in Labrador, Alaska, and the Hudson Bay district. The skins from the latter region are considered preferable, especially when trapped in November when the fur is soft and downy underneath, with long silky "guard" hairs on the surface. These skins are more accessible as regards price for those of moderate means, and therefore the bulk of business in these skins, as carried on in Canada, is infinitely greater than that in expensive importations.

There are other relatives of the marten family which closely resemble sable, such as the pine marten which is found, not only in Canada, but also in middle Europe, Asia and India. These pelts are frequently dyed and blended as their quality varies a good deal. The stone marten also is a fur of uneven quality but is preferred nowadays in its natural state, showing the paler colored under hair from beneath the glossy dark brown hairs of the surface.

A Sturdier Specimen

Still another cousin is the fisher which is exclusively North American and which is much larger than the sable or marten. This fur possesses the additional advantage of being more durable as regards wear than are the European skins.

A Vogue for Mink

It is not so very long since fashion decreed that mink was a lining fur only, and it is scarcely believable that in so short a time mink should have stepped into the luxury class of outer garments and pose as a fashion leader! The Canadian mink is superior all round to the imported varieties on account of its long hair. It is predicted that mink this season will reach a height of popularity seldom attained by any fur. In selecting mink skins it should be remembered that dark skins are preferable to the lighter ones as this fur tends to become lighter with wear, notwithstanding due precaution. Mink should not be exposed unduly to strong sunlight and sea air is fatal to its texture; for this reason it is not recommended for trade on the Atlantic or Pacific coasts.

Another fur which has recently been favored by fashionable women is kolinsky, which is really Siberian mink. Unfortunately, its natural colour is an extremely crude tawny shade much resembling orange, but which takes on a very lovely tone closely resembling marten or sable in appearance. Kolinsky is very durable and is therefore highly recommended for muffs, scarves and coat collars.

The Royal Ermine

Going back for a moment to the history of the sable family with its offshoots of marten and weasel, the authorities point out that the latter named animal is also a first cousin of the ermine, another royal fur bearer. Although an inhabitant of many countries, the finest types are found in North Russia and Siberia, where in winter, skins may be caught of the purest whiteness, relieved by the famed black spot on the tip of the tail. Northern Canada also produces valuable ermine of snowy white color. A second cousin of the ermine is the otter. This skin as known to commerce is usually of the small inland variety, as the sea-otter is now practically extinct. A real sea-otter pelt would be worth easily $1,000 were it offered for sale but few if any are ever available on the markets today. The inland otter skin is treated to remove the long water hairs. The result is a rich, soft golden brown fur which is extremely beautiful and quite as durable as any pelt on the market.

A Supple Pelt

Passing to the consideration of another family tree in the fur bearing an-

imal world, the next of interest is the mole whose fur is yet another of fashion's leaders. Its wonderful suppleness commends it for fashionable wraps, but on account of the less durable quality and delicacy of its texture it is not an economical investment for anyone of moderate means. Many wonderful mole wraps, scarves and chokers are being shown this season, and it cannot be denied that this fur is one of the most beautiful which manufacturers have yet exploited.

The Canadian Beaver

The beaver is close behind the mole in popularity and is one of the handsomest furs found in Canada. No longer do enormous quantities of these pelts go to the hatters for use as "beaver" hats; nowadays every available scrap of beaver goes to the furriers who dye and pluck the fur or otherwise embellish it in imitation of the rare sea-otter by adding white hairs. In the early days of the fur trade, the beaver was the standard of value by which not only Canadian skins but also various commodities were determined. Closely related to the beaver is the muskrat, which until recently was exceedingly popular in its natural state for all-round-wear coats. Within the last few years, however, the skill of the furrier has immeasurably enhanced the value and beauty of the muskrat by dyeing and plucking, to resemble seal, and as a consequence, the Canadian public has enthusiastically accepted Hudson seal for all purposes, even though it means the gradual extinction of the natural pelt. Seal, however, is not as fashionable with ultra-smart women as are the other furs above described, with the exception of the elderly perhaps, to whom the velvety softness of the Alaska varieties appeals. The many cheap imitations of seal as worn by the masses have also conduced to undermining its popularity. The finest specimens of Alaska seal come from the Pribilof Islands and are the pelts of a sea bear. They are coated with a very soft downy under fur, laid over with long stiff water hairs. These long hairs are removed, the under fur skilfully dyed, and the pelt scraped and thinned by means of several secret processes which take some three months to be performed. The sea lion or sea dog, which is common along the Atlantic coast, produces the hair seals which have no under depth of fur but whose bizarre markings occasionally commend them as utility wraps.

The Land Types

Passing from sea animals to the land variety it is found that the dog and sheep families are responsible for many of fashion's foremost furs. To the dog family belong all varieties of fox, even the beautiful Arctic foxes of white and natural blue; also the silver-black thousand dollar foxes, raised in captivity on the ranches of Prince Edward Island; and the great volume of red, yellow and grey foxes that come from every corner of the globe and are dyed almost every possible shade of brown, grey, taupe and black.

The Sheep Family

The sheep family gives several practical pelts such as the Astrachan and Persian lamb and its beautiful offspring, the broad-tail or baby Persian lamb. Persian lamb is the aristocrat of this group and by certain wearers it will ever be regarded as the fur of dignity and elegance.

The Fragile Chinchilla

The most exquisite of all furs, too fragile for ordinary wear, is that of the South American chinchilla, which is now placed under an embargo as regards exportation and is therefore off the market. Most of the chinchilla fur seen is from two rodents closely resembling real chinchilla, and which is somewhat more durable in quality though of coarser texture.

The Adaptable Alien

Lastly, mention should be made of skunk which, though unrelated to any of the furs described, is used in combination with the finer pelts to an unlimited extent and has excellent wearing qualities. Skunk must be as dark as possible, and to this end, its natural white stripes are cut out and any vagaries of shade are deepened artificially to a black tone.

The Manufacture of Garments

The manipulation of any skins in order to manufacture such garments as fashion decrees for this winter is an art which requires a long apprenticeship and for which the worker must have a special vocation.

Only an expert can judge and select such skins as are suitable, for there are many things to be considered, such for instance as the matching of colour and depth of fur in order that the joinings shall be scarcely visible. Even after the skins are chosen, it is a matter of several days careful piecing and arranging on the part of the furrier, who nails each piece to a board in the correct position. Other workers then trim and join the skins, which also is an operation calling for skill of a certain degree, requiring infinite patience.

Sometimes weeks of labor are required for the selection of the skins alone, so that the making of one of this season's luxurious matched double mantles means the expenditure of an amount of creative and persevering effort which may well be described as the work of an artist or craftsman, and the entire history of any fur garment, from its origin in the unexplored regions of some ice-bound waste, through the stages of trapping, cleaning, selling, exporting, manufacture and final sale, forms an episode as romantic as can be imagined outside the realm of fiction.



EVERY MERCHANT A TRUSTEE

(Continued from page 56)

and mean no. You cannot do it if you fear the wrath of a customer who is cut off more than you fear your employer. In my own home town I have a number of enemies. They are among two classes of people. They are people to whom I have refused to extend credit—not by any means always meeting with their approval in so doing—or those whose accounts I have closed up. But I never had to worry about my accounts, and today I would not have any business for mine other than a high-grade credit-service business.

Be Master of Yourself

It simmers down to this:

You can run a credit business if you run it. You cannot run it if you let your customers run you. Your word and decision must be clear and final. But you cannot hope to be right unless you first lay down your rules and then live up to them.

There will come times when you will have disagreements and when you will not be sure you are right. In such cases do this: Give yourself the benefit of the doubt. If you are not sure, take the safe course for your own business. Never mind that the customer is sore. The man you always can afford to let go is he who takes offence because you are "over-particular" about your credits.

TWO INTERESTING CATALOGUES

Dry Goods Review is in receipt of two catalogues of unusual attractiveness and interest, which reproduce the coming styles in furs and also in men's headwear and gloves, as manufactured by the Redmond Co., Limited, of Montreal and Winnipeg. The color work and artistic arrangement of the many products depicted are especially worthy of comment. A particularly fine colored reproduction of one of the season's smartest fur coats, which was painted especially for the catalogue by Louis Moen, is a feature of the cover design.

SACRIFICING TEMPORARILY

Fur wraps made from designs of imported models from Paris are being offered by the R. J. Devlin Company, Limited, Sparks St., Ottawa, at a discount of from 25 to 30 per cent. for a short time.

All Fall Fur Auctions Cancelled

Combined Efforts of Fur Companies on North American Continent Succeeds in Effecting Postponement Till New Year—London Decides to Carry Out Autumn Program.

THE Canadian fur auction sales which were scheduled for September have been definitely postponed according to the announcement made by the vice-president and managing director, Mr. R. S. Colthard. For the time being no date of the sale will be announced, but it is expected in fur circles that the next Canadian auction will not be staged until after the new year. As stated in last month's issue of Dry Goods Review, the company has had this matter under consideration for some time, and has finally decided that it would be in the best interests of the trade to postpone its sale for the reason that the manufacturers are at the present time so busy that the attendance would probably not be as satisfactory as would be wished. Also the collections of furs from distant points, such as Northern Canada and Siberia are so delayed that it would be impossible to get the full quantity required in time for an early sale.

The Canadian Fur Auction Sales Company, Ltd., is getting its full share of the catch and intends to supply the trade for the balance of this season by private treaty as the merchandise arrives. The catch, though smaller than in previous years, is this season of wonderful character and beauty.

New York Falls in Line

The announcement of the New York Fur Auction Sales Corporation that their Autumn sales would be cancelled this year has been received, and is said to have caused great satisfaction in the trade in view of conditions. The various fur centres are not a little concerned as to the attitude of the London Fur Trade Association, which has repeated its announcement to the American companies that the October sales would be held as per schedule. The chairman of the corporation has stated, however, that limited offerings will be the rule at the sales. which begin with the China catalogue October 11 to 13; Australian catalogue October 14; Hudson's Bay catalogue October 18, and a general catalogue on the succeeding days of the sales, reports of which will appear in a subsequent issue of Dry Goods Review.

Although Funsten Brothers announced their sales for October 4, a bulletin has since been published announcing a postponement. The Funsten Bros. announcement states that at the request of the fur trade of North America they have decided to cancel the sales, but reserve the right to sell any lot or lots as desired at any time deemed best.

In the opinion of Funsten Bros. & Co. many retailers will miss splendid opportunities for sale on account of not placing their orders far enough in advance. The receipts of fresh foreign furs in the past six months has been almost negligible as compared with last year according to the St. Louis fur authorities, and it is further stated that no quantities of foreign or domestic furs can be looked for on the American market for manufacturers use until after the new year. Funsten Bros. & Co. report indications of increasing business.

An announcement from Lucerne, Switzerland, states that an international fair of furs will be held in that city beginning Wednesday, September 22, and lasting four days. Seattle will stage a sale of Siberian furs valued at $500,000 on October 5, when the sales will be made under sealed bids and the auction will be conducted by Hibbard Swenson Co., export merchants.

It is the general opinion that even with prices higher than ever the demand this Winter will exceed that of all previous seasons.

FUR SALES

Canadian Fur Auction sales postponed till New Year.

London sales will be held as per schedule, Oct. 11.

Fur fair in Lucerne will begin Sept. 22.

Funsten Bros. & Company withdraw announcement and cancel Autumn auction in compliance with rquest of fur trade of North America.

New York sales canceled and trade greatly relieved.

Business prospects good.

Live Silver Foxes To Be Exhibited

Government Supports Enterprise to Conserve Fur Bearing Animals

Although the Canadian Fur Auction Sales have been postponed till next Spring, fur interests in Montreal will centre about a very novel exhibit this November, when a live silver fox exhibition will be held.

On September 8th a largely attended meeting was held in the Windsor Hall to discuss plans for the showing, and James White, assistant chairman of the Conservation Commission, explained that the commission hoped to stimulate public interest in fur farming in Canada. To conserve the fur bearing animals it would be necessary, he stated, to either restrict trapping or increase the output by breeding fur bearing animals in captivity as has been successfully done with the silver fox. The exhibit in November will illustrate the success of the Prince Edward Island venture, and prove the advisability of experimenting with other varieties.

The Dominion Government has manifested its interest by granting $2,000 to help defray the expense of transporting the silver fox fur beauties to Montreal, and the Prince Edward Island ranchers have obtained a grant of $200 from their Provincial Government.

It was the sense of the meeting that the Montreal fur trade should co-operate with the Conservation Commission and the P. E. I. Fox Breeders' Association, and the following committee was appointed to act for the trade: F. G. Gnaedinger, Robt. Fairweather, A. J. Alexander, R. B. Lindsay, Asher Pierce, Fred Cooper, B. Isaacs, R. Williamson, O. B. Coristine, J. Kaufman, O. Normandin, F. J. Shileds, S. H. Coward, A. Chevalier and A. N. Silver.

Cups and trophies were donated by the Canadian Fur Auctions Sales Co., Ltd., Holt, Renfrew & Co., Lt., and Mr. R. I. Coltart.

The firms represented at the meeting were: Canadian Fur Auctions Sales Co., Holt, Renfrew Co., Boulter Waugh & Co., Cummings and Cummings, L. Gnaedinger, Ltd., Jas. Coristine & Co., A. Dostedt, Fairweather's Ltd., Feusler Fur, J. W. Grant, Ltd., J. Kaufman, Laberge, Chevalier & Co., Ltd., L. P. Lazare, Livesque & Renfret, Alex. Nelson & Co., Normandin Turcotte, Ltd., Northlern Fur Co., the Redmond Co., Lorne Schwartz & Co., Silver Bros., B. Silver & Co., Hoerner, Williamson & Co., Hiram Johnson, Limited, Marion Trading Company, Montreal Raw Fur Co., Jack Morris, A. & E. Pierce & Co., Edw. Pollak Co., C. J. and S. Weinniger.

British Interests Served in France

Makers of Clothing, Millinery, Fancy Goods, Toys and Other Lines in Position to Fill orders

Cable advices have been received by F. W. Field, the British Government Trade Commissioner in Toronto, from the Department of Overseas Trade, London, England, that the United Kingdom iron and steel industries are fully occupied with home orders to the capacity of raw materials available. Manufacturers of tinplates, galvanized sheets, hardware, cutlery and pottery are in a little better position and can deal with an increased export business. Among the industries in the United Kingdom which can now handle larger business

are machine tools, motor cars except the higher grades, electric batteries and accumulators, drapery, clothing, hosiery and hats, and musical instruments. Indications in those industries point to a larger export trade in the near future. The same remarks apply to glass and glassware.

United Kingdom manufacturers of machinery and engineering products are in a position to accept export orders and the same is true of makers of aeronautical accessories, boots and shoes, fine chemicals and drugs, leather, scientific and optical instruments, brushware, furniture, leather fancy goods, toys and games.

Hat manufacturers of the United Kingdom are open to receive inquiries for the supply of large quantities. Further information with regard to British trade can be secured from the British Trade Commissioners in Canada, at Montreal, Toronto and Winnipeg.

ALMY'S LIMITED ENTERTAIN EMPLOYEES

"A happy heart goes all the way," it has been said, and the progressive store nowadays is well aware of that fact. To provide entertainment is to provide happiness, according to Almy's, of Montreal, who have recently eclipsed all their previous efforts in their endeavour to increase and strengthen the esprit de corps prevailing among their many hundred salespeople.

As a conclusion to an unusually enjoyable summer season, wherein many tennis and dancing parties were held, the management recently invited the entire staff and its friends, numbering in all some 800, to a moonlight excursion down the St. Lawrence. Dancing and supper were features of the event, which went off without a hitch.

During the week of September 13th, when the Fall Opening and Fashion Display was at its height, the management decided to hold a special parade of its living models from New York, on purpose for the staff alone.

About 800 invitations were issued, and the affair took place upon the third floor where the run-way had been erected.

During the winter many such events are being planned, which will be held under the auspices of Almy's Employees Association.



Striking Display of Winter Furs

An unusual arrangement of an upstair window is illustrated in this store display used by the A. J. Alexander store, St. Catherine street, Montreal, in connection with their August Fur Sale. The scenic background is especially well done and the life-like attitude of the several wild animals natural to a degree. The scene might well represent a glimpse of the Canadian northland.

MOOSE HEAD BRAND *of* FURS

ESTABLISHED IN 1852

EXCISE TAX | As an offset towards the Government taxes on furs we are allowing a discount of 10% on the prices of all articles in Mink, Muskrat, Mole, Raccoon and Hudson Seal.

"MOOSE HEAD BRAND"

The highest class of fine furs produced. Have given satisfaction to an exacting public for nearly seventy years. Try them.



Our catalogue, as advertised in the August number, was mailed ten days ago.

L. Gnaedinger, Son & Co.

90-94 St. Peter Street : MONTREAL

MADE GOOD TO MAKE GOOD

is why the appearance and quality of

HOLLANDER ELECTRIC SEAL

is an outstanding feature in the Fur line and upholds the Hollander reputation.

The rich, enduring dye, lasting lustre and the soft, pliable leather is at all times obvious wherever the A. H. & S., Ltd., trade-mark appears! It is work of distinction, and is, therefore, associated with the name Hollander.

Other famous Hollander lines are:

MOLES — Finished by the efficient Hollander method—a soft chamois-finished leather. Every skin pared down to an even flatness.

MUSKRATS — A conspicuous Hollander Seal, popular with the trade and public, well known as the PREMIER among all Hudson Seals.

PROMPT, SKILFUL SERVICE

A. HOLLANDER & SON, Ltd.

64 Queen St. MONTREAL

The Redmond Company Limited

Invite you to inspect
their large stocks of

FINE FURS
RAYMOND HATS
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SWEATERS
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SHEEP-LINED COATS
etc.

Two new catalogues are now ready to serve you. Write to-day for your copies.

The Prices are Right

The REDMOND CO. Limited

Montreal :: :: :: :: Winnipeg

FURS

MINK



Its vogue for the coming season is positively assured if one may judge by the orders being placed. We show a complete assortment of the finest Canadian Mink—

Neckpieces
Scarves
Chokers
Stoles
Capes
Muffs

Plaza—A smart 14" x 80" Scarf.

Animal Effect Neckpiece

CUMMINGS & CUMMINGS

ST. PAUL ST. WEST
MONTREAL



FUR COATS

Men's COON Coat - - $200.00 Up

Men's WOMBAT Coat, Nice Steel Color - - 137.50

Ladies' Fancy, Steel No. 1 WOMBAT Jackets. 42 to 45 in. length 240.00

BEST ASSORTMENT BEST TRIMMINGS
BEST PRICES

Desparois, Garneau & Cie, Ltee.

465 St. Paul West MONTREAL

FURS

In wide range of styles
of dependable quality
at popular prices



BRERETON & MOORE

Yonge & Wellington Sts. Toronto

A Habit Worth While

When you want some novelty, some address, the correct name of such-and-such a firm, get the habit of looking it up in the Buyers' Market Guide. The Guide is near the back of the book. Keep it in mind. You'll be surprised how convenient it sometimes will be.



Labraska Fox

is our TRADE NAME

For selected Australian Kangaroo Skins, treated with our own process—resulting in a beautiful, glossy finish and silky texture to a soft and pliable fur. Guaranteed twice the wear of the Canadian Fox at less than half its price.

Made in Black and Dark Brown colors.

Special catalogue sent on request.

Write to-day to the sole makers



James W. Grant Limited

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TRADE MARK

DYNAMO BRAND

By this Mark you are enabled to recognise MALINES which cannot be equalled in Quality--absolute Exclusiveness and Economy.

"Dynamo Brand" Malines

Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

They excel where others fail, and they naturally become the ideal Maline for Millinery and for Maline Scarves, so appropriate for evening wear. They are economic, because **one** yard of Dynamo Maline offers more advantages than **two** yards of any other make. Buy Dynamo Maline, it is the Original Guaranteed **Rainproof Maline.**

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Early Millinery Openings a Success

Fascinating New Colors, Rich Panne Velvets, Coquettishly Draped Laces and Graceful Lines Captivate the Trade—Retail Shops Report Big Business on Days of Fall Showings of Smart Chapeaux.

FATE and the weather favored the Fall millinery openings which were conducted the week of September 13th. The retail trade having put its heart and soul into preparations for the supreme event of the year waited only a matter of minutes to see Fashion a smiling victor. Misgivings and doubts based upon the ghosts of a quiet yester-season, fears of the bogey of higher prices, uncertainty as to the attitude of the buying public—all these arch enemies of the Autumn hat were felt to be lurking very close to the crisp paper boxes bearing their rare offerings. But when the models of French origin and those of domestic manufacture were taken from tissue wrappings, and placed where the eyes of the devotees could revel in their superb lines and lovely texture, all else was forgotten but the desire on the part of each and every woman to own one at least of the new creations. The crisp tang in the air had a psychological effect. The Summer hat which had made its chief chief appeal through a drooping brim and its pastel tints, seemed suddenly to become very, very much out of place. Once the fair wearer trespassed on the realm of Autumn modes and passed into the millinery salon the Summer hat's doom was sealed. The millinery departments were more crowded by noon on the opening days than they had ever been during special sacrifice sales a few week before.

Patrons thronged the floors, and high priced models from Paris milliners were subject to the inspection of a constantly growing parade.

Stock Moving Rapidly

In one store Dry Goods Review visited on the opening day the head of the department was overheard to say to one of her customers: "'Do have your sister try to come to-morrow for her hat. Our best things are being picked up so quickly I am afraid there will not be the choice for her." This, on the opening day!

The point was not exaggerated. Hats were being purchased like hot cakes. The luxury tax stopped no one. Shoppers seemed to exercise greater deliberation in making their purchases but everybody seemed to buy and in most instances higher prices were paid than the purchasers started out to pay.

"I have had many of my regular customers in to-day making purchases," said a clever little salesclerk in one of the large stores. "They have all gladly paid the war tax when they were sure that the hat was what they wanted."

Velvets Everywhere

No one privileged to choose from all those various arrays of modish headgear



could avoid being suited. The latest extremes and the strictest tailleurs were included in the showing; hate for every possible occasion and for every type were displayed, and the showings were remarkable for their utter disregard for the bizarre or the freakish. Velvets reigned supreme and the medium sized model gracefully draped expressed the last word in the art of designing. Black was unquestionably the leader, followed closely by the lovely new Autumn browns ranging from deep tete de negre to copper, flame and bronze. Navy blue is among the season's favorites for tailleur wear while in the dressier creations color is given more lavish scope. In Toronto, however, the predominance of black was very noted in models for every possible requirement. The Robert Simpson Company, Murray-Kay, the T. Eaton Company and the other shops which all held their openings the same week the larger featured most prominently models in black velvet, or hatter's plush. There was hardly a silk hat to be seen except in the mourning departments. Velvet revealed itself allied with real laces or unadorned except for a swagger little bead or jet ornament. Soft lines achieved by clever draping characterized the smartest models, new versions of the tam with flat short back and width at the sides proving quite interesting. Scalloped edges were given prominence in a smart version of the Mitzi sailor—sometimes referred to as saucer-trimmed—and brims of this type were invariably bound with silk ribbon or bias bands of the velvet. Feathers were seen to grace practically every type of model shown. Sometimes a single quill sufficed as ornamentation for a jaunty little toque; frequently the hat was almost hidden beneath its plumage trimming. Feather hats were strongly featured. Ribbons were most effectively used—they formed little wings at the sides of close fitting models and sometimes were fashioned into shoots or bows and placed overlapping all the way round a chic little turban. The dress models were resplendent in exquisite drapings of lace. One tiny model seen at the Eaton opening had a diminutive brim turned up around a small velvet crown. A curtain of black Chantilly in delicate design and scalloped edges fell from the brim, half veiling the eyes. Beads of jet outlined the tracery of the lace design and a tiny bow of ribbon caught the "veil" up closely to the brim at one side of the back.

Murray-Kay's, of Toronto, decided upon a colorful opening—one of the most handsome window trims seen this year was used to announce the Fall showing of the smart King street store's millinery salon. Tall standards bearing quaint plaques of fruit were placed at either end of the window and tied half way with great choux of tulle in russet and yellow, the ends trailing into the foreground. Poised on low standards in the intervening spaces were handsome dress models



A Youthful Trio

Those modish hats for the younger generation have all the distinction and charm that simple lines can impart. They represent New York's latest suggestion in beaver and velours.

and hats for daytime wear. In the millinery salon bright colors and unusual effects in velvet, panne and hatter's plush were seen, while trimmings were given unusual prominence. The Simpson opening laid stress on an exclusive collection of French importations, and especially favored black and the autumn browns.

Velours and Duvetyn

Sports models in velours are given prominence at the Fall displays. These are shown in black, navy, brown, taupe and in the copper and lighter blue shades. They are simply trimmed with heavy gros grain ribbon bands. In contrast to these are the novelties in duvetyn or vewool. Metal trimmings are lavishly used as are feathers in hats for formal occasions, but while these models are featured at the early showings they are not expected to make their appearance until winter takes itself seriously. For the intervening weeks, the hat of exquisite texture and fairly dark coloring with a flower, a wing or a beaded medallion to relieve its one-toned severity will grace the heads of well dressed women.



A Helmet For Sports Wear

Among the season's novelties in millinery are the smart outing hats of felt in rich, elegant shades. This alluring little model is tastefully trimmed with narrow ribbons laced through the crown and drawn into a bow on the brim.

The Prospect of the Cotton Trade

British Authority Discusses Cotton Fluctuations and Effect Upon Industry

Asked as to his opinion on the present cotton situation, Sir Charles Macara, a recognized British authority on trade and industrial conditions, has expressed himself as very strongly opposed to certain practices in the trade which are tending to destroy confidence and nurture unstability at the present time. In a letter to the trade Sir Charles says that although he is an absolute believer in the indispensability of the legitimate middleman who handles the cotton crops of the world, he cannot tolerate those who choose to make the raw material a counter for gambling operations.

The writer sums up the dominant factors in the present situation as follows:

(1) From various causes there is still a large amount of the cotton machinery of the world idle.

(2) Production has been considerably curtailed by the reduction of the working hours in England from 55½ to 48 hours per week, and this process has been going on throughout the world during the past 12 years or more.

(3) The machinery available, it is obvious, dominates the situation as regards the supply of the manufactured goods, and a fall in the raw material would not alter the present situation, especially as raw material bought now would require six, nine, twelve months, or even longer before it could pass through the numerous processes necessary.

(4) It is possible, as recent experience has proved, for any fall in the cost of the raw material to be counteracted by increases in wages and by the ever-growing cost of everything that enters into the manufacture of cotton goods.

(5) An enormous reduction has taken place during the war period in the output of cotton fabrics, which play a preponderating part in clothing the people of the world.

(6) The textile machinists, who were very largely employed on munitions, have an almost impossible task in making up the leeway of the war period, both in regard to renewals and in regard to the normal extension of textile machinery which obtained in the year before the war.

LACES AND EMBROIDERIES

The season is a quiet one in laces and embroideries and there is not much activity in either buying or selling quarters. There is a fair continual demand for narrow laces up to an inch wide, and business has been fairly brisk in Christmas novelties. Manufacturers' agents are looking forward to a big trade with white wear manufacturers, and retailers seem to be selling quantities of embroidery for children's white wear. While the upward trend in laces and embroideries seems to have halted, buyers say there are no marked indications of a drop in prices. While there has been a drop in American cottons, the fine cotton used for laces and embroideries comes from the South Sea Island largely and the price of this cotton remains very firm. Goods bought for Spring, 1921, were bought at practicaliy the same price as a year ago.



Millinery Assorting Season

The Newest Creations
in
MILLINERY
in the finest range you can possibly find.

Only the very latest styles
—the finest workmanship
—the best materials.

A large stock of superb Velvets, Silks, Ribbons, Laces, Etc.

Visit Us *Write Us*

Excellent Service

G. GOULDING & SONS

55 Wellington St. West, Toronto

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Experience Will Convince You That

Universal Hats

(Trimmed)
will
Increase Your Sales
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help you to build and maintain
leadership in your community.

Attractive Styles



Choicest Materials

A Variety Unsurpassed

Trimmed with Ostrich, Pins, Mounts,
Ribbon, Gold, Silver, Copper
in the season's latest effects.

Price $4.50 to $7.50 each.

Delivery 4 to 5 days.
Regular Millinery Terms.

S. F. McKINNON & CO., Limited
TORONTO, CANADA

Montreal Winnipeg Quebec Calgary
Vancouver London Paris New York

Many Factors Contributing to Continued High Prices

Cotton Underwear to Show Substantial Increase—Some Lines of Silk Hose Expected to be Lower—Novelties in Silk and Wool for Winter.

ALTHOUGH Spring prices have been pretty well settled, wholesalers are reluctant to give quotations, on the principle that the market is too unstable to warrant a definite commitment to any one stated price. Cotton underwear, it is understood, will show an increase of at least 20 per cent. over existing prices, and the possibility is that such lines will climb even higher. Those in close touch with conditions say that it is by no means a healthy sign for the market to jump so radically, and they are by no means certain that the end has yet been reached. According to them, it is the high costs of boxing, paper, freight and labor which are conspiring to send the cost of cotton knit goods out of sight. The manufacturer is unable to control these factors, nor is he responsible for the increased price of yarns. He is the unwilling victim of circumstances over which he has no control and is forced to increase prices to keep his mills running. Cancellations are rare occurrences just now, as production is just about as slow as it can be, and retailers are calling for goods at any price.

European Demands

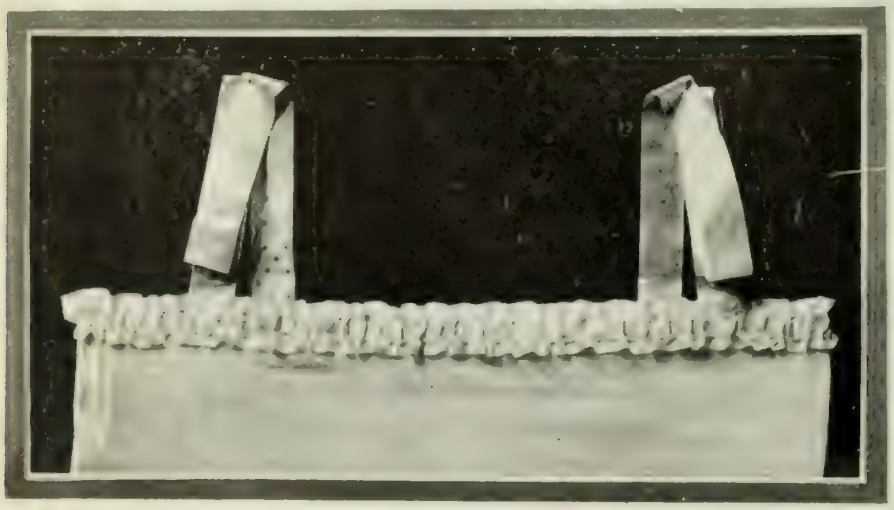
The large export orders accepted some months back are still keeping Canadian mills busy, and are another deterrent to satisfactory supplies. Europe is an insatiable consumer of Canadian knit goods products, and the demand is on the increase rather than becoming less. One Montreal wholesaler is of the opinion that the coming season will see a marked preference for silk knit goods, in preference to cotton, as the drop in the former will prove an irresistible temptation to the majority of consumers, who, it is anticipated, will hold off somewhat where the better grades of cotton goods are concerned. Hosiery prices are expected to ease off somewhat by Spring, according to Montreal manufacturers. One well-known line of pure silk hose of the finest quality will retail underneath the tax limit, as the manufacturer's price is quoted at $16 per dozen, for lines which formerly were quoted at $27.

Another prominent Montreal manufacturer stated to Dry Goods Review that he expected prices on silk hose to drop about 33 per cent. This means that present prices are as low as those prevailing in pre-war days, although the cost of production has doubled. Japanese silk only is employed in the manufacture of these products, as Chinese silk has been discarded after many unsatisfactory tests. All the raw silk used in the making of the finest Canadian silk hose is graded as "best No. 1 extra." This product is the most expensive type of raw silk, and is selected on account of its exquisite fineness of quality. One of the most important features of the process of manufacture of the raw product is that it is all passed through the hands of chemical analysts, who test thoroughly every ounce of the extra grade raw silk, and often discard as much as 80 per cent. of the entire amount. The discarded refuse is sold to other concerns, and the remainder, or 20 per cent., is all that is available out of every consignment for the purpose of making the highest grade of hosiery.



Newest Sweater

Ladies' surplice. Fancy stitch with plain knit tuxedo collar, short sleeves, and sash. —Courtesy Acme Glove Co., Montreal.



New For Fall Trade

This novel treatment of the opera rest top was originated this season by J. R. Moodie and Sons, Ltd., of Hamilton. Ribbon, the same width as the shoulder straps, encases elastic which fits snugly to the figure.

Novelties in Silk and Wool

The standard made silk stocking will be a 20-in. boot hose, with a 40 needle top and a 220 needle leg. The genuine full-fashioned hose will cost about $15 more per dozen than the mock seam fashioned variety. The rib top effect is gradually ousting the ordinary top from the favor of the public, and the 30-inch length will be the proper measurement.

(Continued on page 107.)

Wool Novelties for Winter

Capes and Top Coats Among the Fads—New Sweater Lines for Spring Feature the Tie-back in Silk and Wool.

THE outlook in knitted goods is excellent. The mills have received large European and other overseas orders for Spring which, in addition to big orders placed this fall will keep them busy getting out the 1921 shipments. Sweaters claim additional interest as special designers are working hard on novelty effects and the large mills are devoting much attention to details in collars, cuffs, belts and front closings. As predicted some months ago in Dry Goods Review, the vogue for the tie-back models is growing by leaps and bounds, so much so, that one of the mills specializing in fancy sweater lines has designed several new versions of the tie-back in both silk and wool for next Spring's trade. The pull-over on the other hand is expected to hold a decidedly inconspicuous place among the favorites and its former popularity will be almost entirely claimed by tuxedo lines with a few smock effects to lend variety to the Spring collection.

Many New Stitches

Combinations of plain and fancy stitches are being more freely introduced and filet effects are frequently seen in combination with plain stitches or mixed effects.

For immediate wear the retailers are offering some decided novelties. Winter sports provide plenty of excuse for the appearance of unusual lines designed to attract the exclusive trade. The scarfs which are to be worn this Winter are very lovely. They are not so wide as the Summer scarfs but boast generous proportions nevertheless, and combine exquisite tones in fine soft wools. Tams are frequently made to match scarfs but these are more especially intended for the juvenile realm.

Capes and Motor Wraps

Among the latest fads in wool togs and which can be made by the industrious amateur, are long, plainly knit wool motor wraps. One such model is illustrated on this page, and although the idea is unusual it is unquestionably practical and very neat in effect. The collar of this particular model extends to long scarfs, which are thrown over the shoulder when desired. The model is done in stocking stitch and has set-in kimono sleeves. The cape illustrated is done in fluted knitting in brown and light reseda. It is straight and easily made. The shawl collar which appears complicated is quite as simple to do, and takes its shape from the way it is buttoned in the front. Worn with the cape is a very attractive close-fitting cap of white Angora with a stunning little crocheted blossom in the colors of the cape. Wool suits in ribbed effects will also be shown among the novelties for Winter sports wear.

WHY CLOTHES ARE HIGH

The sub-committee which examined into the question of profiteering in the Yorkshire tweed cloth trade was strongly manned, and its findings deserve serious attention. In its comment on the findings the London "Chronicle" says:

"Its analysis of the causes of high prices is carried into much detail, and it does not, it will be seen, disclose profiteering. On paper the rate of profit is higher than before the war; in effect it is substantially lower. On a five-guinea suit the absolute net profit of the manufacturer works out at about a shilling. The two big factors in the case are the increased cost of production and the increased burden of taxation. A year ago costs of production had trebled; to-day they have quadrupled. As to taxation, it is made clear that it is a very definite factor in prices. The Yorkshire woollen industry is the more heavily taxed because the mills nearly all belong, not to public companies, but to private firms, so that their profits bear the full weight of the super-tax."



Wool Motor Wrap and Knitted Cape

Novelties in woollen goods are numerous for Winter wear. These two models were designed especially for the Belding Corticelli Company, Ltd., and introduce something decidedly new in a street cape and long motor wrap.

These four prime features commend

BURRITT SILK HOSIERY

to your customer



1. Being made on a 240-needle machine, an exceptionally close weave is obtained. Their long wearing qualities are the result of this special process.
2. They have 18″ of best grade silk in the leg, and extra elastic garter top, which is fashioned on the knitting machine.
3. The stocking has high-spliced sole, with lisle heel and toe.
4. It has an anti-ravel course to stop runs in the leg, which might be caused by garter cuts.

A fine line of Burritt Lisle Hosiery is also made on this same machine, with the same points in its favor.

The exceptional wearing qualities of Burritt boys' and men's worsted hosiery have won for this brand the complete confidence of the trade and the buying public.

The same qualities that have made the worsted line so well and favorably known will be found in this new Burritt line of Silk—and Lisle—Hosiery.

Colors—White, Black, Navy, Tan, Cordovan, Grey, Beaver, Champagne.

All Silk—and Lisle—Hosiery attractively boxed.

Write us about our range of knitted goods.

A. BURRITT & CO.

Established 1875

Manufacturers of

Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.

MITCHELL, ONT.

Oxford Underwear for Ladies

We invite your inspection
of our
Fall Samples
of
Light Weight
COMBINATIONS
DRAWERS
VESTS

Just the thing for early Fall selling.

Just the line to attract the woman who looks for good value as well as fineness of texture and finish.

Just the line to reflect creditably on the standard of quality you strive to maintain in your House.



The Oxford Knitting Company, Ltd.
Woodstock -- Ontario

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H. R. Blade, Carleton Chambers, Ottawa
F. W. McLean, 5 Paddock St., St. John, N.B.

Silk!

The wife of Aurelian and the wife of Jones!

ALL through history we find mention of silk. For example, Aurelian, the famous Roman, forbade his wife to possess a single silken garment.

Quite different to-day, isn't it? The wives of thousands of Canadians want silk—particularly silk stockings. And their husbands want them to have them.

In thinking of silk stockings, large numbers of successful merchants naturally think of Monito. They agree with us in our belief that so far, at least, nothing has ever equalled the silken product of silk worms.

Human ingenuity has not yet found any process to satisfactorily take the place of Nature's silk factory. Nature, Inc., furnishes all the silk for Monito silk stockings. And—we rather suspect always—will.

Moorhead Knitting Co., Inc.
Harrisburg, Pa.

Monito Sales Service radiates from the following offices:

NEW YORK—
[illegible] Fifth Avenue (428 Fifth Avenue Bldg.)

Canadian Agents

MONTREAL—
Rieser & McLaughlin
Mar[illegible] & Webb Bldg.

VANCOUVER—
E. R. Bellett & Son
521 Mercantile Bldg.

[illegible] & Canadian accepted at par



Monito

Pronounced "Mo-Knit-toe"
SOCKS *for* MEN
STOCKINGS *for* WOMEN

JERSEYS, LIMITED

455 KING ST. WEST **TORONTO**

BOYS' JERSEYS

PURE WOOL PURE WOOL

There is not 1 oz. of Cotton yarn in our factory.

Plain and Combinaeion Colors.
Pullover and Dome Neck Styles.

AN IDEAL ALL-ROUND, ALL-YEAR JERSEY
For Sports and general utility

Long, hard wear — superior finish — a snug fit
All are found in this attractive Jersey!

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CLIFT & GOODRICH INC.

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COMMISSION MERCHANTS

To the Jobbing Trade exclusively.

We represent leading Manufacturers of the United States making:

Men's Summer Balbriggan and Mesh Union Suits.
Men's Summer Balbriggan and Mesh Shirts and Drawers.
Men's Summer Ribbed Union Suits.
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THE **satisfaction** the customer experiences with the use of any article is the deciding factor in "repeat" sales.

The perfect workmanship, accurate fit and splendid wearing qualities are features which influence many to become permanent Peerless wearers.

FOR WOMEN—CHILDREN—INFANTS

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
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HAWTHORN FABRICS

A FAST-SELLING LINE FOR THE FALL TRADE

Hawthorn Fabrics are big profit-producers for the dealers who handle them. They are manufactured to please and satisfy the woman of discriminating taste.

Hawthorn Fabrics retain their smartness of style and give wonderful service, thus claiming the favor of all woman buyers.

WOOL JERSEY
KNITTED SUITINGS
KNITTED AND VELOUR CLOAKINGS
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The above Hawthorn Fabrics will be in great demand during the Fall and Winter seasons, and they represent a profit-making opportunity which deserves your best consideration. A letter to your wholesaler will bring you full particulars—or write direct to

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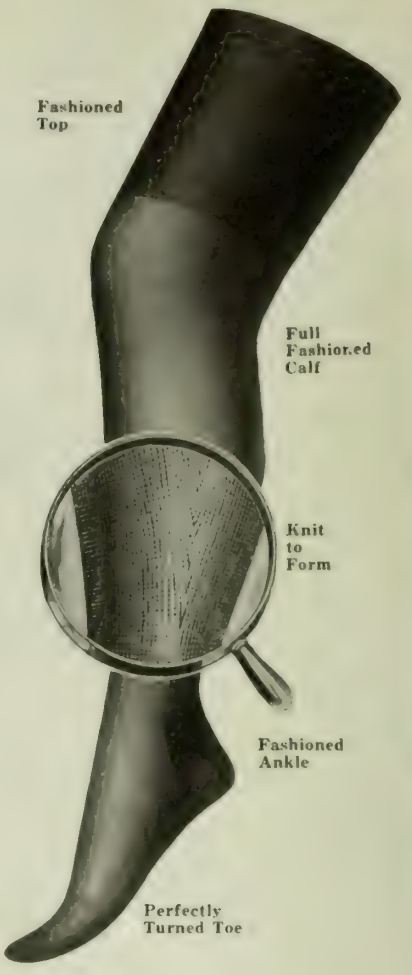
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THOUSANDS of Canadian women have learned to identify the words Mercury Hosiery with the finest product of its kind in the shops.

Women can tell at a glance there is extra comfort and long wear in Mercury Hosiery. It is knitted into shape without seams, is correctly fashioned throughout, and is made from the finest and most durable materials.

Mercury Hosiery is ever in greater demand and the merchant who sells it can look forward to increasing sales from customers who have tried it.

Made in Mercerized, Lisle, Cotton, Cashmeres and Silks.





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Makers of Mercury Underwear and Hosiery for Men and Women



Two WATERHOUSE Brands
with but a single aim—
to give SATISFACTION

MAPLE LEAF and DR. NEFF'S

Combinations or Two-piece

Your customers are our customers. We want to please them. From the selecting of our raw materials to the smallest finishing touches it is our constant aim to ensure the satisfaction of the wearer.

Are you ready for Fall?

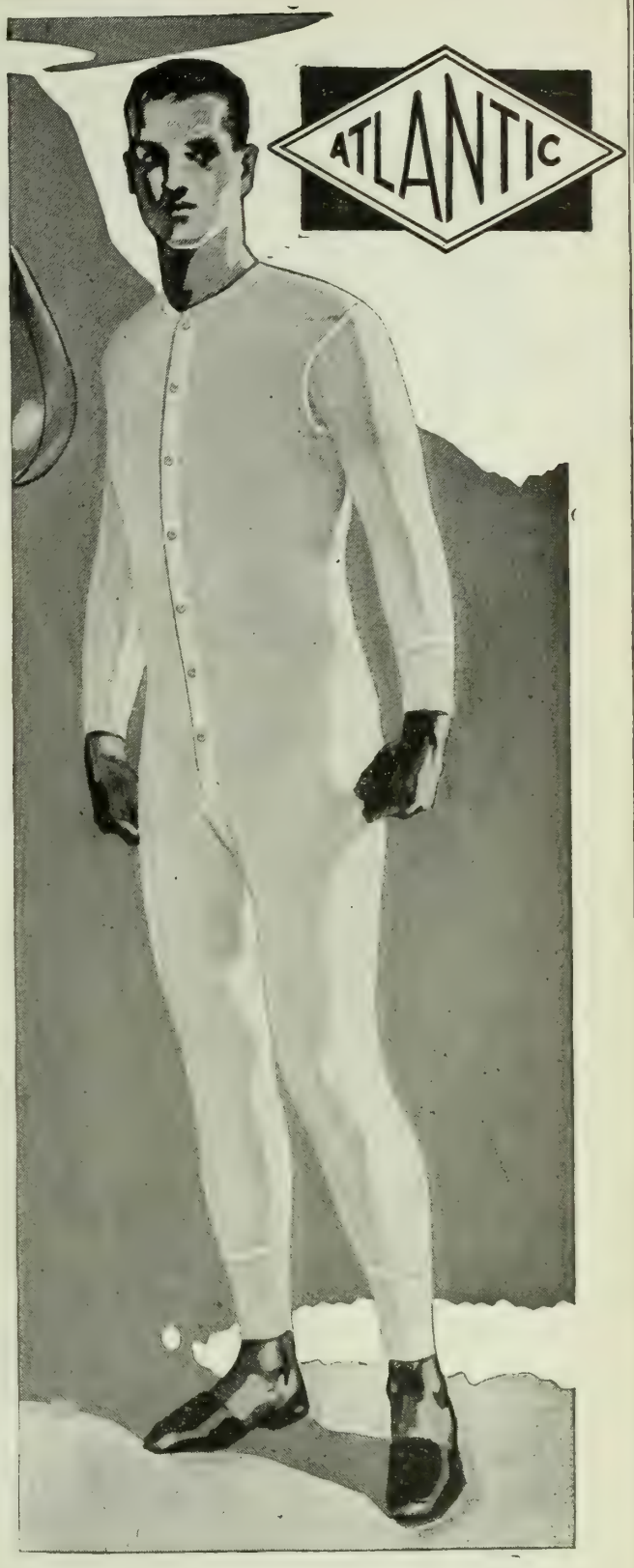
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O'BRIEN & ALLEN, Phoenix Block, Winnipeg, Man.



The Underwear That Overwears

Made By

Atlantic Underwear

COMPANY, LIMITED

MONCTON N. B.

16

E. H. Walsh & Company
Montreal and Toronto
Selling Agents for Quebec, Ontario and Western Provinces



Double Selling Power

YOUR customers do not have to take Penmans Hosiery on faith. The quality is apparent. It can be easily seen and felt. That's why they sell so readily.

When you recommend Penmans Hosiery you know that they will live up to their appearance and feel. You know that the quality goes clear through. That's why they stay sold.

Penmans Hosiery

"THE STANDARD of EXCELLENCE"

Penmans Limited
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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

"MOYER  MAID"

Swiss Ribbed Vests
for
Women, Misses and Children

These lines combine all the best features in *Fit, Finish* and attention to every Detail that makes them instantly popular sellers.

Ask your jobber to see these samples and be convinced.

WALTER W. MOYER
EPHRATA, PA.

Canadian Sales Office:
HAROLD F. WATSON, FOSTER LIMITED
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MONTREAL

Circle-Bar Hosiery Satisfies Customers

whether they be men or women

THE tapering toe fits and wears better than the usual rounded toe.

The deeper heel costs us more in material, but it prevents wrinkles and stretching at the instep. The narrowed ankle is neater. And the tops have more elasticity.

As to quality—Circle-Bar Hosiery is made of only pure silk, the best merino and long fibre cotton.

Feature Circle-Bar Hosiery for men, women and children, if you want a permanent, high-class custom.

Our travellers are now showing lines in mercerized, lisle and cotton for Spring selling, also styles in silk and cashmere.

CIRCLE BAR HOSIERY

Seamless Weave *Reinforced Feet* *Fast Colors*

The Circle-Bar Knitting Co., Limited
Kincardine, Ontario



Identifies exactly the same qualities today as it did before the war.

Which is more than can be said for all underwear brands. While some have been made down to a price,

"St. George"

UNSHRINKABLE
UNDERWEAR
FOR MEN'S WEAR

is now being made even better than ever.

With your knowledge of underwear qualities and values your critical comparison will convince.

For those of your customers who still want the best recommend St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece.

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THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



Now showing the Bentro Knit range of Bathing Suits and Boys' Jerseys for 1920.

The Williams-Trow Knitting Co., Limited, Stratford, Canada

Enlarging Our Capacity

The favorable reception accorded our machine-knitted Children's Woollen Garments has led us to increase our facilities by the installation of more machinery of the latest design.

Priscilla Quality

Children's Woollies

may now be obtained in either hand-knitted or machine-made lines—in the same varieties and of the same high-grade materials and workmanship that have made this brand so popular. Watch for our samples for Spring, 1921, trade.

HENRY DAVIS & CO., LIMITED, 259 Spadina Ave., Toronto

Cool Days are Coming!

Are you fully prepared to meet the demand for "warmer things?"



Select from the

MITCHELL
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range

ELASTIC RIB UNDERWEAR

FINE CASHMERE JERSEYS SWEATERS

Heavy Wool SOCKS

TWEEDS and ETOFFES

MITCHELL WOOLLEN CO., LIMITED
MITCHELL, ONT.

WOOLLENS

again lead in quality and originality of designs and colorings. Ask our representative to see our wide ranges in 33 oz. Half Blood Overcoatings, highly napped and in English Effect—our Spring 1921 suitings for both Men's and Women's Wear—smart and *different*. 53 years in service is your guarantee of satisfaction.

OXFORD Manufacturing Co., Ltd.
Oxford-N.S.

Their address may be in the Buyers' Market Guide. Why not look it up and see?

Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK

TURNBULL'S UNSHRINKABLE NATURAL WOOL

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

GUARANTEED UNSHRINKABLE CEETEE PURE WOOL

THIS TRADE MARK IS ON EVERY GARMENT

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

Capture
the Boys' Stocking Trade

BUSTER BROWN stockings displayed in your windows — and on your counters — will quickly convince you that they are a profitable line to carry.

Because every mother of healthy, active boys realizes the need of obtaining stockings which will stand the hard treatment to which they are subjected during this "out-of-doors" season.

Stockings that are durable, fit well, are comfortable, and also economical.

Buster Brown stockings, because they were designed and manufactured for this very purpose, are just what these anxious mothers are looking for.

Reinforced with double-ply legs and feet and triple-ply heels and toes; closely and smoothly knit from extra long yarn; shaped to fit well and comfortably — Buster Brown stockings give a freedom from darning and length of wear that both surprises and pleases.

Talk Buster Brown stockings to your customers. Buster Brown stockings will back up your every statement and insure "repeat" orders.

Buster Brown's Sister's stockings are equally suitable for girls. They are knitted from a fine, two-thread English mercerized lisle in Black, Leather-shade Tan, Pink, Blue and White. Moderate in price. Order Buster Brown stockings and Buster Brown's Sister's stockings from your wholesaler.

The Chipman-Holton Knitting Co., Ltd.
Hamilton, Ontario

Handbags and Neckwear

Manufacturers Busy With Christmas Novelties—Beauty Box has Excellent Features—Low Lines in Neckwear Mark Return of Georgette—Vestees in Strong Demand.

FALL handbags have surpassed themselves. No feature of utility or beauty has been disregarded and certainly the most excellent workmanship is in evidence no matter whether the bag be a superb French handmade bead affair or the plainest handstrap leather model of domestic manufacture.

Beaded models are being shown in rich colors which contrast effectively with the lovely new Autumn tints seen in dressier costumes and wraps. For everyday wear, however, the leather bag has the field alone, and with this in view Canadian manufacturers are turning out a commendable range of strong, serviceable bags moderately priced and possessing all the features required in a smart accessory of this type for wear with the street tailleur.

The envelope styles are shown in hand strap styles for Autumn and arm straps for later wear when cold weather requires that a muff or fur wrap be worn. The arm straps are fashioned long enough so that they will slip on readily over the fur coat sleeve or the fur cuffed suit, and leave the hands free to use pockets or muff for warmth. The finger strap bags are particularly smart for immediate wear, and the manufacturers are also considering next Spring for they are already working on novelties for 1921.

A new type of beauty box has been designed by one Toronto leather bag manufacturer for his Christmas trade. The box is made in two sizes and comes with the two styles of straps. It opens up like a miniature suit case, revealing in the top a splendid mirror and pocket for small purse or memorandum. The top is supported when the bag is opened with triangles of leather at the corners so that the side which opens will not fall back so far as to permit the contents to fall out of the body of the box. The entire box is daintily lined and fitted with pockets for toilette articles, but the feature of the box is its splendid roominess and smart new one side opening. Another version of the beauty box which is expected to sell well is a box similar in size and design to the model described above but which opens down from a central frame on both sides. This model is not so practical but is very prettily designed and possesses the added feature of plenty of space. These boxes are being fashioned of Terratin and grain patent in all the new leather shades of brown, gray, purple, blue and black. A few models are being made up in vivid red.

Smart envelope bags are also being newly designed for Christmas sale in brown crocodile, fine goatskin, and patent. Cross grain Persian bags are also being featured in the new shades and flat bags in various outlines are developed from all these fashionable leathers. The bags described will retail between $4 and $7.

Velvet Models Not Passe

The season is approaching when velvet handbags will be worn again shortly. Retailers who placed their stocks on the counters at sacrifice prices this Summer will now experience regrets, for the velvet bag is back very strong. It would be well for the trade to bear in mind that the velvet bag is a "seasonable" model and that when they find velvet bags on their hands at the end of the Spring season they will do well to hold them for Autumn selling again. The styles in velvet models change so slowly that holding stock over one season would be much more profitable than selling at sacrifice prices in hot weather when no one wants to look at velvet.

Neckwear

Lace is the dominant note in neckwear while the use of nets and the revival of Georgette are interesting points with the trade. The various styles in vestees, guimpes and blousettes are proving interesting, for while preference is given the low neckline there is a certain tendency to renew interest in directoire styles. Cream and white separately and in combination are very smart, and very little is seen in the way of colors now. There is also a tendency towards white satin neckwear for immediate wear with the Fall street costume.

The vogue for deep cut plastrons and short-sleeved frocks established by Paris is said to be responsible for a demand for guimpes with square Dutch necks and short puff sleeves. Whether fashion approves or tires of the new high-necked models which French designers are featuring there is no question that there will continue a steady demand for narrow flat collars, frilly vestees and collar and vest sets in smart combinations of laces and nets or Georgette crepe. Organdie will be smart for one-piece cloth dresses.

UNDERWEAR AND HOSIERY INDUSTRY IN BRITAIN

British hosiery and underwear manufacturers are still doing a good trade, but on orders that were booked some time ago and all of them are making great efforts to deliver sports coats and underwear up to time in case of further cancellations. Very few new orders are being received just now, and unless there is an improvement before long there may be a lean time in front of those engaged in this branch of industry.



New Envelope Style

A fashionable type of the arm strap bag for mid-winter wear. The flap closes smartly low on the side.



The Beauty Box

A new version of this very serviceable form of handbag. Designed to open conveniently and disclose a roomy interior. Courtesy of Canadian Leather Products, Ltd.

Accessories Exploit New Features

Vogue for Beads Grows Beyond All Expectations, Even Though Paris First Gave Them Her Approval—Made Veils Claim Leading Favors, and Gauntlet Gloves Are Emphasized.

SMART accessories for Fall reproduce all the characteristics of the new millinery and dress designs, thus making it very easy to achieve an attractive costume in which each item helps to carry out a single harmonious scheme.

Beads are used in every possible way, including bags, tunics, trimmings, etc. Veils are used extensively, and are no longer modest in size, but generally a yard square, heavily embroidered. Gloves are universally preferred in the gauntlet style, and are shown in varying shades of brown, gray and yellow. In neckwear, the new styles point to a revival of the Medici style or the choker collar, with high ruching held in place by a broad band. Tucked and ruffled vests also retain their popularity. Belts are used to a large extent upon the new chemise frocks, but the newest varities are beaded and ornamented to the extreme. The ordinary patent affair seems passé. Stockings may be either of the sports or heavy variety, or they are of the sheerest pure silk, which by the way, is less expensive than it was. The latest idea is an inset medallion of lace upon the instep, sometimes almost reaching to the knee. These insets may be bordered and embroidered with bead sequins for evening wear. Nearly all the better millinery showings are including handmade bags to match the hats, and these quaint sets are meeting with universal popularity. One of gold braid was specially noteworthy, while the same idea is carried out in hats and scarves to to match as well.

Made Veil Supreme

Paris is responsible for the supremacy of the made veil as she is for every other fad in woman's dress. The yardage veil has, of course, its sponsors at all times, but from the point of selling at the present to the exclusive trade—and very largely too in the regular trade—the square or rectangle veil is unrivalled. The vogue established last season in Paris for the extensive use of laces is responsible. Gowns were of lace, parasols, scarves and finally hats were not fashioned of lace but were draped in lace. This Autumn many of the smartest importations are draped in lace, while chic little lace veils are arranged in a variety of pretty styles over coquettish brims; and even the smallest chapeau must have its bordered, or lace edged veil. The reason is that at the beginning of every season novelty holds the centre of the stage. All the new wrinkles are presented for approval and given the spotlight in the revue. The made veil has unlimited possibilities in this respect and lends itself not only to many styles of mesh, but encourages the unusual in border designs.

There is a tendency to harmonize the hat and veil and in this way very smart effects are achieved. Navy blue, greys and browns as well as the ever popular black are exploited, while borders range from conventional self designs to unusual patterns in beads, jet or metal. Colored chenille spots are being shown by the retail trade, also delicate lace traceries which are not always confined to the borders. All-over effects are considered very chic especially in black or black with white, though the latter is a little extreme.

Promised Winter Vogue

Yardage veils are very dainty in grey, black, navy, taupes and browns. Geometric figures are given preference and fine patterns in lacey effects and irregular meshes are proving good sellers in the shops. As winter advances, for practical reasons, it is expected that yardage veiling will again gain the lead in the country at least.

Gloves For Fall

Silk gloves are enjoying a tremendous vogue. The difficulties in getting supplies of good kids have influenced retailers in stocking more novelty lines in silk and as a result gauntlet effects are being universally adopted for wear on all but the dressiest occasions. White, biege and pale grey shades are prominent while very smart effects are seen in combinations of white trimmed with navy, brown or black. Pipings and straps as well as cuff effects are very smart in contrasting colors. Even when sleeves are quite long it is permissible to wear these cuffed gautlet gloves pulled up over the sleeve hem. The effect is very modish for Fall wear before the muff is carried or fur wraps of generous proportions donned.



Belts

The leather strap belt has passed quietly out of the vogue picture. The newest suits have no further use for the belt except in the case of heavy tweed togs when the Norfolk jacket permits this type of belt. The chemise frock has taken to itself a new love in the form of the beaded girdle or a drapy silk belt and has forgotten for the time being the narrow string tie of a season ago. The new girdles have assumed just importance. They have their origin in Egyptian and antique girdles, and many exquisite novelties are being fashioned for wear with the 1921 evening gown which will cause the fair young wearer to imagine herself carried back to the days of Cleopatra.

Nowhere Barred

Beads have attained such importance that they have rebelled at being confined to any set service as regards Milady's dress. They deck her bags, her veils and slippers, her modish bodices and her evening wraps, her throat and her smart chapeau and now they claim the importance of her waistline and fashion for her prettiest frocks belts that have never been rivalled for beauty and originality. Necklets of beads too are new and fascinating in unending array and it is hinted that the beaded or sequinned fan of gauze and lace is already rivalling its graceful feather cousin.

Fans

But the vogue of the feather fan is by no means on the wane and at the present time is in the ecstacies of a revived popularity. They are being made very large, and as described in a recent issue of Dry Goods Review are being assembled on the sticks so that they curve gracefully both ways, the plumes alternating with the droop first to one side and then to the other.

The jazz or single plumed fan on elaborate mount is not to return for such a vogue as it enjoyed last year. More dignified and conventional styles will be favored as the types of evening frocks for this season demand.

Combs For Coiffueres

Styles too are directly responsible for the greater popularity of hair ornaments for evening wear. Beautiful effects in high Spanish and fan shaped tortoise and novelty shell designs are exquisitively studded with colored stones. Brilliant bandeaux, too, will be adopted by those who favor classic lines in gowns.

No Radical Changes in Corsets

Modern Corset and Brassiere Department Is Up-to dately Equipped and in Charge of an Expert Corsetiere—Pink is Favored in Daintiest Models—Girdle Styles in Demand.

SUCCESS in corset selling, as in many other lines of goods, depends largely upon a proper appreciation of the problems which are constantly cropping up and an understanding of the requirements of women of to-day. Each department head has her theories as to how to make the most of her line, but perhaps none is so beset by difficulties as the corsetiere and her views are at all times interesting to others connected with this important branch of retail trade.

All Montreal department stores are equipped with every modern device for the selling of corsets, and are invariably in charge of trained assistants to whom the many problems above referred to present no difficulties.

An interesting feature of such departments as instanced by a comparison of two of Montreal's largest stores, is the utterly differing service which must be provided with the clientele belongs to other nationalities than English. The average small store corsetiere has no conception of the incredible number of peculiar notions which customers are wont to display when on the search for a new corset, and a talk with a Montreal corset buyer will elicit some information of extraordinary interest.

One up-to-date young woman, who is a specialist in every branch of scientific corset fitting, informed a representative of Dry Goods Review that she has spent months in studying her customers in order to simplify corset selling and divest it of much unnecessary difficulty. The secret of her success, she says, is due to the fact that she emphasizes the fitting more than the corset, and she makes it a regular rule not to show any models whatever to intending buyers, they must place themselves unreservedly in her hands so far as the choice is concerned. This method is perhaps too autocratic for most departments but in this particular instance it is proved to be an unparalelled success. Perhaps the results are due to the fact that the majority of customers are French ladies who are credited with being more particular and exacting as regards their appearance than are their English speaking sisters, and to whom the knowledge that a fitted corset outwears two unfitted ones is part of their religion. This corsetiere believes that the saleswoman must be trained to judge accurately by a glance what type of corset a customer requires and must be prepared to convince even the most old-fashioned and prejudiced woman just what her peculiar needs require. The average customer of course has always a preconceived idea of what she thinks she wants, and in nine cases out of ten she is either determined to stick to a model which she has worn for years and which is hopelessly out of date, or else she is attracted by a bit of brocade or a new garter, and demands a corset obviously unsuited to her build.

The Fitting is Biggest Factor

Corset selling to-day has reached the point where it requires the trained mind, which is familiar with the psychology of human nature, to deal successfully with its many aspects, but first and foremost, the corsetiere must insist upon fitting before a sale is made, or no satisfaction can be guaranteed to either customer or store. A trained corsetiere is therefore an investment and though it presumably increases the overhead cost, especially as regards time in the selling of the corset, yet no store which has once boasted a trained saleswoman will ever revert to its former method.

Montreal corsetieres believe in carrying full lines of several brands or makes of corset, and are able to do any needed alterations right in the store, so that it is next to impossible not to meet even the most exacting demands.

One up-to-date corset department owes much of its success to a little booklet which it issues to its customers, telling of the need for scientific corsetry. An extract from it would be of interest to other saleswomen for use as selling arguments.

The Foundation

"There really are few actually poorly dressed women these days. By all odds the majority of women have good clothes, so far as quality and general construction are concerned, but many are badly dressed because they have not studied their figure, the material and color that will be best suited to them, the style that is peculiarly their own, and, most important of all, perhaps because they are not properly corseted.

"Now, to recommend a special type or style of corset is the worst advice that can be given, because only the corsetiere can determine what kind of corset the individual women should have. As a matter of fact, the choice is determined to a very large extent by a knowledge of the gown or other outfit for which it is to be a foundation.

"There are sports corsets, corsets for evening gowns, and corsets for general wear. If you are not absolutely sure that your corsets are just suited to your figure, visit the corset department before you go to the suit or gown department when you go shopping for your fall outfit.

"The same easy, comfortable lines are being featured in this season's corsets as those that have prevailed for several seasons past. No nipped-in waist line has as yet put in its appearance, either in outer apparel or in the corsets displayed. The straight line silhouette, whether the waist line indicated is at the normal point or near the hips, is the preferred one, but there is nearly always some indication of a waist line. The shapeless chemise frock is rarely seen.

"A poorly corseted figure may be somewhat concealed when a wool fabric tailor frock cut on loose lines is worn, but any sort of filmy frock absolutely demands proper corseting. No matter what the frock is, the woman who is not properly corseted cannot carry herself well.

"Therefore, lay the foundation of good dressing by seeing to it that your figure is enclosed in a corset that is comfortable and that fits the figure well. The shops are filled with them—you have only to demand the service that will ensure satisfaction."

Brassieres

Modish women are firm believers in the brassiere and both retailers and manufacturers report increasing sales in all lines. The latest novelty is the brassiere-camisole, which is usually developed in a combination of Cluny lace and satin, mounted on white net, with ribbon shoulder straps. Pink and white are the preferred color combinations. One particularly lovely model, seen at the John Murphy Co., was developed in flesh tinted satin, with Cluny lace laid upon it, the whole mounted upon sheer butonne net. Such brassieres as these, although expensive as a first investment, are really not so in the end, as they do away with the necessity for two garments.

One For Every Model

Another feature about brassieres according to Montreal corsetieres is the fact that there is always one for every model corset, and especially attractive are those styles intended for the stout woman. Heretofore it has been really a matter of difficulty for a stout woman to buy any but the most severely plain models, whose main objection was their lack of attractiveness.

The fault of brassieres of a few years back was that poor combinations of material were selected. The first consideration of such a garment, it was pointed out, is to confine the bust and the surplus flesh beneath the arms and at the top and back of the corset. Batiste, coutil and tricot have so far been found to be the most satisfactory fabrics. Satins, crepes and fine laces do not wear so well for stout figures, though silk Jersey has been used largely with fair success. The Cluny lace models before referred to are suitable for stout figures, and come in designs intended to give a nearly straight front. They are extra long, fitting closely at the waist line, and well down over the corset. Both front and back closing models are shown, but the former is best for really stout figures.

The slender woman should be advised to wear a brassiere as well as her stouter sister. For her the new models seem to be the merest fragments of satin and lace or silk Jersey, but they are especially graceful and adaptable to the uncorseted figure.

Advance showings of winter merchandise include the most extreme models of

backless corsets and brassieres, intended for evening wear. The latter are usually mere triangles of lace finished with a belt of inch wide elastic in the back. Shoulder straps are entirely eliminated in these models, but occasionally a narrow silk cord is seen. These models must be fitted with exceeding care and in most cases are sold whenever an evening gown is purchased elsewhere in the store.

No Price Change Expected Yet

It is too early yet to get price quotations for Spring, but manufacturers are hopeful for a brisk business this Winter. All indications point to a demand for the better grades of merchandise, despite the fact that the Government tax is claimed by merchants to be a heavy deterrent to sales. Leading buyers say that women want the best class of merchandise, regardless of price. The immediate demand in corsets is said to be for sports models in snug-fitting unboned batiste and tricot bandeaux, and also for brocaded low bust, long skirted corsets in pink shades, which by the way, are selling twice as fast as white.

Prices are not expected to rise before next February according to the Quebec manufacturers, who state that difficulties of production are not decreasing, and in consequence, no radical style changes are to be anticipated this year at least.

A Pretty Newcomer in Shopdom

Where Dainty Models Are Tastefully Displayed.

MONTREAL. — The latest comer among the many smart shops along St. Catherine Street is known by the alluring title of "Dolly Imbrey's Blouse Shop," and though only a month old as yet, its success is already assured.

The interior is strikingly artistic, being finished in cream colored enamel with many full length mirrors at intervals down the length of the main salon. Alternating with the mirrors are placed French candle sconces in bluebell design, carried out in a shade closely imitating the natural flower tint, which provides the color note in the otherwise severely plain scheme of decoration.

Oriental rugs are scattered about the floor, and Jacobean armchairs and a sofa of alluring dimensions invite comfortable inspection of the many cases and racks which contain blouses and other intimate accessories, such as camisoles, envelopes, etc.

Fitting rooms are provided wherein customers may try on whatever they please, and models of almost every kind are displayed on a long carved Jacobean table which occupies the centre of the salon.



For Winter Sports

A captivating little outing costume in black and white, useful for snow sports, such as ski-ing, skating or snowshoeing. Designed for Belding Corticelli Co., Ltd.

The Models Displayed

Dolly Imbrey's blouses are worthy of a special word of description, though their variety precludes more than a brief account of some of the more striking models.

One charming model was a slip-on blouse of black taffeta with kimona elbow sleeves and a voluminous sash cut in one with the front section. Tiny pleatings of the taffeta edged sash, neck and sleeves, while a row of minute taffeta buttons ornamented the centre back. A modesty vestee of white georgette inset with filet softened the severity of the surplice closing.

Another tie-back model of duchesse satin was devoid of any embroidery, and was simply trimmed with folds of self-material, a sash tying low on one hip.

Faultless Black and White

A third design intended for older women was developed in white georgette piped with black. An accordeon pleated panel front in apron effect extended below the waist and dainty jet bead motifs ornamented the front and sleeves.

Navy georgette was the basis of a particularly beautiful afternoon blouse which featured a coffee tinted vestee with drawn-work effect, and a tuxedo collar and cuffs of filet lace.

Clever Color Effects

Odd effects in coloring such as Burgundy georgette, beaded and embroidered in blue, cream and black, and henna and taupe combinations, beaded in gunmetal, were still other features of Dolly Imbrey's skill. A severely tailored shirt of shell-pink georgette boasted two breast pockets and buttons of seapearl. The cut and finish of this model were especially good. Many Russian blouse effects were noted in the collection, and the waist-line finish in many cases was delightfully original, sometimes consisting of a narrow moire ribbon, threaded through slots and tied in long streamers on one side.

Modes in Trimming

In general the Fall and Winter blouse will feature drawn work effects in batiste, linen and voile, filet lace inserts or beadings and floss embroidery on the dressier models. Knife pleating and quillings are also "among those present." The high collar, convertible or otherwise, is shown on some of the imported models, but the round or square neck seems the general favorite.

A new blouse undoubtedly contributes to the success of a suit or costume, and in most cases the upper half is the part which attracts all the attention, therefore the well-dressed woman will appreciate the facilities of shops such as Dolly Imbrey's in her search for "just the right thing."

TO BE ABSORBED

Bradford, Eng.—Public announcement is expected to be made soon that Daniel Illingworth & Sons, large worsted spinners of Bradford, have been absorbed by Amalgamated Textiles, Ltd.

This combine was formed early in the present year with a capital of £1,500,000, with the object of acquiring shares and other securities in companies possessing combing, woollen, worsted, spinning and weaving mills.

Amalgamated Textiles have already purchased William Morris & Sons, worsted spinners, Halifax, and John H. Beaver, Ltd., worsted and mohair spinners, Bingley.

Illingworth's is one of the most prominent Bradford firms, its senior partner being Postmaster-General in Mr. Lloyd George's Cabinet.

MANY FACTORS CONTRIBUTING TO CONTINUED HIGH PRICES

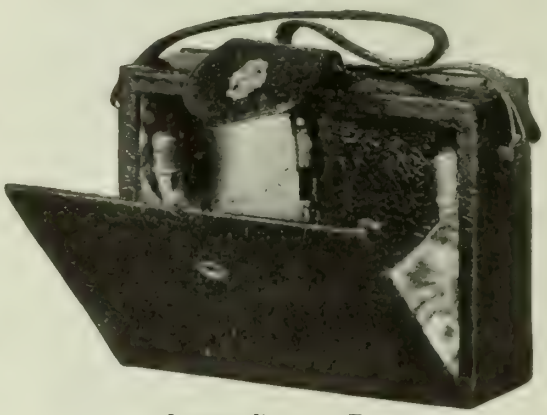
(Continued from page 88)

In cheaper lines, the circular stocking with simulated seam effect will be a good seller. Shot effects in green with white or black with white are a charming novelty in silk and wool hose. The Richelieu rib will continue a strong leader, as well as the navy shades in lace effects. In the plain tones, the leaders are black, white and navy. Gray is on the wane.

CLP
T

Buy Direct from the Manufacturer

BEST VALUE IN CANADA



Latest Beauty Box

NONE BETTER MADE ANYWHERE

Strap Back Purses . .	$ 8.50	to	$ 36.00 Dozen
Top Handle Purses . .	15.00	to	108.00 Dozen
Lucille Bags, Kodak style .	27.00	to	108.00 Dozen
Beauty Boxes . . .	48.00	to	96.00 Dozen
Velvet and Silk Bags . .	24.00	to	96.00 Dozen
Children's Fancy Purses .	4.00	to	8.00 Dozen

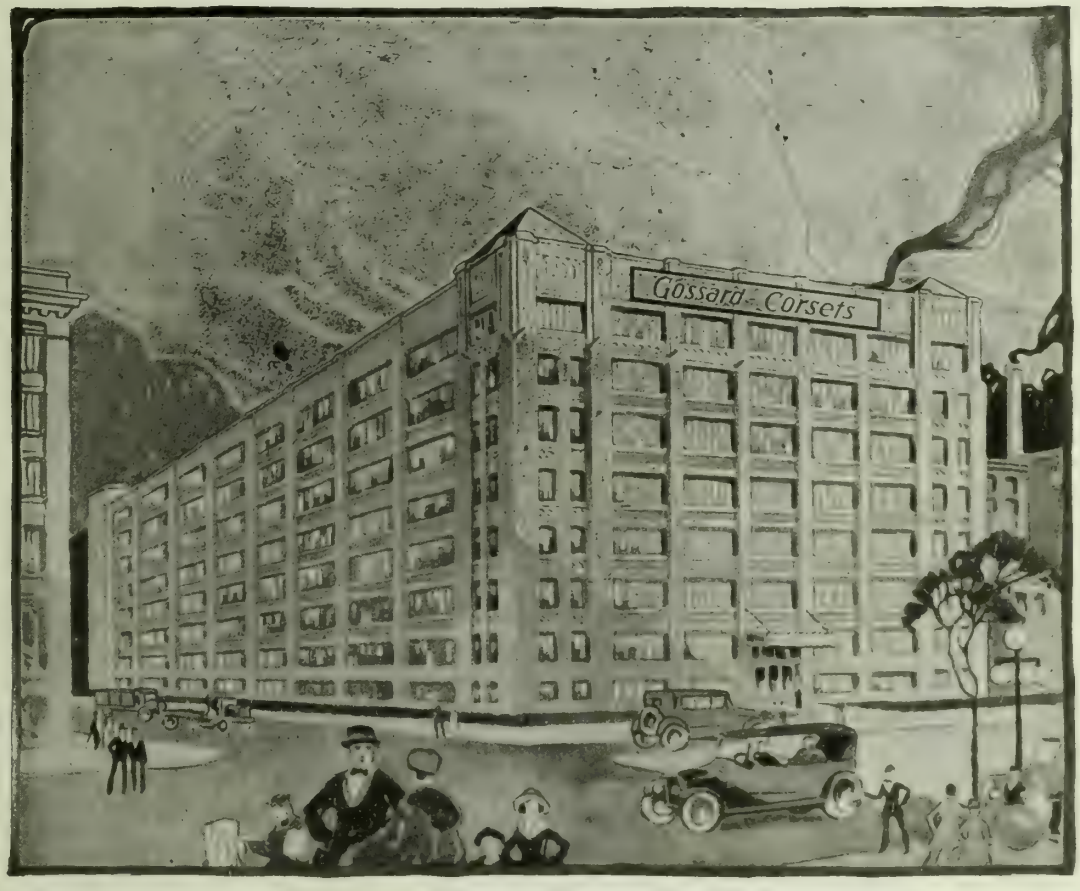
Ladies' Belts and Music Rolls
Men's Collar-Boxes and Bill-Folds

Manufactured by

Canadian Leather Products Limited

144 Front Street West
Toronto

Five Years in Canada
and
Now New Quarters for
GOSSARD *Front Lacing* CORSETS



New and Spacious Home of Gossard Corsets in Toronto, Can.

In the year 1902, Mr. H. W. Gossard introduced to the world a new idea in corsetry: the front lacing principle.

The year 1905 saw the formal introduction of Gossard Corsets into Canada by the opening of a Gossard factory and offices at 284 West King St., Toronto.

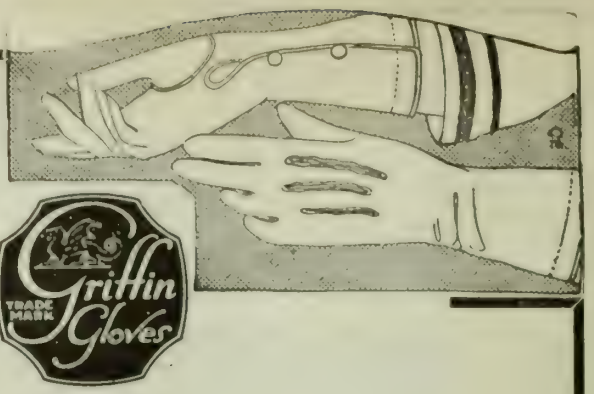
The demand for Gossard Corsets and Brassieres in Canada during these five years has greatly exceeded our most cherished prophecies. In fact so phenomenally has the business expanded that it has been made necessary to move into our new home as shown in the above sketch at 366-378 West Adelaide Street, Toronto.

Although the past year discloses a marked improvement in meeting the ever-increasing demand of our dealers for the Gossard product, this new factory with its unlimited facilities for greater production, assures every Gossard merchant more merchandise, and better service, supported by an earnest desire to co-operate with the trade to the fullest extent in increasing Gossard business.

To every Gossard merchant, corsetiere and friend, we extend a cordial invitation to visit us at our new home, 366-378 West Adelaide Street, Toronto.

The Canadian H. W. Gossard Co. Limited

366-378 West Adelaide Street — Toronto, Canada



PERFECTION

in style and quality at a price consistent with the practice of common-sense economy—

GRIFFIN GLOVES

are in great demand everywhere.

Place now for Spring 1921

Griffin Gloves

TRADE MARK Griffin Gloves

ChamoSuede REGISTERED

WASHABLE

CHAMO SUEDE DUPLEX
CHAMO SUEDE AND SILK

Griffin Gloves, Limited
Toronto

Sole Selling Agents:

RICHARD L. BAKER & CO., 84 Wellington St. West, TORONTO



TURNING BUTTONS INTO DOLLARS
MEN $ KIN
INC
TRADE MARK

Buttons
of every shape

Buttons
of every size

Make Your Own Buttons—More than 500% Profit

To give a strictly tailored appearance BUTTONS covered with the actual goods used in the garment are a necessity. They add a touch of smart "completeness" that cannot be obtained by using other styles of Buttons. No need to carry covered Buttons in stock, with the accompanying risk of having odd lots on your hands.

THE MENKIN BUTTON COVERING OUTFIT

assures a perfect match at all times—making Buttons to order, without any dead numbers on your hands—larger sales in your Buttons with a surprisingly wide margin of profit.

ASK HOW THE MENKIN WAY
MAKES BUTTON COVERING PAY!

S. MENKIN, Inc.

Creators, Promoters, and Producers of Covered Button Supplies for over Sixty Years.

143 West 28th St. New York

THE JULIAN SALE LEATHER GOODS COMPANY, Limited



Write To-day For Our New Catalogue

Our new catalogue will be off the press within the next few days—it will be in the interest of everybody in the Trade to be provided with a copy of it. This new "Julian Sale" catalogue of fine Leather Goods and Novelties will contain 48 pages. Nearly every line we manufacture and carry in stock will be illustrated—from photographs taken directly from the goods themselves.

The descriptions are complete and accurate—so that the catalogue will be a very useful and comprehensive buying guide — a book of reference to the Trade that you might almost count indispensable. Send us your name and address, and the day the catalogues are delivered from the printer your copy will be mailed to you.

We Invite You To Visit Our Sample and Sales Rooms

Make it a point when you are in the city to visit our sample rooms. We have greatly enlarged them, and have richly refitted and furnished them. It is safe to say that everything that "Julian Sale" manufacture and sell you will find "sampled" in these spacious and splendidly lighted and appointed rooms. You may see at a glance the entire line—all bright, clean, new, and as attractively displayed as you would have them in your own showrooms. So come in and *make yourself at home.*

THE JULIAN SALE LEATHER GOODS COMPANY, Limited

WHOLESALE :: FACTORY :: SAMPLE and SALES ROOMS :: OFFICES

600 KING STREET WEST, TORONTO

HOSIERY

IMMEDIATE DELIVERY

We own and offer a limited lot of very desirable English Cashmere hosiery for men and women and English Worsted hose for men. Medium and heavy weights in black and colors.

WOOL GLOVES

Also of English make. For Men, Women and Children. The very best merchandise—at attractive prices.

ACME GLOVE WORKS,
LIMITED
MONTREAL

ACME
TRADE MARK

OPERATING
FIVE FACTORIES AND TWO TANNERIES
PRODUCING :

FINE DRESS GLOVES KNIT GOODS
WORKING GLOVES & MITTS
MACKINAW CLOTHES SHEEPLINED CLOTHES
LARRIGANS MOCASSINS
WORK SHIRTS OVERALLS



MONARCH - KNIT SWEATER COATS

THE very newest styles in silk knitted coats and pullovers for ladies and children; worsted coats and pullovers for men, women and children, and other fancy knit goods for Spring and Summer. See the complete Monarch-Knit range when our traveller calls. You will find Monarch-Knit goods—as always—the standard for style, quality and value.

THE MONARCH KNITTING CO., LIMITED

Head Office: DUNNVILLE, ONT.

Factories at: Dunnville, St. Catharines and St. Thomas, Ontario, and Buffalo, N.Y.



MONARCH-KNIT BATHING SUITS

The range now in our travellers' hands represents all that is newest in knitted bathing attire for men, women and children. Be sure to see also our range of Men's and Boys' Sweater Coats and Jerseys. These goods have the style, fit and finish that will assure quick sales and complete satisfaction for every customer.

THE MONARCH KNITTING CO., LIMITED

Head Office: DUNNVILLE, ONT.

Factories at: Dunnville, St. Catharines and St. Thomas, Ontario, and Buffalo, N.Y.



MONARCH-KNIT HOSIERY

for Men and Women

See the range now being shown by our travellers. Note the style, fit, finish, value and attractive packing of this fine Canadian product.

Our new range has many new and exclusive features.

Manufactured only by

THE MONARCH KNITTING CO., LIMITED

Head Office : DUNNVILLE, ONT.

Factories at: Dunnville, St. Catharines and St. Thomas, Ontario, and Buffalo, N.Y.

The Big "3" in Knitting Yarns

"Monarch Floss"
"Monarch Down"
"Monarch Dove"





MONARCH KNIT
THE MONARCH KNITTING COMPANY, LIMITED
MADE IN CANADA

Three weights, with forty shades in each weight—a range that meets practically every demand.





Sell this book. It costs your customers only 25 cents, and it encourages the business of your yarn counters.

MONARCH KNITTING CO., Limited
Head Office: DUNNVILLE, ONT.
Factories: Dunnville, St. Catharines and St. Thomas, Ont., and Buffalo, N.Y.



Fall Veils, Veilings and Novelties

Hair Nets

"PRINCESS PAT"—Real Hair
"MY LADY"—Silk Hair Net
"SPECIAL"—A 5c. Silk Net

Beads

Large assortments of Seed, Bugle and Fancies for dresses, waists, bags, etc.

Dress Trimmings

We have a wonderful assortment of Evening Dress Flouncings, Bandings and Trimmings. It will be well worth your while to see our Travellers' samples.

Our Spring Line of Cotton Dress Goods is now ready, also Georgettes and Ninons.

The Thompson Lace & Veiling Company
Limited

York and Wellington Streets TORONTO



The Value of "Word-of-Mouth Advertising"

A scarcity of *anything* always means enhanced desirability and keener appreciation.

Everybody knows there has been a scarcity of real linen—for a long, long time. And everybody *talks* about it.

Those people who are lucky enough to have plenty of linen for their daily needs take a justifiable pride in the fact—to the envy of their less fortunate friends.

"We *must* get some linens!" and regardless of price linen *has* to be bought.

This is all to the advantage of the Linen Buyer.

The true Irish Linen now imported into this country is usually of the better grades—because manufacturers have used their scant supplies of raw





material for making better qualities of yarn and finished fabric. The reason is simple—there is more workmanship needed in the better grades and a larger turnover in dollars in spite of shorter production.

This has further increased the reputation of true Irish Linen. The beautiful fabrics—damasks, sheers, cambrics, that have been imported since the war are a delight to seller and buyer both.

Artistic and sentimental values as well as the intrinsic value of true Irish Linen were never on so high a plane.

In view of the rapidly approaching winter season with all its formal functions, the time is ripe for a marked increase of activity in linen departments throughout the country.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York



WITHOUT A DOUBT

We Have the Finest Line Shown To the Canadian Trade To-Day

VEILS AND VEILINGS

in every desirable shade and pattern.

"MONA LISA" VEILS

The biggest seller in Veils to-day.
Black, Navy, Taupe, Nigger, Prunelle.
Thousands of dozens.

METAL FLOUNCING AND BANDINGS

Gold, Silver, Steel, Antique.
Exclusive designs—all widths.

METAL CLOTH

Gold, Silver, Steel, Old Gold.

MALINES

Black and leading shades.

SILK AND COTTON NETS

LACES

Try a Mail Order for quick delivery.

See our salesmen's samples.

Canada Veiling Co., Limited

84-86 Wellington St. West

TORONTO

Dainty Lingerie





—of the better sort

Combinations

Negligees

Nightgowns

Bloomers

Camisoles

and

Boudoir Caps

HANDKERCHIEFS

Many new novelties for immediate or later delivery. Our stock is still very complete.

LACES

New creations in gold and silver Flounces, Bands and Edgings. Designed and made in Canada.

H. P. RITCHIE & CO.

38-42 Clifford Street

TORONTO



Who Sells "Old Bleach" Pure Irish Linen?

generally speaking, the best store in any given locality—not only in America but throughout the world.

"OLD BLEACH" table damasks not only have a world-wide *reputation* for excellence—they have the quality, artistic beauty and substantial value, to support and spread their fame.

"OLD BLEACH" is as a keystone—around which the *best linen department in your community* may be built up.

The "OLD BLEACH" LINEN Co Ltd
23-25 East 26th Street New York
J. R. LAMONT, MANAGER
W. H. SHELBY, 2W. Washington St., Chicago

LADIES' WEAR, LIMITED
Makers
TORONTO

Distinctive
Blouses
Veilings
Neckwear
Silk
Lingerie
Laces
Handkerchiefs

There is an unmistakable style to things from

Ladies' Wear, Limited

563 College Street
at Manning Ave.
Toronto

To you, in quest of things worth while, this shows the way

VAN RAALTE *Veils*



Increasing Your Veiling Business

If your veiling department is properly located—
If your advertising man gives you proper space—
If your display man gives you window trims and store displays—
Selling Van Raalte Veils will give you the biggest veil business in town!
Ask our service department for display material and advertising suggestions.

VAN RAALTE COMPANY

NEW YORK
16th STREET AND 5th AVENUE

CHICAGO
105 SOUTH DEARBORN STREET

BOSTON
12 WEST STREET

Silk Gloves *Silk Underwear* *Silk Hosiery*

All that is new
in
Neckwear



EMBROIDERED
ANGLAISE

Tuxedo Collars and Sets
Peter Pan Collars and Sets
Vestees

LACE TUXEDOS

Flat Venise
Guipure
Hand-made Clunys
Hand-made Irish
Hand-made Filet

LACE POINTS

Ecru - and - white
In wide range of designs
$6.00 to $48.00 per doz. yards

LACE VESTINGS

With narrow bandings to match

Quick Deliveries

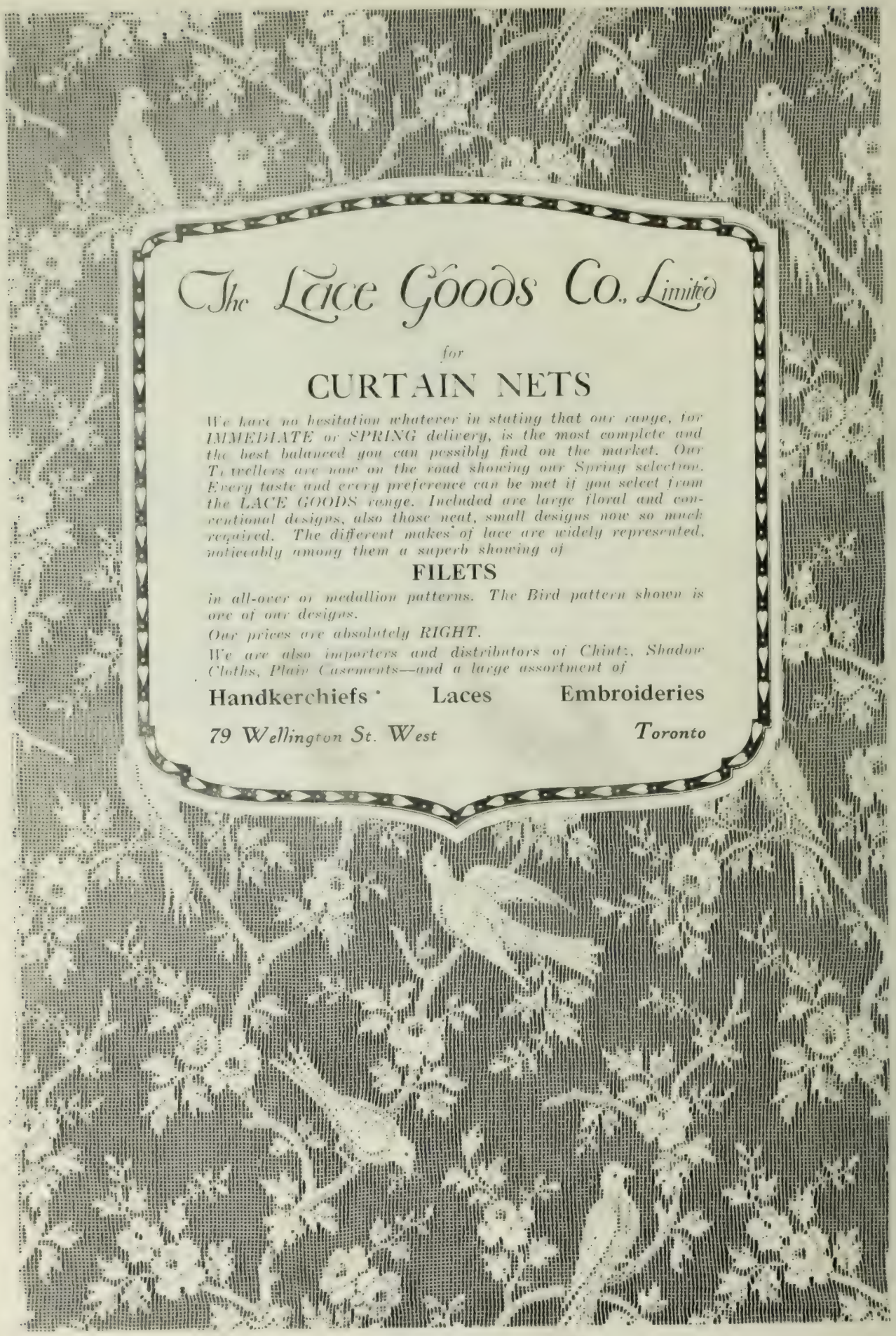
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A smart, effectively simple number, in the popular Embroidered Anglaise — quite the correct thing in Neckwear these days.

Tuxedo Collar and Cuffs to match $24.00 per doz, Sets.

Phoenix
Novelry
Company

154 Pearl Street
TORONTO


The Lace Goods Co., Limited
for
CURTAIN NETS
We have no hesitation whatever in stating that our range, for IMMEDIATE or SPRING delivery, is the most complete and the best balanced you can possibly find on the market. Our Travellers are now on the road showing our Spring selection. Every taste and every preference can be met if you select from the LACE GOODS range. Included are large floral and conventional designs, also those neat, small designs now so much required. The different makes of lace are widely represented, noticeably among them a superb showing of
FILETS
in all-over or medallion patterns. The Bird pattern shown is one of our designs.
Our prices are absolutely RIGHT.
We are also importers and distributors of Chintz, Shadow Cloths, Plain Casements—and a large assortment of
Handkerchiefs · Laces Embroideries
79 Wellington St. West Toronto

Over 200 Styles
of
LADIES'
HAND BAGS and PURSES
TO SELECT FROM

Made in

Plain and Fancy Leathers
Silk Chiffon and Payon
Velvets and Velours

The most complete range of medium-priced, well-made and popular-selling merchandise being shown in Canada.

Wait for our travellers or call at our showrooms before placing your *Holiday Orders.*

WE DESIGN AND MANUFACTURE ALL THE GOODS WE OFFER FOR SALE

Federated Leather Goods Co.
Limited

Factory and Showrooms :
11 Cathedral St. :: MONTREAL



DOMINION OSTRICH FANS
are
notable and extremely popular
for their
superb quality,
rich colorings,
and unique styles.

Dominion-made designs include—The Regent, The Jeanne D'Arc, The Debutante, The Prince of Wales, The Princess, The Vanity, The Floradora, The Fox Trot, The Jazz, The Parisian, etc.

Following colors in stock—maize, jade green, rose, American beauty, delft blue, deep turquoise, bright coral, orchid, pink, turquoise, black, white. Made to order in any color.

MARABOU

You will appreciate the rich beauty and wonderful value shown in our Marabou Capes and Ruffs—they are second to none on the market. Colors: Natural, black, white, grey, taupe.

DOMINION OSTRICH FEATHER CO.
Limited

78 Wellington St. West - Toronto

Representatives:
H. B. Taylor, Mappin Bldg., Montreal
J. G. Martin, Hammond Bldg., Winnipeg.
Geo. Strachan, Weston Block, Vancouver.

The merit of the Gage Sailor is recognized wherever women wear hats.



KENOSHA GAGE



KENMORE GAGE



KEDZIE GAGE

The three approved shapes illustrated are made of a high grade of Hatters Plush with a Lyons Velvet underbrim. We carry similar styles made from Zibeline Plush.

Send for the Gage Banded Sailor Booklet. It gives prices and further information.

Gage BROTHERS & CO.

PRODUCERS OF CORRECT MILLINERY

CHICAGO
NEW YORK
PARIS



Success
REG'D

COLLARS

In Up-to-date Styles

THIS range stands pre-eminent. It typifies the best of those qualities for which this line has long become famous. Every collar holds the guarantee of the makers to give absolute satisfaction in its length of wear. When you stock the SUCCESS range you can recommend it with the confidence that your customers will not be disappointed.

"Haig"



The Canadian Converters' Co. Limited
Montreal

Fascinating Showing

of

Spring Millinery 1921

Hat Shapes, Trimmed Hats, Flowers and Feathers, Straw Braids and Silks, Ribbons, etc.

Our travellers will be on the road about October 18th, with latest samples as above lines for PLACING and IMMEDIATE BUSINESS.

Nikrohat Patterns

Models of unusual smartness, in all the newest material, manufactured with that perfect touch that is associated with hats of quality.

Do not miss this first showing of our Spring styles. We can assure you that an inspection will prove well worth while. A trial order will convince.

Should you not be on our regular route list we should be pleased to hear from you immediately.

J. M. ORKIN CO., Limited

Wholesale and Manufacturing Milliners, also Fancy Dress Goods

MONTREAL, QUE.

Branches :

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OTTAWA, ONT. 193 Sparks St.

VANCOUVER, B.C. 405 Welton Block 325 Howe St.

PARIS, FRANCE 49 Rue d'Hauteville

ST. JOHN, N.B. 82 Germain St.

FUR SERVICE

JAMES CORISTINE & CO.

LIMITED

WHOLESALE MANUFACTURERS

OF

FINE FURS

MONTREAL

We are prepared for big business in FURS of all kinds.

Our ready stock will enable us to take care of your immediate orders in a prompt and satisfactory manner.

Write for our 1920-21 CATALOGUE if you have not already received it.

The assurance of generally successful crops and small stocks on hand, have caused an unusual rush of early orders, August repeats being greatest in our history.

For Quality, Finish and RIGHT PRICE, you can place your orders with us with all confidence.

MARMOT and PONEY JACKETS are among the big sellers. Our garments are made throughout from the best materials only, PLAIN or with COMBINATIONS.

OUR CATALOGUE SHOWS THE LATEST STYLES
in the most desirable lines.

"Better Displays"

Modern merchandising demands it. Successful merchants everywhere are recognizing the importance of this principle in their business. Are you making the best use of your strongest feature – that of PROPER DISPLAY?

We are
Manufacturers of the famous

DUR-ENAM DISPLAY FORMS

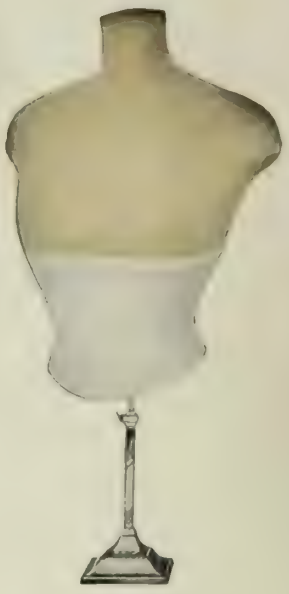
and the most complete line of

DISPLAY FIXTURES

made in Canada.



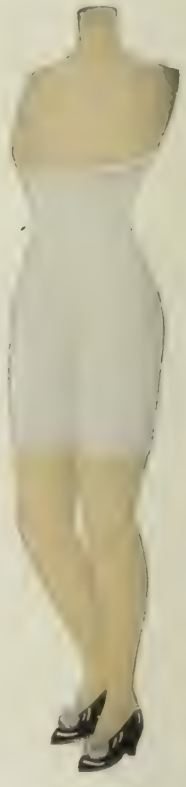
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No. 1590-N



No. 1574

For many years CLATWORTHY Forms and Fixtures have been used in Canada's leading stores, with most gratifying results, and have consequently won a firmly established reputation as representing the highest possible standard of value.

Did you get your copy of our NEW CATALOGUE? Drop us a card. There is one for you.

We will be glad of the opportunity of showing you personally the extensiveness of our range of superb fixtures.

AGENTS:

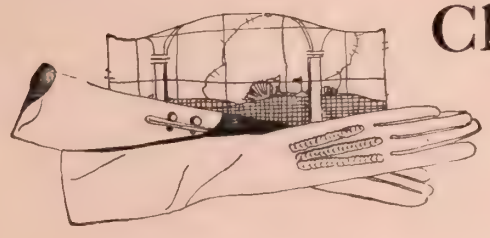
Vancouver, B.C., M. E. Hatt & Co., Mercantile Bldg.
Montreal, Que., E. O. Barette & Co., 301 St. James St.
Winnipeg, Man., O'Brien Allan Co., Phoenix Block.
Halifax, N.S., D. A. Gorrie, Box 273.
Quebec, Nap. Debigare, 205 Rue Des Fosses.

CLATWORTHY & SON, LIMITED

Established 1896 TORONTO Incorporated 1908

"Kayser" GLOVE

Silk Gloves



Chamoisette Gloves

Always hold first honors in glovedom—

WHY?

They always *prove best* in the long run

A Kayser Silk Glove wins favor on first sight and gains favor with wear. Its soft, supple texture, its correct cut, make it the most comfortable and smartest of all Silk Gloves. The selection of materials and the finish of every detail are such important factors in the manufacture of the Kayser Glove that long wear is naturally the result.

A Kayser Chamoisette Glove cannot be equalled. The name "Chamoisette" has been registered by the makers of the Kayser Chamoisette Glove. It is the original and only Chamoisette Glove on the market.

Of fine, suede-like texture, smartly cut and well finished, this is the ideal glove for general wear—and hard wear.

Successful merchandising depends largely on the ability to offer goods that have your confidence, and win the confidence of your customers. Your goods bespeak the policy of your house. Let the Kayser trade-mark meet your customers' needs—faithfully and completely.

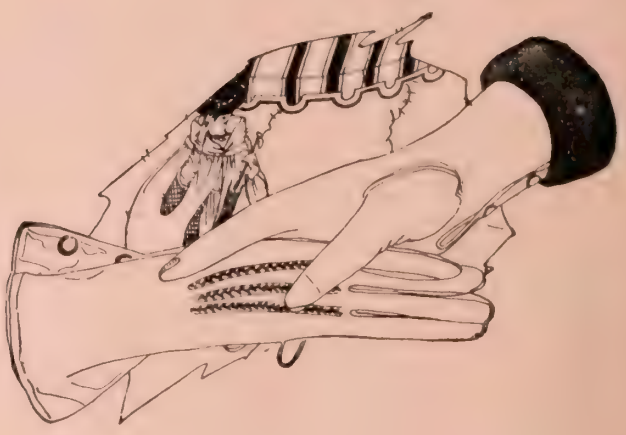
PERRIN KAYSER COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL

"PERRIN" GLOVES





Personal Pride

Every woman knows that ill-fitting Gloves will not only spoil the effect of the most becoming costume, but will even disturb her peace of mind, making her uncomfortably self-conscious. On the other hand, if her hands are neatly and smartly gloved the opposite effect is shown in her very poise. Gloves need not be "brand new" to fit well and look well—if they are PERRIN GLOVES. Perrin Gloves are designed, made and finished to retain their original lines even after they have given long, hard wear.

Because of this well-known feature—not to mention the smart designs of the PERRIN range—they are deservedly popular with smartly dressed women everywhere.

Look for this trade-mark. It denotes a Perrin "own make" glove.

"Ace of Clubs"

TRADE MARK

PERRIN KAYSER COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL

BUTTONS—Small but Mighty—
in Sales Possibilities

A complete stock of up-to-the-minute, widely varied Buttons—to meet every demand—is yours if chosen from the ONTARIO range.

Also Tailors' Smallwares and Fancy Trimmings



The Ontario Button Co., Limited
Kitchener, Ontario



Selling Gloves

A system of Store Fixtures that will double the capacity, increase the sale and make every size instantly available in your Glove Department, should interest you. The New Way System, one unit of which is shown above, will do this, not only in Gloves, but in every department.

Let us explain the system.

Jones Bros. & Co., Ltd.
29-31 Adelaide St. W.
Toronto

DOUBLE SERVICE SILK

The dealer who desires to expand his customers' list, will find it a possible and profitable medium to reach this objective by selecting the *high-grade*

Fleur-de-Lys

which signifies something more than silk. It emphasizes the fact that quality and endurance predominate and that a double service life may be had from *sewing silks* bearing our trade-mark.

A trial order will convince.

Independent Silk Ltd.
350-360 St. Paul Street East, Montreal

The most satisfactory COLLAR of all —

Serviceable
Linen-like in appearance —always clean on a moment's notice. All popular styles.

KANT KRACK
TRADE MARK REGISTERED

Economical
One KANT KRACK outwears EIGHT other collars. Saves 3c a day in laundry bills alone.

One Grade Only and That The Best

Made in Canada by
The Parsons & Parsons Canadian Co.
Est. in U.S.A. 1879 Hamilton, Canada Est. in Canada 1907

Greeting Cards and Gift Novelties

Some Good Advice as to Displaying Cards—Unusual Effects in Lamps Revival of Fine Metal Work Noted—News About Interesting New Novelties.

IT isn't every dealer who makes a success of greeting cards. It is only the man who has faith in the profit-producing power of cards who can really make them go. The most potent factor in successful card selling is display. Every time a customer enters a stationery store there is a very good chance of his going out with a card if these are shown so as to attract his attention. The second factor is stocking cards for every occasion. People have learned the value of cards. The rush of modern times, a certain amount of sentiment which everyone has somewhere in his make-up, and the enterprising manufacturer, have all contributed to place the greeting card where it now stands in the business world.

Cards which are bound to be big sellers next year are those for Mother's Day. In the United States this event has come next to the Yule-tide season for some years, and for last Mother's Day in Canada the demand was greater than the supply.

The McClelland & Stewart Company of Toronto have expressed the opinion to Bookseller and Stationer that for the coming season 75 per cent. of the Birthday cards which sold will be humorous ones. In their line they are showing a very fine line of these, each card itself being artistic and the sentiment in good taste.

The Poor Correspondent Card is a good seller. These are a profitable line because suited to everyone and for every day of the year. "Thank you" cards always sell.

A new line in Children's Place cards are now in evidence. They have familiar fairy stories which every child loves. Then there is the card from Daddy. Never a day but some lonely traveller passes a stationer's window and wants a card to send home.

The Greeting Card business has come to stay and the sooner the retailer realizes this, the sooner will he not only see an increase in profits in this line but in his trade as a whole.

MUSEUM POSTCARDS

New interest in postcards is encouraged by the following indication of how postcards help along the appreciation of what is seen by visitors to the British Museum. This is from "'The Periodical," issued by the Oxford University Press.

"During the recent debate in the House of Lords about public museums and galleries the British Museum 'pictorial' postcards were specially praised. Lord Sudeley could imagine nothing better than the free, popular lectures given at the Museum enforced by the packets of photographic reproductions dealing with the subject — 15 for one shilling. He quoted a letter from Sir Frederic Kenyon stating that in 1919 nearly 260,000 picture postcards had been sold, at a profit of about 45 per cent.

The Archbishop of Canterbury said that the ready sale of these "study" sets of cards 'will not surprise any of your Lordships who have got hold of a few of these packets and have seen how for a shilling so much valuable, interesting, and bright popular information is given. They are artistic, historical, and geographical. . . . The German medals issued during the war are all of very remarkable interest just now. . . .

" 'These objects (in the Galleries), mysterious and obscure to most people who wander round in a vague way, not quite understanding what to look for, can be wonderfully elucidated not only by the lectures which are given by the guides but by the little packets of postcards which enable anybody to inspect the objects with intelligence and understanding. For the expenditure of 1s. a series of 15 cards illustrating a particular set of objects can be obtained. The beginning of the appreciation of these objects is, I am sure, an enormous gain. The postcards are now largely used for schools, and schools are being introduced to the museums. Our central museums are thus becoming more what they ought to be. The educational value of all these things is not to be easily estimated."

GIFT SHOP NOVELTIES

Among the novelties for gift shops are new models of fans, baskets, small wooden articles, quaint ideas for little folk and for use as prizes or small gifts.

Recently several lines of interesting metal objects have been added, while the latest addition is a collection of imported bead bags, necklaces and girdles. Recently a new type of lamp shade has come into vogue, and is in some places superseding the parchment shades, so long popular.

By treating the fabric the appearance of encrusted glass is obtained. This crystalline process lends itself to a wealth of decoration and most lovely effects are secured. A famous interior decorator is displaying interesting shades of decorated metal, gorgeous in designs and as beautiful when dark as when illuminated. How often it happens that one purchases a shade from a lamp that is lighted, and how keen the disappointment when the supposedly charming object is almost commonplace and uninteresting when not illuminated.

There has been a decided return to the period of the Renaissance, marked by the revival of the fine metal work of the sixteenth century. Many examples of the metal flowers so cleverly developed in Italy are most attractive. These are made with much charm and delicacy. It seems incredible that such daintiness can be attained in so stubborn a medium or that the essence of so evanescent a thing as a flower can be expressed in permanent form. Yet it has been achieved, and delightful reproductions of many kinds of flowers are shown.

Tiny pots of tulips or of cherry blossoms; bouquets of old-fashioned garden flowers such as grandmother loved, daffodils, all the field flowers, and many others are cleverly wrought. These will smile up at once, sturdy and bright, when the soft, tender models that inspired the souls of men to make them are scattered and dust. In addition to these metal offerings there are also wonderful parchment flowers, the product of a single studio. No description can give an adequate idea of their delightful color and charm. They are found in glowing bunches of flowers of every kind—quaint nosegays for party favors, sconces to bring a bit of God's out-of-doors to the walls of homes, and delightful place card holders. Lovely indeed are the big roses and chrysanthemums, and they are shown nowhere else but in this division.

Rare prints are here—reproductions of the masterpieces of Europe and America. So perfect has this art become, that many of these seem originals, either in oil or in water-color. The lines of three firms famous for the variety and perfection of their offerings are on display. They must be viewed to even faintly appreciate what variety they afford.

It is even possible to obtain mural decorations, as excellent artists have on display handsome panels and friezes, some after the old Dutch school so desirable at present, others in interesting black and white.

BEGIN NOW TO SYSTEMATIZE

Do you realize that you lose from 20 to 30 per cent. every post-card rush season, when you keep to that antediluvian method of displaying all your cards on the counter? Have it different this year. When your Christmas stock arrives, make attractive posters showing samples carefully indexed, of all the lines you carry, with the prices on each. Your customers will appreciate it too. You will be saved the loss of numerous cards through tearing and soiling and the purchaser will save time and patience by not having to sort for 15 minutes to obtain one card.

A DICTIONARY OF DRYGOODS TERMS

(Linen and Silk Continued)

Crow's Feet—Wrinkled places in goods, when they have been allowed to dry in a crumpled and creased condition.

Cut—Any standard length of goods. Broad-silk cuts are usually 60 yds.; ribbons, 10 yds.

Cut Selvage—The edge where pieces have been separated when two or more widths are woven together.

Denier—A French coin, used as a weight for determining the size of raw silk. It weighed 24 Paris grains—19.6728 Eng. grains. The weight now used, called "denier," weighs .05 grammes, and the number of these weights required to balance a skein of 450 metres is the denierage or size of the silk. Dividing 4,464,528 by any denierage gives its yardage per pound.

Diaper Pattern—A small figured effect, usually made in a diamond shape.

Direct-Printing—Patterns printed direct on a cloth from the rollers or blocks.

Discharge-Printing—The printing on a dyed fabric with chemicals that strip or discharge the color when printed. Same as extract-printing.

Discharging—The degumming or boiling-off of silk.

Doctor-Marks—Smears made on a printed fabric, from the bits of lint being caught under the "doctor-blade."

Double-and-Twist—Threads doubled together and then twisted. Usually of different colors.

Double Ends—Where the warp ends are drawn in two together.

Double Warp—A warp in which there is both a face and back warp.

Doup Weaving—The twisting of warp threads around the filling picks by employing special heddles or loops, called "doups."

Dram—The 1-16 of an ounce. The dram system is used for the counts of thrown silk. It is based on 1,000 yds. to the dram, or 256,000 yds. per lb. for the size of No. 1. Dividing 256,000 by any dramage gives its yardage per pound.

Dynamited Silk—Silk weighted with tin salts.

Ecru Silk (Fr. pr. ay-croo; unbleached)—Thrown silk with but a trifling amount of the gum discharged from it.

Embossing—The imprinting of raised designs on fabrics by passing them under pressure between suitably engraved heated rollers.

Extra-Lustre—A brilliancy given to skein silk by stretching it under steam pressure.

Filling—Material to be used as weft in a fabric.

(To be continued)

Novelties in Curtains

St. Gall Embroideries Among the Fads Which Will Soon Be on Market—Charming Effects in Nets and Laces Being Turned Out by Canadian Manufacturers.

ONE Montreal curtain manufacturer, who is noted for the originality and daintiness of his curtains, is experimenting with a large shipment of Swiss novelty laces and embroideries which are shortly to be placed upon the market. A representative of Dry Goods Review made a visit to the factory this month, when innumerable samples were seen, each one entirely different and novel as it is possible for a curtain to be.

Hand Embroidered Effects

One charming effect was noted in a fine marquisette curtain with a broad border of filet squares joined in alternating pairs with a rich Cluny edge. The filet squares depicted quaint figures which were reproduced as clearly as though by hand work. The newest of the new was a fine scrim with a fancy inset section of fine bretonne net, hand embroidered in cream. This net insert is fairly large and is often triangular in shape, fitted cornerwise into the lower edge. The effect, where a dainty motif is worked upon it, it unusual and more transparent than the more conventional laces. The bretonne net idea will be carried out in several designs and there is no doubt that it will be exceedingly popular.

St. Gall Embroideries

Another new idea which is, as yet, not on the market is the combination of St. Gall embroideries of all kinds as curtain trimmings. Soon, however, will be shown several novel ideas combining black and white embroideries, voiles, broderie anglaise, as well as various kinds of tiny linen medallions and fancies. These will be used in conjunction with Torchon, Swiss, Baby Irish and Nottingham laces upon the finer grades of marquisette and dotted Swiss.

The process of modern curtain making affords one the opportunity of judging the merits of this fragile product, and comparing it closely with its home-made counterpart. Nowadays, it does not pay to put handwork upon fine curtains as they rarely hang properly when home made, and the shrinking process is one little understood by the housewife.

In the factory above referred to, all curtains are shown at a distance in order that the proper effect may be assured. Curtains of such delicate design as these must have their proper setting when displayed in the curtain department, and a simple horizontal rod placed a few feet from the customer, directly against the light, is all that is necessary in order to get the best effect.

Prices for the present are steady, but are not guaranteed beyond February next.



For Spring Wear

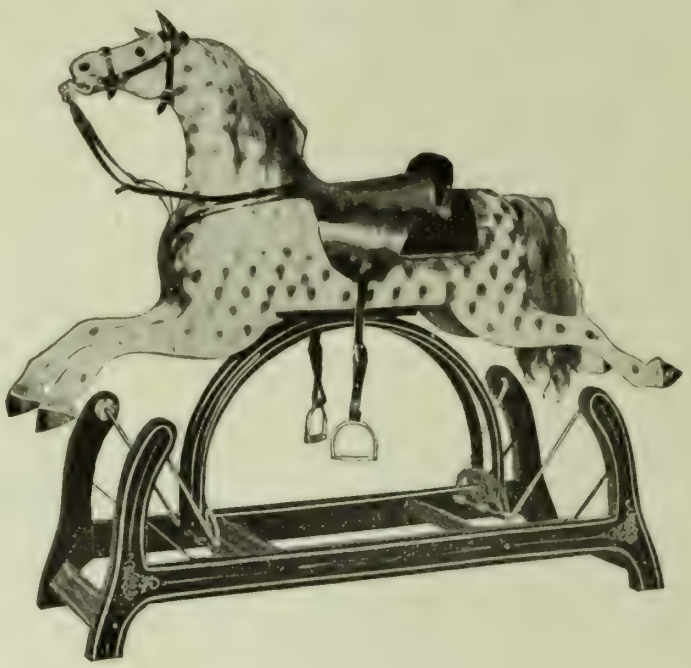
A dainty tuxedo wool sweater with sash girdle and flat rolling collar extending full length of coat. Shown by Monarch Knitting Co., Ltd., Dunnville.

Pugh Specialty Co. Ltd.
38-42 Clifford Street, Toronto, Canada
Manufacturers and Manufacturers' Agents

We own or control 5 Canadian Factories.
Some of our lines are
French Ivory,
Pennants, Cushions and Textile Novelties,
Post Cards and Booklets for all seasons and occasions,
Ladies' and Men's Purses, Wallets, etc.,
Souvenir Novelties (biggest range in Canada).
Our Catalogue is worth having.
Our travellers cover Canada.

French Ivory
Our New Catalogue
This season's catalogue now ready. If you have not recieved a copy, writc
Carl Austin & Co.
Manufacturers
357 College St. Toronto

NERLICH & CO.



FANCY GOODS

Toys, Dolls, Games

for

Christmas Trade

Write for Our New 200-Page Illustrated Catalogue

showing

Fancy Goods, Toys, Dolls, Games, Toybooks, Christmas Decorations, Novelties, China, Crockery, Glassware, Electric Fixtures, Smallwares, Druggists' and Tobacconists' Sundries

NERLICH & CO.

146-148 FRONT ST. WEST, :-: TORONTO



A sales-making De Long advertisement, appearing in women's publications.







Notions are Formed at Notion Counters

TEN million women will see and read De Long advertisements every month during 1920. Out of these ten million, a worthwhile number will enter your store.

Will they find De Long Hook-and-Eye Tape on your notion counter, and buy? Or will they go away and say, "That store never has anything I want"?

Nearly every woman has known the name De Long from girlhood up. She is a potential buyer of convenient De Long Hook-and-Eye Tape.

And how about the other De Long products—Hooks and Eyes, Snaps, Hair Pins, Safety Pins, and Toilet Pins?

Let women know you carry the De Long line—give it prominence. Let them "See that hump?"—and buy.

DE LONG Hook & Eye COMPANY

OF CANADA, LTD. ST. MARYS, ONTARIO



Your Customer Is Looking for this Net!

She knows Fashionette is the net to use for smart hairdressing, the net that's specially processed for invisibility and strength. Fashionette is a de luxe net at the price of ordinary ones.

Other items that she identifies by the Colonial Quality mark are:

Baby Dimples Safety Pins
Also Baby Dimples Neverlost Pins
and
Baby Dimples Cradle Pins.

Lady Dainty Celluloid Hair Pins
All shapes and sizes, in shell, amber and grey.

Myman's Collar Bands
Accurately sized — shrinkage allowed.

Gold Medal Bias Tape
True, even bias in white or black.

Tulip Snap Fasteners
Reliable, rustproof.

Vassar Elastic
The elastic that lasts.

Canada Needle & Fishing Tackle Co.

INCORPORATED

76 WELLINGTON STREET WEST - - - TORONTO

Sole Canadian Distributors of Colonial Quality Specialties for

SAMSTAG & HILDER BROS., 1200 Broadway, New York City

Some Snaps
in the
Smallwares Department

We have in stock for immediate shipment whilst they last, a large line of staples and novelties suitable for Fall and Xmas trade, including

Teddy Bears
Imported Celluloid Dolls
Small Bisque Dolls
French Beaded Bags
Velvet Bags

Leather Purses—
Large assortment, including latest novelties.
The Dorothy Silk and Steel Beaded Bags.

Tea Strainers
Electro Plated on Nickel Silver
Latest Novelty

Sterling Silver Thimbles
Novelty Celluloid Bag Frames
French Metal Bags
French Metal Bead Necklets
French Novelties in Bracelets, extremely fashionable in Paris.
French Pin Cushions and Sachets

Large range Oriental Necklets from $1.50 to $24.00
Latest Novelties in French Pins and Barrettes, French Rhinestone Shoe Buckles
French Evening Feather Fans from $5 to $30 each
Everything in Notions

Stock More Complete Each Week.

GREENSHIELDS LIMITED
"Everything in Dry Goods"
VICTORIA SQUARE : : MONTREAL

THE EXCLUSIVE SMALLWARE SPECIALTY HOUSE

Our stock is complete of the following lines—

ART NEEDLEWORK
CHILDREN'S DRESSES AND ROMPERS
HOLIDAY NOVELTIES FOR XMAS TRADE
SPECIALLY BOXED JEWELRY

also

Hair Nets, Hair Ornaments, Hair Pins, Veils, Beads, Bags and Bag Frames, Crochet Cottons, Needles, Safety Pins, Etc.

WRINCH, McLAREN, LIMITED

77 Wellington St. West Toronto

SOLE AGENTS FOR CANADA

WARRANTED THE SPEEDWELL REGD 1,000 YARDS

THE DEPENDABLE TAPE

For Remarkable Quality Tape

demanded by clothing and wholesale trade, tailors, etc., it will be found that

SUPER INDIA SHRUNK TAPE

Manufactured by

GEORGE WHEATCROFT CO.

WORKSWORTH, ENGLAND

contains the essential qualities that are absolutely necessary to get the best results.



THE STAG.

WALTER WILLIAMS & CO., LTD.

MONTREAL TORONTO QUEBEC



Canadian Braid and Trimming Co., Ltd.

Manufacturers of

Girdles, Braids
Cords
Fringes
Tassels
Ornaments
Buttons
Fur and
Dress Trimmings

39 Dowd St., MONTREAL

Toronto Branch--96 King St. W.
L. B. Ellis, Representative

Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

The Artneedle House

WOOLS IN ALL COLORS

THREE BEE SHETLAND IN SKEINS

GLORIA SHETLAND IN BALLS

UTILITY 4-PLY KNITTING IN BALLS

IMPERIAL 4-PLY FINGERING IN 30 COLORS, INCLUDING PRETTY HEATHER MIXTURES

THREE BEE SAXONY IN HANKS

STAMPED GOODS

NIGHTGOWNS	SCARFS
PILLOW CASES	DOYLIES
TOWELS	CENTRES
DAY SLIPS	PILLOW TOPS

BABY GOODS

DIAPERS	FEEDERS
BOOTEES	LEGGINGS
OVERALLS	HOODS
TOQUES	MITTENS
JACKETS	SWEATERS

SUNDRIES

EMBROIDERY AND CROCHET THREADS

INSTRUCTION BOOKS ON KNITTING AND CROCHETING

EMBROIDERY HOOPS, EMBROIDERY NEEDLES, KNITTING PINS, WOOD AND CELLULOID.

The Best Artificial Silk is
FLOSSELL ROYAL

Hambly and Wilson
Limited
TORONTO



Look for the trade mark and portrait of Wm. E. Wright on every package.

A Practical Notion Item

WRIGHT'S E-Z-TRIM

is put up especially for your notion department—wound on cards, banded and protected by a transparent envelope—package same size as Wright's Bias Fold Tape.

Although a notion item this will find ready sale in the trimming department.

Women everywhere are quick to grasp the time and labor-saving features of Wright's E-Z-Trim. It requires no basting—all ready to sew on middy blouses, sailor suits, dresses, rompers, etc. A two-yard piece trims any middy style wash garment—collar, cuffs and yoke.

Made of Wright's Bias Fold Tape stitched in parallel rows on *fast colored percale.*



Can be had in boxes containing 12 2-yard pieces of a color and in cabinets of 24 2-yard pieces *assorted* colors—all six colors on display. White on Navy, Red, Light Blue, Alice Blue, Pink and Black.

Display cards can be had for the asking.

Wm. E. Wright & Sons Co., Mfrs.
315-317 Church Street New York

Stocks carried at all Agencies

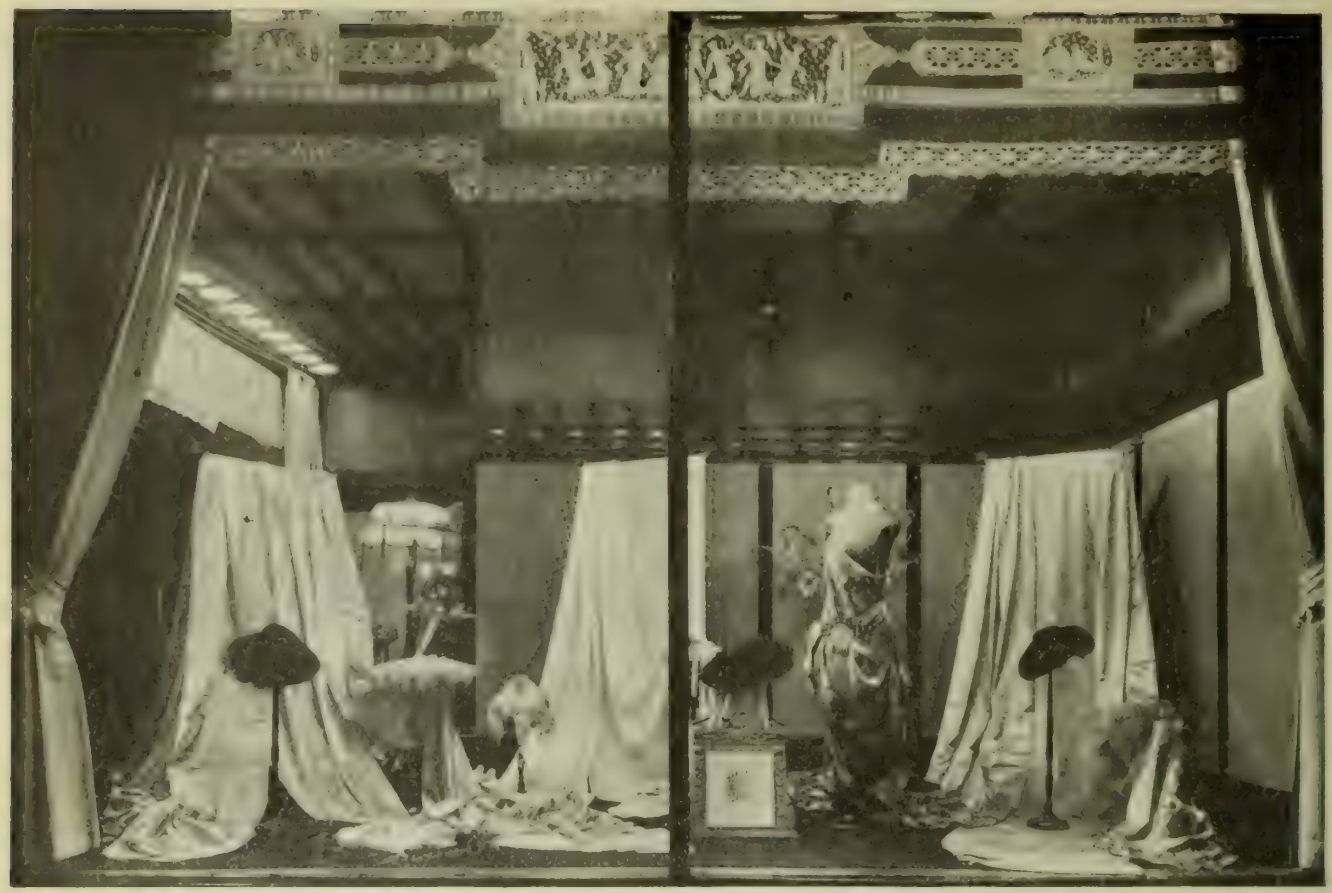
CHICAGO
R. C. Taft Co.
223 W. Jackson Boulevard

ST. LOUIS
Geo. F. Anderson's Son
613 North Broadway

PHILADELPHIA
James F. McCarriar
1011 Chestnut Street



In U. S. Pat. Off.



Unusual Draping

This handsome display of evening dress fabrics occupied the Richmond and Yonge street window of the Robert Simpson Company store, Toronto, during the opening days of their Fall Fashion Display.

Fabrics For Fall

The above window was featured by the Robert Simpson Co. in announcing their Fall Fashion displays. It was one of a series in which panels of copper tints in leaf design severely panelled lent a rich background against which were displayed the season's newest in materials, styles, trimmings, and accessories. On the extreme right is a drape of lovely jade satin and brocade combining silver and jade. A handsome black picture hat in panne velvet is posed on the standard in the foreground. Next is a figure remarkably draped in Folly red and gold brocade, with plain satin charmeuse. A Cleopatra girdle is clasped about the low waistline. The hat next is black velvet and its extremely chic lines were accentuated by the arrangement of the lustrous white broche which constituted the centre drapery. Daintiest orchid brocaded in silver was the material in the corner of the window. A superb feather fan, a third black velvet dress hat, a dripping ostrich neck piece and lustrous pearls added their faultless presence to this beautiful exhibit of evening dress fabrics. The draping was one of the finest pieces of work noted in any of this season's displays and was done by Display Manager Burns, who supervises the arrangement at all the Simpson windows.

"The difficulty in doing this particular window was in arranging the materials without harming them with even so much as a pin mark," admitted Mr. Burns. "In handling materials as expensive as these dress fabrics we cannot afford to damage them in the slightest, and in draping the figure we had to exercise the greatest care even in folding the materials. Under no conditions could we cut any of the fabrics exhibited as they are extremely high priced stuff and will be required in the dress goods department."

An Ideal Setting

Murray-Kay's, of Toronto, made an auspicious affair of their Fall Millinery Opening by devoting an entire window to the artistic exhibit of very exclusive models. The window proved one of the most beautiful seen this year from the point of color treatment and refinement of design. Soft neutral tinted velvet curtains formed a continuous background. In front of these soft fabric folds were placed two platforms stained deep Oriental blue. From these rose trellises of blue shading through Egyptian reds to the flaming yellow of the autumn leaves just before they fall. Posed at the top were odd medallions with graceful extensions from which were suspended vivid garlands. A setting sun was depicted in the inner disk. At either end of the window tall standards of dull gold bearing plaques of fruits in vivid hues were tied with russet and yellow tulle. The same color scheme of blues, browns, and reds was carried out in the decorative lamp which occupied a central platform. At either side of the lamp, two gaudy wooden parrots perched on standards who squinted at the handiwork of Paris designers in critical fashion. One wax figure correctly garbed in a modish Autumn tailleur added point to the window which displayed hats large and small in velvets and hatter's plush in brilliant hues and in lustrous black according to Dame Fashion's whim. The whole effect was similar to a lovely Urban stage setting and was Mr. MacDonald's own original design.

Artistic Window Displays Help to Push New Fall Stocks

Leading Shops in Toronto, Hamilton, London and Ottawa Conduct Clever Advertising Campaign in Launching Autumn Models—Elaborate Settings Have Splendid Results.

RETAILERS throughout Ontario have gone after business in a wholehearted fashion this Fall, determined that they will not be responsible for a tardy season. The shops accustomed to staging very early showings have displayed their new Fall stocks a little earlier than usual—ever since the middle of August window displays have been getting in effective work and as Autumn days approach the customers who are not well acquainted with the prevailing modes have only themselves and their lack of observation to blame. The windows in all the better retail stores have been carrying on a splendid business-building campaign, and a glimpse at some of the windows in various parts of the province provides an interesting study. All the windows described below have merit—any dealer will do well to note the schemes carried out. The ideas are good and well executed, and the "plot" idea is given prominence. The practice of creating a little picture from life never fails to interest the casual passerby, who will invariably stop to note a natural-looking group apparently at a tea or dance, when a display of exquisite models shown in any other way might fail to arrest their attention.

The C. H. Smith Co., Ltd., of Windsor, enclosed the rear of their Fall coat display with apple green beaver board. The window utilized was a long one, and attached to the beaver board paneling at each far side was a scenic picture depicting the Autumnal tints of the countryside. Each picture was enclosed with a French window effect, constructed apparently of thick board. A dark brown rug was laid on each half of the floor, the rugs being divided with an oblong brown plush-covered board. Stationed in front of the board was a fancy white wicker basket filled with roses, with trains of pale blue and yellow satin falling from the basket and forming billows as it spread down in front on the floor. Each rug was accompanied by two full-length wax models, each outfitted in a Fall coat. One model, umbrella in hand, faced the front, while her companion had her back turned so that the coat could be viewed from this angle. The two models on the other rug also thoughtfully assumed side positions. By giving all four models the once over, the coats could be examined in detail. In between the figures dark brown and blue coats were laid over hangers. A single card down in front briefly stated:

EXPANSION SALE—FALL COATS
$39.50

A Petticoat Window

Smallman and Ingram of London, devoted a recent window display to satin petticoats. There were grey curtain draperies at the back, with a black and rose mixed rug on the floor. The centre rear was taken up by a wax full-length model, clad in an electric blue satin petticoat and a salmon pink dressing jacket. Laid over hangers at both sides were satin underskirts, the colors predominating being emerald green, amber and light blue. A long stand stood guard at each rear side with an underskirt laid over a rack on top of each stand and a pair of petti-bockers at the base of the stand. The petti-bockers were spread out flat, just as if the wearer were going to slip into them. Atmosphere was provided by a blue china vase at the centre front. The vase contained sprays of gladiolus that tallied with the colors of the underskirts.

Sweaters for Baby

Chapman's, of London, recently pushed juvenile sweaters by a simple but convincing trim. Sweaters were laid in open boxes down in front, with a large doll baby, clad in a bright-colored sweater, seated in the middle box. Sweaters for baby were laid over hangers at the rear with skeins of knitting wool



A Superb Millinery Exhibit

With this window Murray-Kay's of King street, Toronto, announced their Fall millinery opening. Exquisite coloring and unique backgrounds made this window one of unusual merit. Courtesy H. C. MacDonald, display mgr. Murray-Kays.

in boxes alternating with sweaters, for those mothers who preferred to knit their own baby sweaters.

The Arcade, Ltd., of Hamilton, provided a similar background to each of their Fall fashions window displays. The first accessory to strike the eye was a large jardiniere vase, stationed at the rear centre. The vase was cut out of cardboard and colored a nut brown. It was further ornamented with a floral design in light blue. Artificial leaves reflecting the ruddy glow of Autumn were attached in the right places for them. At the back of the vase was a taller pillar, executed in light blue and dotted with the curled russet leaves of Autumn. Branching out from the top of the pillar at each side like arms was a small section of latticework, covered with trailing blossoms of golden yellow.

Effective Draping

Fleetwood Wilson & Co., Ottawa, arranged a simple but effective showing of messaline silk dress lengths in the newest Fall shades. Tall pedestals were employed to drape the goods with, each dress length trailing to the floor. On the billows so formed were laid such dress accessories as handbags, umbrellas and veils. Each dress length had a small card attached to it, indicating the color. The colors represented were mole, black, Copenhagen blue, seal, navy and peacock. Small sprays of orange floral specimens placed on the pedestals imparted the finishing touches to the display.

Baby Blanket Display

The T. Eaton store in Toronto increased the sale of blankets for babies' cribs via the unusual window display route. In this case simplicity sold the idea better than an elaborate setting. Blankets for baby were draped over the pedestals at each front side, trailing to the floor in close proximity to the window glass. The billows so formed by the blankets were not left barren of selling power, for the latter was injected by toy ducks, dogs, rabbits and baby rattles. Each display pedestal was surmounted by a rolled up blanket. The floor space in other places was occupied by blankets in neat bundles, artistically tied with baby blue and pink satin ribbon. The back part of the trim featured full size blankets, there being a brass bedstead at the centre rear, with blankets laid over the bed posts. The exhibit was balanced at each rear side by a blanket folded over a square stand, fully as tall as the T type.

A Soiree Musicale

The Robert Simpson Co., Toronto, cleverly suggested a society musical in connection with a recent Fall evening dress display. First of all there came several full length wax models, representing the latest in evening wearing apparel, who assumed different standing postures. A grand piano took up most of the centre space, the piano being presided over by a handsomely gowned woman.

She rested her blue ostrich fan on the side of the piano bench at which she was seated. Standing a few feet away was a full-length wax male figure, faultlessly attired for such a function. In one hand he grasped a violin, with the other hand he held the bow, indicating that he was about to entertain his distinguished audience that the setting so convincingly implied. His gloves rested on an orange plush upholstered walnut chair at his side.

A Beautiful Setting

Eatons also arranged an artistic evening dress exhibit in connection with their Fall openings. The wax mannikins were all gotten up preparatory to leaving their homes to attend some social function. At the centre was a settee with an evening wrap laid over it and the fair lady owner resting on the same. The right side contained a beautiful period cabinet phonograph. To the left was a lady's writing desk, with a lady seated beside it. Her evening wrap was laid over the back of the chair. At each front side were laid small blue rugs, laid on which were such evening dress accessories as a white muff, pair of brown Oxfords, umbrella, yellow brocade dance pumps, green ostrich fan, beaded bag, pair of white kid gloves, and silver shoe buckles. The evening dress figures dressed for the street helped to put across the idea by such stunts as holding a fur neck piece over the arm, a beaded handbag on the wrist and one glove on and one off, preparatory to slipping it on.

SHOEMAKING—AN ALL-CANADIAN INDUSTRY

Of all the industries carried on in this country, shoemaking is, perhaps, the most purely Canadian. Most of the leather is tanned in Canada, and a large part of the linings are made here, much of the machinery is now made in Canada, while the actual boots and shoes themselves are made by Canadian labor, co-operating with Canadian capital.



Canadians at I.A.D.M., Detroit

Leading display men from England and Canada as well as the United States attended the 23rd annual convention of the International Association of Display Men at Detroit, July 12-15. Among the Canadians in the group are F. G. R. Lacey, display manager for Fairweather's, Ltd., Toronto, whose name was on the prize list several times. Others from Toronto noted in the group are Messrs. Apted and Maynard, T. Eaton Co., Ltd.; H. C. MacDonald, Murray-Kay,s, Ltd.; and C. Bray, Holt-Renfrew Co., Ltd. W. Oliver Johnston, of Edmonton, who captured a number of first prizes, is also in the group.

Store Service Reflects Study

Perfect Store Service is Result of Appreciation of Customers' Attitude Combined With Intelligent Effort on the Part of Salesforce.

SERVICE, that much abused word, stands for a good many things in a good many different minds. Yet, practically every mind, in a retail sense tries to give store service a material character. It may be that this is the reason why service means one thing to one store and something else to another. Also it may be the reason why some customers think a certain store's service is poor, while others think it is good.

Service is an idea, a point of view, rather than a thing. It exists almost wholly in a customers' mind, no matter what factors enter into the putting of it there.

Viewed in a material light, service includes good salesmanship, good store policy, and goods and the mechanical helps at the command of the salesperson—everything that expedites the exchange of money for merchandise, from the viewpoint of the customer. Good service saves the customer's time and energy, it makes shopping interesting as well as profitable, it saves the customer's patience, and, in effect, at least, saves money for her.

A store may have the best goods on earth for the money, it may have all the mechanical appliances known for saving time and energy, and it may have a well lighted, well ventilated store and yet its customers may feel that its service it not of the best. In this instance but one thing is out of tune—the work of the sales-clerk. This does not imply that she does not know her goods or that she is not versed in the technique of selling. It means that the clerk is unable to put the store's service in its real sense behind her. She is unable to express the store personality through her own personality. This is because she has been taught to consider service as a number of parts, as if it were a piece of machinery.

Store service is not machinery any more than railway service is just stations and rails. It is the institutional idea back of the machinery and the goods. It is in reality the store's clientele who actually give service its institutional stamp. The customers make a store what it is.

A store idea is weak unless it is applied throughout the store with equal force. Good service in the ready-to-wear department is weakened if poor service is rendered in the corset or millinery departments.

Uniform Service Required

Educational methods are overcoming this weakness in many stores, yet there are still some stores in which good and indifferent service are found side by side. This is doubtless due to lack of interest on the part of the heads of one or more departments or it may be due to the method by which the educational work is carried on. Whatever the reason, the fault needs to be corrected if store service is to mean anything definite to customers. It is quite common practice nowadays to exploit store service in the advertising. There could be no better place, since the store advertising is as much store service as the elevators or delivery. If the advertising man has this idea of it he can do much to interest customers in good store service.

A concrete example of a somewhat unique form of store service as advertised recently by Murphy-Gamble of Ottawa is worth quoting as a typical instance of good co-operation on the part of the publicity and sales sections of an average large department store. The following invitation appeared in the stores regular daily ad. and illustrates

FREE

Health and Beauty Lectures

IN OUR TEA ROOM

By Mrs. Margaret Josephine Blair

on

Tuesday, Wednesday, Thursday, Friday and Saturday afternoons, Sept. 7th to 11th inclusive, at 4.30.

Mrs. Blair has nothing to sell and asks nothing of her hearers but their attention.

Afternoon tea served as usual.

the fact that the up-to-date store has got the right idea of what constitutes service and this in turn helps general service.

"Meet Me"

Another idea along the same lines was noted recently in an advertisement by the Jas. A. Ogilvy store, of Montreal, which has inaugurated an altogether novel feature of store service by featuring its rest room and music department as a rendezvous for appointments. A large leather-bound appointment book is placed conspicuously on one of the tables, in which the place and time may be entered by the customer, who wishes to meet someone later on in the day or week. The book itself is entitled "Meet Me."

Points That Score

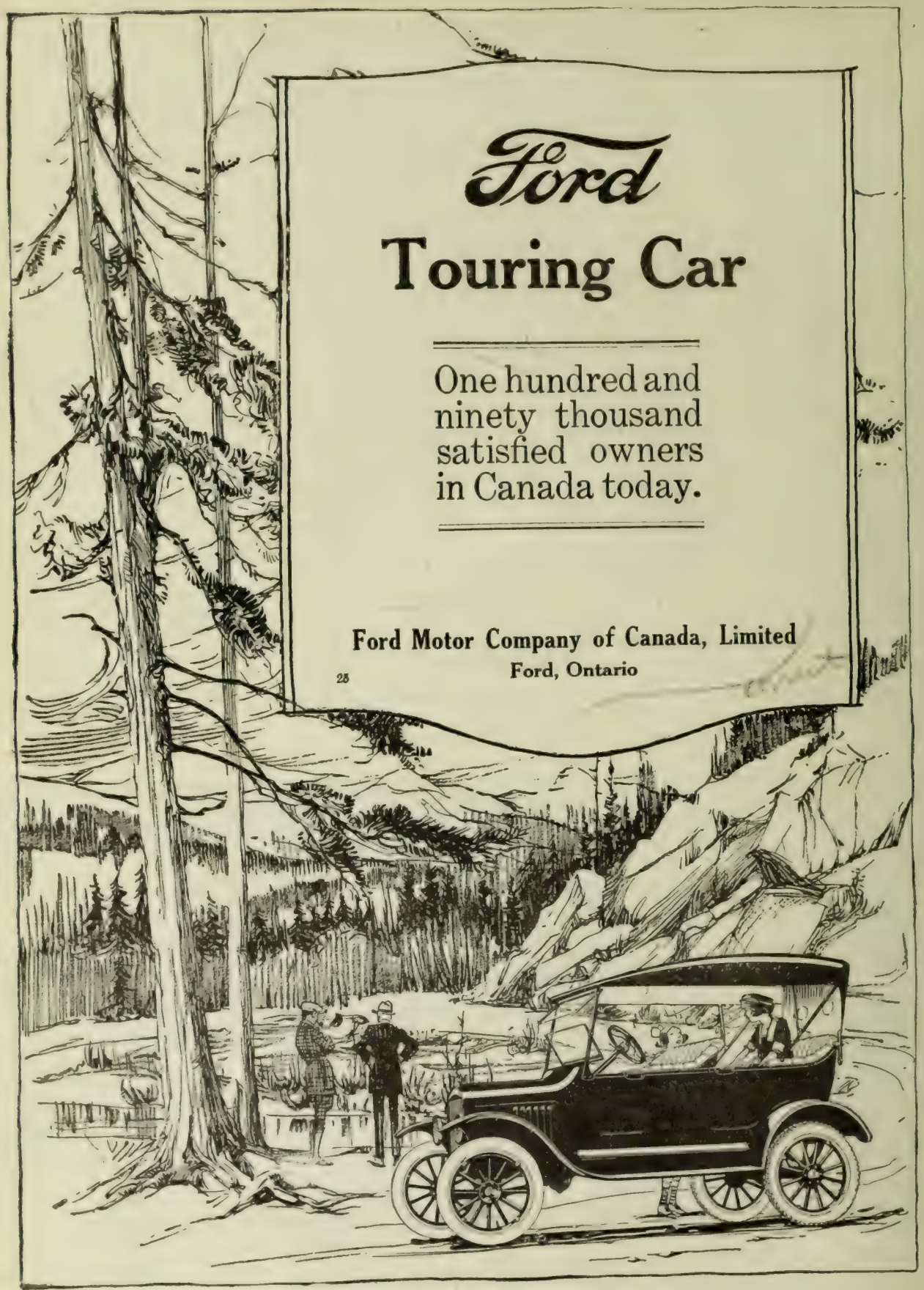
Other ideas along these lines might be cited, including the crochet and embroidery lessons for customers held in the art departments of many up-to-date stores, the miniature hospital and first aid equipment maintained for both employees and customers. The baby department, where scales and a trained nurse are tremendous attractions to young mothers, who will inevitably become life-long friends with the store which gives them such vital service. The corset department, in charge of a trained staff of corset fitters, which will sell, repair and launder corsets as well as ensure their perfect fit and becomingness. These and a multitude of others are the outward and visible signs of an understanding and sympathy on the part of store executives regarding the store's relationship with its customers. When customers see their desires reflected in the sales clerks' efforts and the store's own progress, they give to that store credit for real service.

The personality of the store should be personified in the sales force, the buyers and managers, in the store delivery and other mechanical details, cash, wrapping, complaints, telephones, and the credit office, through the advertising and the windows. But the foundation must be solidly built upon the basis of courtesy, accuracy and speed in order that the whole may reap profit and satisfaction to store and consumer alike, and more nearly attain to that "super-service," the ideal of the merchandising world at large.

NEW HAIR DYES

The prospective change in French coiffures is noted in a special cable despatch to the New York "World" to the effect that padded hair will be fashionable in the French capital for the coming Winter season. In addition to the old-fashioned hair rats, specially shaped bits of velvet will be woven into the locks of the wearers, producing a fluffy and very high headdress, which will present a somewhat tousled effect.

Mr. Gurney Walker, of Gurney Walker Company, manufacturers' agents, has just returned to Winnipeg, after spending a month in the East, where he visited the principal business centres.


Ford
Touring Car
One hundred and ninety thousand satisfied owners in Canada today.
Ford Motor Company of Canada, Limited
Ford, Ontario
25



A yard and seven-eighths at $1.69 per yard

QUICK— How much will that cost you?

No, of course, you can't say until you stop and figure it out! Naturally you check back over your figures just to be sure you get everything right—

And, too, you must be pretty familiar with fractions, or decimal equivalents in order to do this at all.

Do you wonder then there are so many mistakes made in reckoning sales of piece goods? A few of them (charge accounts) can be rectified, but what of the far greater number of cash sales?

But with Measuregraphs—the answer is indicated INSTANTLY! $3.17! Accuracy is assured, sales are speeded up, and auditing simplified.

Write for further particulars
A representative will gladly call

TRADE MARK
MEASUREGRAPH
REG U.S. PAT. OFF.

THE MEASUREGRAPH COMPANY

Of Canada, Limited

88 BAY STREET, TORONTO

St. Louis New York Boston Chicago Dallas Atlanta Minneapolis San Francisco
Des Moines Omaha Havana

Inter-place-able Unit Fixtures



This is the "Modern Method" of display.
It is efficient.

Write for Catalogue.

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

181-199 CARLAW AVENUE

TORONTO

CANADA'S LEADING DISPLAY FIXTURE HOUSE



No. 19-E—Dress Form

Forms and Fixtures of all Kinds

—Perfectly Finished—

Our forms are faultlessly finished and positively true to life in every detail. They offer you a medium of display that will do your very finest goods full justice. A paying investment.

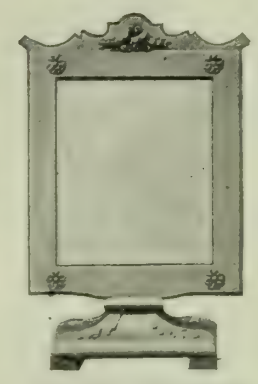
Will not crack ; easily washed

Our range of fixtures meets every possible demand in displaying all kinds of merchandise. Artistically designed, made to withstand hard wear, they will prove an economy as well as a worthy acquisition to better display.

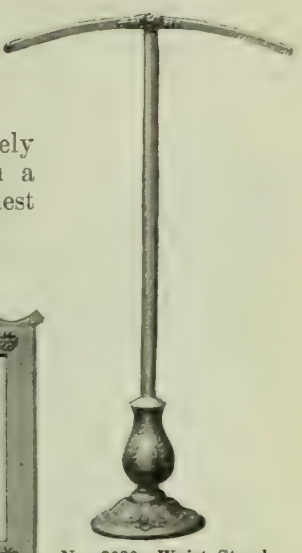
The name

DALE

always warrants your confidence.



No. 4040—Ticket Stand



No. 2020—Waist Stand

Agents:
P. R. MUNRO
259 Bleury St.
Montreal
E. R. BOLLART & SON
501 Mercantile Bldg.
Vancouver

DALE WAX FIGURE CO.
LIMITED
86 York St. TORONTO



ZOURI
Store Front

Built for

R. J. SIBERRY
337 Danforth Ave.
TORONTO

Mr. Siberry stipulated that he must have frost-proof windows even on the coldest days.

He attained his object by using

ZOURI
SAFETY SET
STORE FRONT
CONSTRUCTION

Ask him what he thinks of it!

Ask Our Nearest Office for Zouri Catalogue

THE BEST PG IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

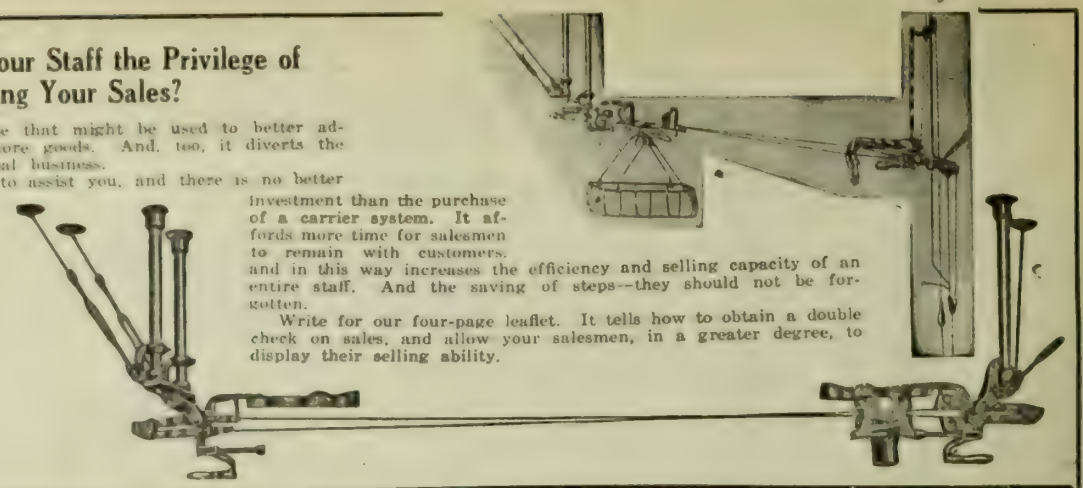
THE BEST PG IN GLASS

Why Not Allow Your Staff the Privilege of Increasing Your Sales?

Making change takes time that might be used to better advantage in the selling of more goods. And, too, it diverts the salesman's mind from his real business.

We have a Cash Carrier to assist you, and there is no better investment than the purchase of a carrier system. It affords more time for salesmen to remain with customers, and in this way increases the efficiency and selling capacity of an entire staff. And the saving of steps—they should not be forgotten.

Write for our four-page leaflet. It tells how to obtain a double check on sales, and allow your salesmen, in a greater degree, to display their selling ability.



Gipe - Hazard Store Service

Co., Ltd.

113 Sumach Street

Toronto - Ont.

Our Wax Beauties

Are the Last Word in Modelling and Sculpturing



No. 1 Special

We have many others posed from life of which we would like to tell you.

Write for Photos, Prices, etc.

J. R. PALMENBERG'S SONS, Inc.

63-65 WEST 36th ST., NEW YORK

BOSTON 26 Kingston St. | CHICAGO 204 W. Jackson Blvd. | BALTIMORE 108 W. Baltimore St.

The right place to find Display Equipment is at



DELFOSSE & CO.

You get "Up-to-the-minute style" in Enamelled Mannequins, Wax Mannequins, Men's Mannequins. Fixtures for all classes of goods.

Quality and Durability is the motto of

Delfosse & Company

Canadian representatives of the celebrated Wax Figures of Pierre Imans, Paris.

If you did not get our Catalogue, a line to us will bring it to you.

DELFOSSE & CO.

247-249 Craig St. W. Factory: 1 to 19 Hermine St.

MONTREAL

COATS ON HAND!

We have on hand a large and attractive assortment of

COATS AND COATINGS

of high standard and superb quality.

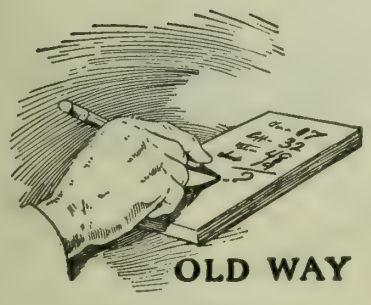
These garments must be cleared at once. It will be very much to the advantage of the wide-awake and quick buyer to come in and see us.

Write for samples.

The Regent Cloak Company

243 BLEURY STREET MONTREAL

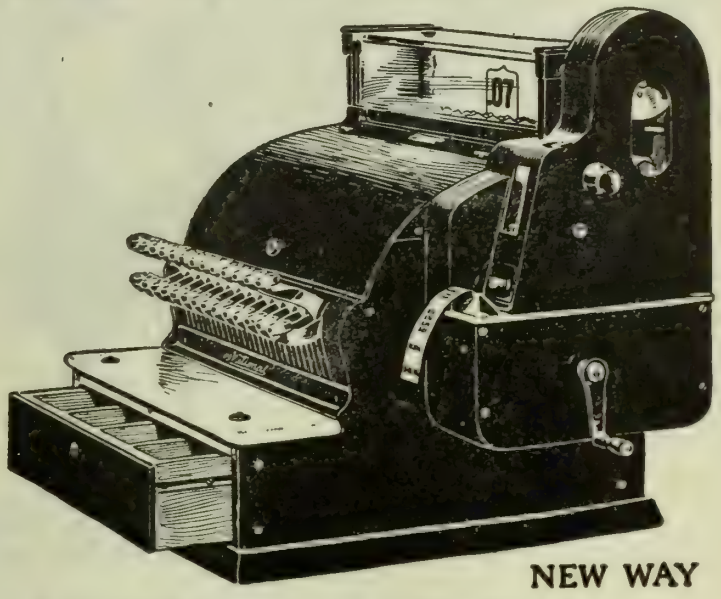
No more mistakes in adding up the items of a sale



OLD WAY

By hand and brain and pencil.

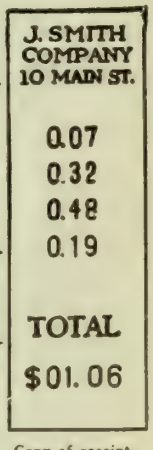
Makes mistakes.
Causes losses.
Causes worry.



NEW WAY

This new receipt-printing cash register adds the items by machinery.

1. It prints a receipt for each customer.
2. It prints the price of each article.
3. It indicates the price of each article.
4. It prints the total of all items.
5. It retains an added and printed record.



Copy of receipt, with merchant's name, printed for each customer.

It also does many other things which have made National Cash Registers a business necessity.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED
TORONTO, ONT.



The kind of Service your customer likes

"HERE is your change. Eight-fifty, nine, ten dollars, and your package. Thank you."

It took the sales girl less than a minute to wrap Mrs. Brown's purchase. But Lamson service is quicker still, and Mrs. Brown's change arrived from the cashier's desk before the cord around the parcel was knotted.

Mrs. Brown likes this kind of service. It is not only quick, but quiet and dignified.

Also, Mrs. Brown gets a receipt showing exactly what she purchased,—goods, number of yards, price, total amount. This receipt protects her—and the sales girl as well—in case of any question or misunderstanding.

Lamson improved service assures safety, speed, economy, and a uniform method of handling all store transactions. It greatly increases the efficiency of your sales force.

Merchants everywhere are enthusiastic in the praise of Lamson carriers. Here is what Fairweathers, Ltd., Toronto, Canada, say about their Lamson System:

"We are glad to take this opportunity of telling about the good service we are getting from our Lamson carrier system, in handling all kinds of sales. We are certainly very well satisfied with our Lamson carrier system."

A station number that can be changed in a few seconds is one of the improved features of this new Lamson cable cash box.

THE LAMSON COMPANY
BOSTON, MASS.

Branches and Service Stations

Boston	100 Rockstor St	Detroit	97 Woodward Ave	Toronto	136 Simcoe St	St. Louis	709 Pine St.
New York	9-21 E. 27th St	Cleveland	2063 East 4th St	Chicago	6 No. Michigan Ave	Vancouver, B.C.	603 Hastings St.
Philadelphia	249 N. Broad St	Cincinnati	1190 East 5th St	Omaha	418 McCague Bldg	Dallas	905½ Elm St.
Pittsburgh	19 Third Av.	Indianapolis	Cor. Washington & Illinois	Minneapolis	320 Tribune Annex	Seattle	217 Stewart St.
Baltimore	Equitable Bldg	Los Angeles	221 San Fernando Bldg	San Francisco	617 Mission St.	Washington, D.C.	426 Colorado Bldg.
Rochester	94 East Main St.					Atlanta	30 Moore Bldg.

Additional Service Stations

New Orleans, 124 St. Charles St. — Albany, 22 So. Pearl St. — Buffalo, 194 Main St. — Kansas City, 210 New Ridge Bldg.

Lamson Speed Protection **IMPROVED** Flexibility Economy **Service**

WINDSOR BRAND CURTAINS

WINDSOR BRAND CURTAINS
In
Marquisettes
Voiles
Nets
Point Arabian



COMPARISON—is the power that will make or destroy. **"Something better"** in the class of Curtain you sell, eventually means **"Something better"** in the business you do.

WINDSOR CURTAINS—please in every particular—appearance, quality, wear—and this has not been attained by any accident, but as the result of many years' experience, and our improved methods and facilities.

OUR REWARD—is a growing list of discriminating customers, from Coast to Coast. Are you among their number?

We are now showing line for Spring 1921. See them and get your share of the benefits they bring to your Drapery Dept.

PRIME AND RANKIN, LIMITED

Established 1892

22 Warser Gate
Nottingham, England

74 York Street
Toronto

"BUY NOW!"

The slogan of Toronto Exhibition and words to the wise are *BUY NOW!* Manufacturing costs are increasing, not decreasing, and there can be only one outcome. Besides, late buyers are sure to risk disappointment in deliveries.

The Call for Curtains of Exclusive and Beautiful Design

is increasing. The public are being educated up to better and more beautiful goods. In the

"Biltmore"

they are more than satisfied, for our curtains are the output of experts able to produce designs of original loveliness.

Biltmore Curtains are already shrunk, and renew their primal beauty with every washing.

A shortage of material necessitates early placing of orders.

The Biltmore Curtain Co., Ltd.

332 Craig St. W. Montreal

More Interest is Shown in Artistic Furnishings

Furniture May Be Made One of the Most Effective Features in Department Store—Recent Sales Reveal Latent Possibilities for Store Service—Styles in Vogue—New Increased Prices.

SEPTEMBER Housefurnishing Sales" was the purport of a sign at the entrance of one of Montreal's large department stores, and in response to its invitation a Dry Goods Review staff member paid a visit to the many departments which cater to the needs of the modern home.

Although few dry goods stores to-day consider furniture as an integral part of their business, yet according to one man who has had many years of practical experience, a furniture department may become the real pivot in a store, upon which the sales of draperies, bedding, curtains, wallpapers, carpets, china and glassware, silverware, pictures and even yardage goods may depend to a degree altogether surprising to those who have not realized the latent possibilities in furniture.

A furniture department nowadays presents a vista of polished surfaces of every possible shape, period and size, together with soft notes of upholstered pieces and summer furniture of gay chintz and wicker. But when the question is put "What is selling best?" the answer invariably is given:"Stuffed-over Chesterfields, armchairs and period furniture in 'Queen Anne' and 'William and Mary' designs."

Furniture Sales Successful

If straws may be said to show the way the wind blows, then may the recent August Furniture Sales be said to demonstrate conclusively what the public wants. In all cases, it was stated, the August sales were more than usually successful, and not only was a satisfactory clearance of Summer lines effected, but much of the regular stock was moved as well. Were it not for the fact that lack of housing accommodation is proving to be a really vital problem, the volume of sales would undoubtedly have been greater, but on the whole the demand was better as regards good furniture, and made up in quality what it lacked in quantity. The growth of apartments is another reason for restricted buying, and small pieces are more popular than large on this account.

Education Telling

The most noticeable thing about furniture buying this year, according to one department head, is the really marvellous improvement in taste on the part of the public. When asked to what he attributed this marked tendency for better things, he replied: "I believe that



the schools, moving pictures and magazines have educated the present generation so that they will not tolerate the early Victorian rubbish of their parents' time and will have nothing but the best, even if they must wait for it." He further explained that customers nowadays, when they want to refurnish their home or even renovate one room, will pass several hours, armed with a sample of wallpaper or a scrap of upholstery, studying the color blending of a rug, or the effect of a certain period in furniture, until they are thoroughly satisfied that harmony and good taste have been achieved.

Helps Moderate Incomes

The department store, it is claimed, saves money to the small purchaser, as there is one price for everyone and the overhead cost of selling is less than it is in a specialty furniture shop. Furthermore, the advantage of being able to get everything under one roof is a tremendous advantage, and it has been proved again and again that once a customer has made a purchase of a bedroom set, for example, it is nearly always possible to push the sale of a rug, curtains, wallpaper or bedding.

With this end in view several Montreal stores have introduced the model-flat idea into their departments, where complete sets are shown against suitable wallpapers and hangings, and the effect, as may be imagined, is worth ten times the effort of a salesman as regards selling power.

Make One Good Investment

Another feature mentioned by the buyers interviewed was the fact that the day of odd furniture is past and gone. The "suite" reigns supreme and people refuse to look at odd pieces except when they are for an unimportant room. When a young couple come to purchase the necessary furnishings for the new home, it nearly always happens that they select a good looking upholstered suite or a Queen Anne dining and bedroom set, and if the price proves to be too much for them, the result is usually that one good set at least is selected and all the money invested in it, the remainder needed being delayed for such a time as finances will permit. Hardly ever are they satisfied to buy a cheap set as a makeshift. "The best is cheapest in the long run" is the motto of the home seekers of to-day.

In bedroom furniture, the brass or enamel bed has been practically superseded by the wooden one, which is usually quite the most artistic unit in the suite. In dining-room furniture, modern taste demands the oval and oblong designs in walnut, oak or mahogany tables, the preponderance of popularity being in favor of the walnut. No home is complete without a Chesterfield, and the newest varieties are quite the last word in comfort. The stuffing is reinforced by myriad little steel springs, which completely prevent the cushions from wearing down and ensure an even resiliency.

Payments for furnishings are seldom conducted upon an "instalment plan," so-called as such. In the better stores, a "Home-lover's Club" provides an opportunity for those with restricted incomes to purchase upon a basis somewhat similar to the instalment plan, but in most cases the furniture is paid for by two instalments only.

The Increased Prices

Rapid advances have affected furniture prices to a great extent, especially in case goods. It is said, that in three years prices have doubled, but due allowance must be made for the change in popular taste. Whereas a few years ago the demand was for quartered oak on stereotyped factory-made lines, now more than twice as much furniture made of walnut and mahogany in such designs as Hepplewhite, Louis XVI, etc., is sold. How much higher prices will go no dealer can foretell.

It is well for the salesman to provide helpful and instructive information and lead customers to an intelligent appre-

ciation of why furniture is more expensive to-day. As one buyer explained, "Customers are always enquiring why prices are increasing, and for a salesman not to be able to offer an explanation when required leaves him open to suspicion and creates a bad impression in the opinion of the customer. Furniture is the one line which requires the establishing of a strong bond of natural confidence and sympathy between buyer and seller."

British Industries Willing To Export

British Chamber of Commerce Offices in Paris Furnish Valuable Aid

Amongst British Chambers of Commerce established abroad, that of Paris is conspicuous for its enterprise in serving the requirements of British trade and industry, and, furthermore, possesses a very active Canadian section.

The committee of this section is composed of persons themselves interested in trade with Canada, and consequently, is in a position to supply all the requirements of Canadian members. The membership of the chamber is restricted to firms of British nationality, it receives no subsidy from the Canadian or British Governments, and carries on its most necessary work entirely through the subscriptions of its members. To enable the chamber to take up a firm position and thus sufficiently combat foreign competition it very naturally deserves to continue to add to its membership.

Amongst other things it puts its members into touch with suitable agents in France, obtains information on the commercial standing of French firms, supplies exact customs classification of goods, notifies changes in French customs duties and proposed commercial legislation, communicates enquiries from French buyers of British goods, and, furthermore, publishes a very useful bulletin of information.

Application for membership should be made to the secretary of the Canadian section, British Chamber of Commerce, Incorporated, 6, rue Halevy, Paris.

Slow Deliveries Boost Prices

Linen Prices Still Soaring—Irish Shipments at a Standstill—Blankets Very Scarce and Demand For High-priced Lines Continues.

THE following excerpt from a letter received by a Montreal wholesaler from a prominent exporter of pure Irish linens throws some light on the linen shortage in this country and in the rest of the world's markets.

It reads as follows:

"Owing to a general strike in Lurgan by a section of the employes in the linen trade we are at present running only half time and are unable to get goods despatched, as the dockers have been influenced by our strikers not to handle goods forwarded by any of the linen trade. It is uncertain when your orders can be delivered."

This is the situation in Ireland in a nutshell and at the present time it is a serious matter. Even at the increased price, linens have sold freely during the Summer, a large amount having been taken up by American buyers who reported a positive dearth of pure linen products in the States.

Abnormal Delay in Delivery

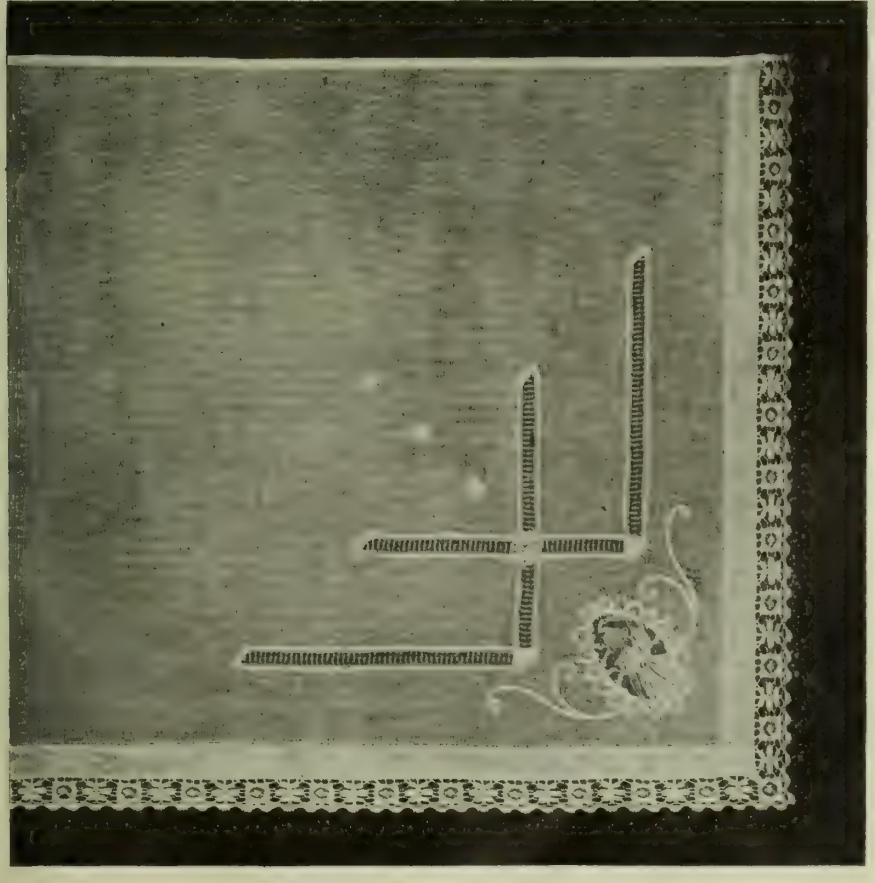
The majority of last year's orders have not yet been delivered and no firm is able to forecast next season's prices in consequence of this abnormal delay. The demand for high grade linens, according to one retail buyer, is stronger than ever because the public has never felt the prices which have prevailed in other centres.

Staple linen goods in napery, towelling and sheeting are very good and little preference is shown for union goods in spite of the prices asked for the pure thread. As a Montreal buyer put it, "real Irish linen is not only purchased for itself but for the pride of possession which goes with it and the world scarcity of flax puts a still higher value on all kinds of linen." Fancy linens are reported not so good as the staples, but lunch sets in Madeira and Cluny lace, as well as hand hemmed lines, are selling freely.

Damask table linen is reported steady and there is a tendency towards an increased sale of the cotton and union grades.

Fine quality Madapolamis and nainsooks are hard to get and expensive. Spring deliveries will be in the vicinity of $1.50 per yard against $1.25 prevailing now. "N.S.K.L." and allied qualities of finest Horrockses' make are quoted today at $1.12 to $1.50 per yard. The entire range of linen goods costs today just eighteen times its prewar price. Linens, it is predicted, will continue to climb. The mills took orders twelve months ago on prevailing high prices and are playing a waiting game. They have accepted large export orders and are some 12 months behind on deliveries at present.

Cotton blankets are scarce, due to the aforesaid tardy shipments, the present price is about 10 per cent. higher than last Spring's. All wool blankets are very high and scarce, pink stripe effects are impossible to procure owing to their popularity. Tickings and grey cottons are becoming scarce as no deliveries have come to hand in many months.



A Dainty Curtain

A cream marquisette model with handsome corner treatment in Cluny and employing drawn work with excellent effect.

GEO. H. HEES, SON & CO. LIMITED

COMFORTERS and PILLOWS

SLEEPWELL QUALITY

MADE IN CANADA



MADE IN CANADA

We are manufacturing the most extensive line of Comforters and Pillows and are endeavoring to make the "SLEEPWELL" quality stand for the best that is obtainable in these goods.

GEO. H. HEES, SON & CO. LIMITED

52 Bay Street
Toronto

GEO. H. HEES, SON & CO. LIMITED

Spring Season 1921

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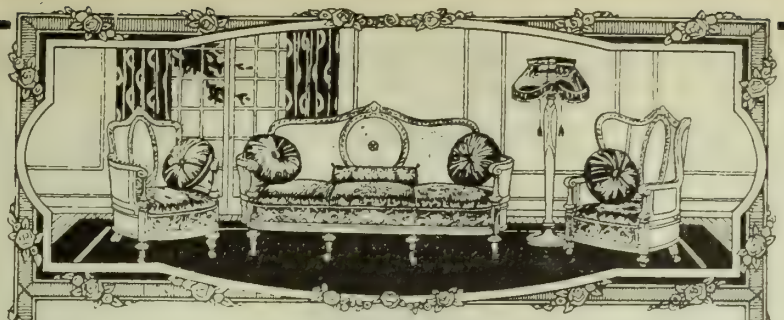
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Fall Openings in Fashion Salons

Week of September 13 Chosen by Retail Trade in Which to Present Interesting Pageant of Smart Fall and Winter Fashions—Autumn Tints of Rare Beauty Sponsored by Creators of the New Modes.

WITH the return of frosty days, and the gorgeousness of changing foliage, Dame Fashion is also turning to colors that cheer the eye. From nature's paint pot she has borrowed the Autumn glory of the copper beech, the yellow of October birch, and the flame of the rowan berry. These she uses wisely against a dull yellow background, matching the leaves that strew the ground. Montrealers are, by now, once more settled in their city homes, after the holidays spent at sea-side and mountain, and once again thoughts revert to the all important problem of the coming season's wardrobe.

Montreal stores have never before presented so dazzling an array of enticing Autumn offerings, as this season, and the temptation to spend long hours in visiting the many expositions is one seldom denied to any woman.

It is impossible to differentiate as regards the merits of the many different exhibits, each being the result of a personal interpretation of the mode and varying in expression, according to the personality of the store's clientele. Perhaps the most unique presentation of the new fall models was that adopted by Almy's Ltd. during the entire week of Sept. 13th, when a Fashion Revue was held every afternoon from 2.30 to 4 p.m. Living models presented the large collection of wraps, coats, suits, gowns, hats, etc., which are being featured for the coming season.

A large section of the second floor was set apart for the display which took place upon a long run-way raised about three feet from the floor and which measured about 100 feet in length. Pillars were placed down the centre at intervals, on which graceful clusters of autumn fruits and foliage were arranged. An orchestra, near at hand, rendered the latest musical numbers, and one by one, in step with the rhythm of the music, the mannequins came down the run-way, each the living personification of Fashion herself.

The costumes presented varied from the most gorgeous and extreme evening gown for a woman of mature years to the most minute knitted Oliver Twist suit worn by a chubby youngster of three summers. Altogther some 25 models took part, and from the first moment when six stunning young women in the smartest of riding habits, complete with leather leggings, crops, and gauntlet gloves, took possession of the stage, the large audience was completely captivated.

Quite the most charming of the models presented was one worn by a girl of some 18 years, developed in coral pink



An Afternoon Tailleur

Exclusive in the truest sense of the word is this suit costume developed in moonstone gray duvetyn trimmed with draped collar and deep snug cuffs of Hudson seal. The long peplum effect in the coat defies convention and claims a narrow belt, just to be different.

charmeuse, in draped effect over a slip of silver metallic lace. The shoulder straps were a large butterfly of pink tulle caught with silver, and a huge rose feather fan was carried.

Another beautiful model was of nigger brown panne velvet, over the same shade of Chantilly lace. The skirt was cut in four loose panels which showed most becomingly the underskirt of the lace. Transparent elbow sleeves peeped from under the plain bodice of the velvet.

One suit of Malay brown broadcloth was worn by a matron, which was particularly stunning. A choker collar of natural opossum and many lines of silk stitchery, outlined by tiny buttons, lent an air of French smartness to the costume.

The party dresses for kiddies were especially lovely, and were for the most part made of Georgette in pastel colors, trimmed with adorable ruffles of the same material. It was truly remarkable to observe the perfect "sang froid" of these youthful models, who were not in the least abashed by the eager crowd of spectators.

At John Murphy's

A second exhibition which attracted much comment was that of the John Murphy Company, Ltd., which took place also on Sept. 13th and the following days. The entire third floor was devoted to the showing of the most exclusive models, many of which were imported from Paris especially for the showing. A pretty feature of the event was that each saleswoman was the recipient of a beautiful corsage bouquet of American Beauty roses presented by the management and which she wore during the opening afternoon. The fragrance of the flowers, together with the charm of the sourroundings, created an impression as favorable as that made by the models themselves.

In the centre of the salon was seen a Paris model from the Maison Christine, developed in Roman striped taffeta combined with black, made in bouffant style with a double sash tied at the side of waist and hips. Kimona sleeves and a high collar at the back only were distinctive touches. A second French model from the same house was made of rose taffeta shot Ming blue. Pouch-shaped bouffancies on the hips simulated pockets and the fullness around the hips was shirred in at the waist by tiny hand-run cordings. The skirt hem and elbow sleeves were also shirred in the same way, and a narrow girdle of tricolor ribbon finished the waist.

Lovely Evening Gowns

Evening gowns are a feature of Murphy's display, and are truly visions of exquisite beauty. One creation of orchid satin, had bouffant paniers in double tunic effect, edged with silver thread. Tulle wings lent an airy touch to the shoulders, and silver motifs ornamented the little bodice. Another Paris gown was of white Georgette with an accordeon-pleated apron tunic in front and back, the edges of which were beaded and embroidered in rose and blue shades. The entire front of the bodice was covered with this combination of embroideries, further enhanced by the addition of an all-over design in silk braid threaded through the Georgette, a most unique finish.

"A magnificent harvest of glorious Autumn styles" is the description given by Goodwin's Limited to their Exhibition

of ready to wear apparel, which, like the other stores mentioned took place during the same week. The window displays are quite in keeping with this description, as the same note is struck of russet and brown foliage, against a French gray background. A particular fine representation of a forest scene provides an admirable setting for the various suits and wraps displayed. As cleverly stated in their announcements for this important event, the curtain has risen upon another act in the drama of life, entitled "The Sartorial Feminine." Madame Fashion enters, fresh from Paris, via London and New York, and she will now interpret Autumn moods in Autumn modes.

And then follows a charming description of the various interpretations, such as may be seen in Goodwin's own windows. One such model is described as follows:

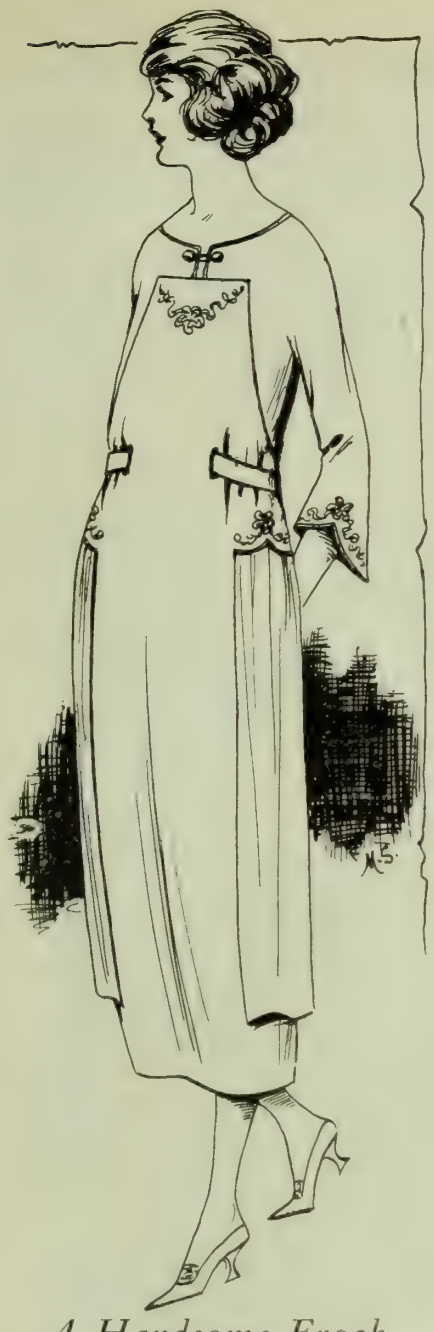
"Green as moonlight shining on an emerald is that dress of Georgette made over black kitten's ear. It is open at each side, and at the back in slits, disclosing the black background. Embroidery is a striking note. Black beads, black-spangles and gold stitching. The three-quarter sleeves and round neck are edged with heavy beads."

Another description which follows is also worth quoting: "Very different is the next dress of tete de negre kitten's ear. The oldest part of it is the eleborate shirring at the waist, finished into a thick roll—like a ruff almost. The long sleeves and the overskirt, (which we notice is in two halves) have a very unusual trimming, oak leaves and flowers of tan broadcloth, applied with gold stitching. The plain bodice with the Russian back is quite youthful." A third model, which is on view in the Eastern windows, inspires the following: "All the opulent grandeur of the Orient blazes from that dress. Straight as a hazel-wand, supple and sinuous, almost voluptuous. How excellent for restaurant wear! Black charmeuse and velour combined. A long conical panel of velour runs down the back and front with the apex at the throat. Cuffs are of a novelty beyond compare. And how can we begin to describe the Chu Chin Chow colorings of the embroidery so lavishly used all over the dress?"

Henry Morgan's Showing

Probably no store in Canada can boast so complete and at the same time so beautiful a fashion department as that comprising the entire second floor of Henry Morgan & Co., Ltd., Montreal's most exclusive store. For the last few months, a gradual re-arrangement of the floor space has been taking place, until now, on the occasion of their Fall opening, the whole section is worthy of comparison with any of the fashionable shops of Paris and London.

The plan followed in the inception of this up to date department has been mainly to simplify the worries of shopping for both customer and sales-clerk.



A Handsome Frock

This modish navy serge will make its appearance anywhere in day time hours with success. A new treatment of waist and panels is shown and Tuchia red silk and dull silver make the embroidered motifs very effective.

It is a gradual development from children's apparel to their mother's, each section merging into the other, so that a natural sequence is attained; due attention being paid at the same time to the setting and atmosphere of the whole.

The French Salon

In the heart of this domain of fashion, is found the last word in interior decoration and charm personified, namely, the newly opened French Room, where only the most authentic of Paris modes are shown. Here, as in the adjoining salons of millinery and ready to wear, are presented all the season's most exclusive and distinctive models. Glass cases guard treasures of color and design, bearing names which make even the most blase shopper gasp. In each case, a distant color scheme prevails, and a slender vase of blossoms is usually the only other ornament beside the garment itself, which is, of course, of French inspiration. A "Jenny" model suit was noted, developed in Egyptian red silk duvetyn, combined with an antelope shade of same material, in one case. Another "Worth" creation wrap of apple green duvetyn has a novel trimming of coque feathers. A tomato shade chiffon velvet wrap, made by "Madeleine et Madeleine" showed ingenious draping, the lining of bisque crepe meteor was particularly stunning. Other famous French houses included in this magnificent collection was Premet, who sponsored a coat-wrap of blue and scarlet suede cloth; Barnard, a reindeer duvetyn frock embroidered in floss; and Cheruit, a navy and brown plaid cape-coat, with toga collar of French seal.

The "dernier cri" in lingerie is also in evidence at Morgan's opening. Marvellous hand-made creations of flesh crepe de chine are shown in sets,, the only ornamentation being narrow folds of white bretonne net, upon which a small banding of wool embroidery has been worked in pink and white. Other sets of palest blue crepe-de-chine are enhanced by inserts of delicate Valenciennes lace. Tea gowns of Chantilly lace and satin and boudoir jackets of similar delicate fabrics, together with blouses of rarest design, are other features of Morgan's altogether lovely showing.

A particularly attractive point about the display was the convenience afforded to customers by means of the numerous fitting rooms which are entirely walled in mirrors, arranged in such a way that the customer can study herself from every possible angle without the confusion of seeing herself multiplied by means of a poor arrangement of mirrors to a distracting extent. The new color scheme adopted for these fitting rooms carries out the note of the entire fashion section, namely pale green enamel with gold traceries.

Ogilvy's Collection

Yet another collection of French models is on view at James A. Ogilvy's, Ltd., where the range of ready to wear is unusually smart and varied. One gown, an authentic Jenny model, is developed in black duchess satin over a narrow slip of old rose panne velvet. The satin overdress is studded with jet nail heads, and a massive beaded cord girdle in triple strand effect accentuates the waist line. A Brandt model was developed in cloth of gold, with a black satin bodice, cut in V shape decollete with tiny shoulder puffs of black. A black Chantilly lace gown had an underslip of taffeta with heavy incrustations of crystal beads interspersed with jet. A very handsome costume of reindeer tricotine was also noted, trimmed with two inch bands of

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Radical Changes Are Promised

Canadian Manufacturers of Ready-to-Wear Stimulate Interest of Trade by Adapting Original Ideas and Careful Designing to Requirements of Domestic Market — Attitude Towards Tax Becoming Less of a Problem.

CANADIAN manufacturers of ready-to wear, interviewed this month, are of the opinion that some radical changes will be accepted by the trade in the course of the next few months. They believe that September sees the low water mark reached, and that with the advance of Fall, interest will quicken and business revive accordingly. To insure new life in a business which has come through a severe strain lasting months, the designers have resorted to novelty. A noticeable change along many lines will be noted in the models for Fall and Winter wear. Dry Goods Review was recently permitted to see several models, embodying many style changes, in their unfinished state, and it is safe to predict that Canadian buyers will, in many instances, find it more profiitable to visit Canadian clothing centres than to go further afield in search of that elusive element "style."

In former years, one set of samples has been sufficient to keep most manufacturers supplied with orders throughout the season, but nowadays, with the economic stringency sweeping the country and keen competition from American makers to combat, makers are finding it more profitable to introduce several new styles at intervals than to concentrate upon one line as formerly.

The day has passed when the phrase "imported model" possessed a potent charm which magnetized women into passing over Canadian made goods in favor of those from the States. As a matter of fact, one manufacturer stated to Dry Goods Review that his greatest difficulty now was to get models from New York for the purposes of copying, since it has been proven time and time again that many of the American styles offered are too freakish and ephemeral in design to please the great majority of women in this country. Therefore, Montreal manufacturers are studying as never before the needs of such women conservative tastes, and are endeavoring to cut out extreme novelties, while retaining all the hall-marks of perfect cut and finish.

The Flare Suggested

This month will see all the old samples cleared out and radical changes in new models instituted. Among the changes forecast in suits are a perceptible widening and shortening of the skirts, which seems an indication that a "flare" is not far off and the day of the tight skirt is drawing to a close. Accordeon pleats, it seems, are slowly giving way to clusters of pleats interspersed with broad box pleats, more especially in cloth skirts, or else narrow pleats are inserted as sections in skirts of plain cut, either at the sides or front. As regards width, the accepted circumference is now about two yards, as compared with one and a half yards on this summer's samples. Eleven inches is an average height from the floor of the new skirt hem.

The Long Coat Predominates

In coats, Montreal manufacturers are trying out several lovely designs. The ultra-long, fitted model, reminiscent of directoire periods, as well as the Russian blouse of generous flare, both collared in fur, in seal, mole or oppossum, perhaps, promise to revolutionize winter fashions very shortly.



A Rival of Peltry

A handsome velours top coat in a rich deep shade of green, boasting panels that become pockets at the hips and a collar that wraps the lower part of the face—and shuns any alliance with fur. Designed for Dry Goods Review.

The Snug-fitting Jacket

Still another extreme is noticeable in the effort of another firm to introduce a short flaring suit coat, the skirt of which is cut in overlapping sections, frill fashion, and entirely devoid of fur of any sort. The collars differ totally from the convertible type, being cut deep in front and as low as possible. Darts shape the body of the coat snugly to the figure and belts are conspicuously absent. It is too soon to forecast whether both, or either of these types will meet with general acceptance, but it is a safe prophecy that September will see the trend of fashions crystallized into a form more approaching the volume of several years ago than was hoped for during the apathy of Midsummer trade.

Tax Still a Stickler

The luxury tax is still a worry to most manufacturers, who maintain that good merchandise at now-taxed rates is quite impossible for this year at any rate. People have become used to wearing good clothing and must be prepared to pay for the privilege, in view of the advancing cost of labor and materials. Travelers, it is said, complain of the effects of the tax upon their sales, but most manufacturers believe that this feeling of antagonism will wear off by degrees and that women will eventually adopt a different attitude. From seeking to avoid the tax, they will recognize its patriotic aspect and will boast of their contribution to the country as a legitimate excuse for indulging in an obviously luxurious garment. Woman is ever willing to play the game honorably, when once the true aspect of the situation has made its appeal to her. The day may, therefore, come when buying a fur wrap will be as significant as the purchase of a Victory bond in the eyes of the world. At any rate, the patriotic side of the tax has a value not to be overlooked among the other problems of salesmanship.

The Varied Silhouettes

Several other features of general interest in the ready to wear market have been gleaned from Montreal makers. The silhoutte for example, it is stated, will continue to hold the centre of the stage next season though the tendency will be to subject it to rather varied treatment and interpretation. For example there is the coat dress, the tunic model, the frock showing many loose panels, and the flounced skirt. Of the latter type it should be noted that flounces are

either circular or pleated, and the spiral flounce is not infrequently seen. Some charming little bolero frocks are being developed for young slight figures, which are usually modelled after the coats worn by Greek soldiers, with rather heavy embroidery as trimming. The skirt may be plain or pleated, always straight, and a wide sash is worn, draped low so that it extends well below the jacket. In the panel frocks the panels are cut to hang free from a low waistline, while others are turned in and caught to the skirt at the lower part.

Russian Blouse Vogue Returns

The Russian blouse type of dress is being featured for the coming season, especially for young girls. One charming model seen recently was made of black satin, fastened with large ornamental buttons of dull blue, belted with a girdle of matching color and worn over a full pleated skirt. Another very smart Russian blouse dress was made of taupe velvet, with a narrow panel embroidered in several rich shades, extending down either side of the blouse. A narrow strip of the embroidery served as a girdle, which was loosely tied. The ends of the girdle were finished with metal tassels. Such frocks as these will be worn without coats for street wear and later on under the new wrap coats.

Novelties in Wrappy Coats

Coats of the loose wrap type will unquestionably be leaders throughout the winter. The old-time Dolman wrap is not very much seen, the tendency being to show garments that have shaped sleeves covering the arm and giving the freedom that the conventional Dolman denies. The sleeves are nearly all rather voluminous at the upper part, but shaped to fit the arm below the elbow, and especially at the wrist. These wraps are full, some equipped with double or triple capes, and others blousing about the waist line, but they show no flare in their skirts. They fold rather closely about the lower figure.

The over-cape model still appears to be a general favorite with all classes of women. Sometimes these capes are made of self fabric or of part fur and part cloth. Rather heavy and elaborate embroideries are used on many of the wraps for the coming season.

Low Waist Line Alluring

The low waist-line is still more preferred than the normal for street frocks of velours, broadcloth, or tricotine. This effect enhances the natural lines of the figure, and for this reason, a full skirt is usually joined to it. This style is adapted from the silhouette of the 1860 period. But there are very similar designs which owe their origin to the Egyptian or oriental influence, or even to the "Moyen Age" style. The effect is much the same, however, in all cases.

Satin, Taffeta, Georgette

In the line-up of blouses designed for the coming season, the overblouse of taffeta, satin or georgette is promising to be the general favorite. This style, which usually includes a sash as a compound part of the blouse front, is especially adapted to wear with separate skirts of contrasting, but harmonizing fabric. Many manufacturers are advocating the wearing of a sheer slip-over model, heavily beaded and embroidered, with a plain satin slip, thus forming a frock of remarkable loveliness. Dark colored satin blouses trimmed with bright colored embroidery are being played up for the winter season. One recently seen was in a rather dark brown trimmed with a blending of red, green and yellow. The idea this season in blouses is to avoid the suggestion of a skirt and shirtwaist effect as much as possible and to endeavor to harmonize the blouse with the suit exactly.

Fashion is Lenient

The greatest possible leeway is allowed in the matter of choice of fabrics, the range running from the flimsiest of laces and georgettes to velvets and embracing satin, crepe de chine, taffeta, georgette and very soft fine knitted silks. Tailored and "fluffy" blouses share honors about equally.

Velveteen blouses are never "quantity" sellers, stated one maker, that is, they do not keep step in sales numbers with the sheerer styles, but some of them are very good-looking and have a marked appeal to the woman of distinctive tastes.

Long Sleeves Featured

Fall and Winter blouses generally adhere to the three-quarter or full-length

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Trimming on Pleats

A [illegible] silk satin frock with pleats running from shoulder to hem. [illegible] the edges of the pleats and dainty pure linen collar and cuffs lend a note of distinction.

A Glimpse of the "Mode d'Automne"

JEANNE FORMANT in "Femina"

NOT one woman among those who are "en visite" at Biarritz, at Dinard, at Vichy, or at Aix, cares a straw about ordering her Winter wrap or frock because it feels so good to dress oneself in light colors, which make all women look so pretty. The young and those who are less young! One asks oneself, very often, how so many people (I do not speak of the nouveaux riches") manage to conciliate the requirements of "la vie, elegante" with the difficulties of the high cost of living. One speaks often of the return of cheapness, but I believe that many people, alas, take their desires for the realities; in the meantime, every time that one buys something, one notices that it costs a little more than it did the last time and yet every woman strives to outdo every other woman in the way of chic, daintiness, and even luxury.

A Gorgeous Parade

The Winter displays include comfortable wraps, jaunty little frocks, correct tailor-mades, gorgeous evening gowns, and elegant afternoon toilettes, which parade their beauties before the marvelling eager eyes of foreign buyers; and it is necessary, suddenly, to realize that all these novelties, even the simplest, will cost us much. The cloth has not diminished in price, no matter what has been said, and so there is no reason whatever to expect a sudden reduction in prices.

Fabrics Decreed

Here is a general description of the predominating character of the fabrics which we are going to wear and from which will be made the models from the "grandes maisons." Above all and most of all—cashmere, that beloved of our grandmothers—which has become in two seasons, almost classic. Its appearance is different this Winter, since it has become more downy, like a velvet, and it replaces duvetyn with advantage in every case. It is best quite plain, or else embroidered in motifs, and all the dressmakers are employing it in a hundred different and delightful ways.

In woollens one notices much embroidery, zig-zag stripes, tapestry, and "cloisonne" effects, etc., which seldom are used for entire frocks but that one combines with plainer things and so dispenses with costly trimmings.

Oriental Splendor

The inspiration of all the colors and designs which are so charming a feature of the new cloths is more than ever Oriental, the very names themselves evoke the sunshine and vivid colors of distant lands. Does one not meet certain wool fabrics destined for decorative use, such as the "Djebilet burnous," or the cloths of Koutoubia and the Kashemyrinas, inspired by the caravan and the mosque?

For coats I think we shall see still much checked and striped material but the stripes will be in marbled and corded effects much different to the old time stripe. There will also be much soft finished cloth used such as "moufflone," a thick cheviot as soft as velvet.

Among the finer serges, "sergella" and "thibetine," which are worked in a fine wool embroidery, will compose the new frocks, buttoned from chin to feet, with long close sleeves and a belt more or less decorative, knotted low on the hips in a way adopted by the better dressmakers this season.

For the warmer, heavier Winter clothing, now that fur is becoming more and more scarce, we will probably see again many varieties of heavy wool velvets which are as warm as fur without being so heavy or so expensive.

Silk jersey of a heavy quality and its close relations, "djersabulle" and "djersaria" is again to be much used for Winter gowns. The simple lines of so many of the newest models on which little or no stitchery is seen, and which seem to be developed in a draped effect, naturally require such heavy and supple fabrics.

A Vivid Contrast

After the enormous vogue for taffeta and organdy which lent themselves so well to bouffant draperies, pleats, bias folds, flying panels and bordered effects, or in a word, everything which constituted the style of 1850, the supple-draped gown, longer and with no perceptible waist-line, plain bodice and no bouffancy, will be extremely popular. For such frocks, crepe of all kinds will be the most appropriate, and already the best houses are buying hundreds of metres of crepe Marie-Louise (a heavy

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For Junior Devotees

Ideal for Miss Six-Year-Old is this blue wool velours model with its long waist and panels. The picture hat is white felt trimmed with black velvet vividly embroidered. The tiny tots coat and cap are of brown duvetyn with trimmings of grey squirrel.

Browns Featured at Chicago Exhibit

Fourteenth Semi-annual Fashion Exhibit of Art League of America Held in Congress Hotel, Sept. 15—Navy Blue Holds First Place, But Autumn Tints Given Prominence.

AMID a setting of oak and a long stairway, with a background of orchid curtains and deep purple, the 14th semi-annual fashion exposition of the Fashion Art League of America was presented in the Gold Room of the Congress Hotel, on Wednesday, September 15, at two performances. Great tall baskets of wild flowers and gladioli added to the color, although little was needed, for the richest tones of the season's colors were presented.

The entire list of Fall browns in the fifteen shades were shown, from darkest brown to brilliant tangerine, with a galaxy of copper tones. The two-tone metallic effects were exceedingly rich. Color in metallic laces and in embroidered nets, some with brilliance introduced by tiny sequins, was also of much richness.

Absence of Paillette Effects

There was an absence of pailletted effects and generally of beaded effects. Although wooden beads were used in medallion formation in many dull colors and beads were employed for fringes and often to accentuate the length of the skirt, but no all-over effect is offered.

There was little embroidery noted unless in self color and then it was exquisitely done to add chic.

Navy blue was the favorite for frocks and suits as well as evening dresses and the peacock and Pekin blues were also shown. In fabrics the most important note presented and decidedly new is the use of rough weave fabrics, such as whip-poor-will brocades, Roshanara crepes, tuscara, duvetyn and flat brocaded or creped effects.

Velvet was shown both in black and in high colors, set off with brilliant trimmings of rhinestones or silver cloth. Plain surfaced fabrics as satins were not displayed except for the fitted tight skirt or tunic over which the pile or brocaded fabric was posed.

Skirt Treatment

Skirts were 10 inches off the ground, with suits possibly eight, which evening dresses showed in some models a slash to the waistline, exposing a lace petticoat. More important was the great variation of skirts in draping in the long tunics and in the unevenness, for a sash occasionally hung far below the skirt or the lace might be a pointed tunic longer than the skirt itself. The sash arrangements were most attractive and added length to the short skirt.

The dresses for street wear featured a narrow belt of self fabric with long tassel ends. The shortness of the skirt has caused the waistline to be raised, and here the directoire influence was seen. The result was a longer skirt to the eye, with much better proportions than a low waistline gives.

The adroit cut of the tunics appears to give a fullness which is new, but it is said it is only in the cut, for the yardage remains the same. Sleeves for afternoon wear were all lengths with evening dresses sleeveless unless a few strands of beads swung over the forearm can be considered a sleeve instead of a decorative motif.

An important point stressed was the fact that there is no indication of a higher bust corset, the well girdled figured retaining supremacy and the corseting of the finest type.

Directoire Influence

Directoire influences were seen in street, afternoon and evening dresses smartly presented. The only break in the straight lines was the introduction of pockets, with an occasional flare. Evening dresses all showed trains with the decolletage higher than last season and snug bodices.

Hats were generally large, of black velvet on most extreme lines, with novelty off-the-brim trimmings of fancy feathers. Medium hats, usually in the copper shades, were heavily trimmed with ostrich and of novelty shapes. The small hats for street wear were veiled and had no trimming otherwise.

The veil arrangements were striking and often unusual, often the veil being little more than a flange of lace in veiling mesh or of metallic lace.

Resume of Salient Points

A brief resumé of the salient points of each exhibitor follows: Blend offered jabot effects in draping evening gowns with low cut backs and two petal trains; Bassler showed the types for the debutante and the large woman, with a clever use of ribbon. Bailey offered interesting color combinations.

Embroidery in Indian designs was swung low on the waistline, although the line itself was raised. Unusual beaded effects in fringes and ribbon girdles were shown; tulle bows on evening frocks were featured. Bennati showed the new idea of the Princess, based on the directoire influence, with a black velvet frock having a dragonfly train.

Illumined Batik trimmings were featured and especially smart was a triangular evening wrap of velvet batiked in the autumnal color, with deep collar and bands of kolinsky.

Crone presented interesting colors with snugly fitted bodices and a high choker effect typical of the directoire period, also unusual fur effects.

Bessie Damsey, of New York, showed new ideas in negligee robes and pajamas, using the new prints of pussy willow with deep ribbon fringes, employing fur for the "clouds of glory," introduced as trimming note.

An intime robe was shown and won applause. Gosfield featured couture brown and adhered to the directoire lines for street wear, with clever sashes.

Hosac showed the wide girdle with large bow of ribbon, from which fell double trains.

Much lace was seen in unusual draped effects. The directoire and the princess were both presented in modern mode.

Note of Simplicity

Lucille offered styles of extreme simplicity in lace and ribbon combinations, with the typical Lucile lines in the tea gowns.

Moni presented a frock made entirely of ribbon, with paniers of tulle. Metallic laces and uneven skirt lines with snugly fitted bodices were also featured.

Mooney, of Wausau, Wis., displayed two-piece negligees on cape lines, with clever trimmings of ribbonzine flowers, picoted organdie ribbons and unusual chiffon jackets.

From the Nashville auxiliary displayed by Miller King, interesting treatments of velvet, with fur, for afternoon wear, were shown. Tailored street costumes were on smart lines with flare pockets.

Mme. Ripley used trains extensively and panels, drapes and uneven skirt lines were prominent, with the directoire influence marked in many models. Long lined tunics were displayed. Petal trimmings were also shown and many costumes omitted any belt or girdle. Spencer, of New York, offered exquisite color combinations of indestructible crepes with fringes of ribbon. One two-piece breakfast set with a cap had ribbon resembling natural squirrel fur. A duvetyn set of old blue in hat, stole, muff and wrap, trimmed in matching ribbon for a 4-year-old, was shown.

The Marge Studios, New York, featured the low waist with rather full skirts and an unusual fur treatment and laces.

HELD SMART OPENING

Eve's Shop, exclusive ladies' salon, Room 200 and 201 Jackson Building, 122 Bank Street, Ottawa, opened on September 13th with a fine showing of gowns of all kinds, lingerie and bric-a-brac.

ASSUMES NEW DEPARTMENT

The Daly Company, Ltd., Sparks Street, Ottawa, have appointed Miss W. L. McLean buyer for their mantle department in addition to her duties as buyer of blouses, whitewear and infants' goods. She succeeds Mrs. Schuss.

RADICAL CHANGES ARE PROMISED

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sleeves, the former being preferred for dressy wear, while tailored blouses invariably feature the full length style.

The ribbed silk, or tricot weave, fabrics are a new idea in sports blouses, which closely resemble hip length pullover sweaters, and fit the figure closely. It is not expected that the fitted basque-like blouses, as featured by American makers, will become popular in Canada. To wear becomingly such models as these a woman must have a nipped-in waistline, and this type of figure has been on the wane for many years. The straight, boyish figure is the one most admired, and it appears at its best in the straight line garments which have held sway for several seasons.

Should Study Individualism

One manufacturer, when seen recently by a representative of Dry Goods Review, expressed himself as disappointed in the growing tendency of Canadian women to dress alike. This condition is particularly noticeable when comparison is made of the individualism of the Frenchwoman. It has been difficult for designers on this side who have gone to Paris for inspiration to produce the desired results at home because they have not had the co-operation of the women they undertook to outfit. It is the belief of this manufacturer that the time is coming, however, when the would-be well-dressed woman will devote careful consideration to such things as lines, colors, fabrics, and trimming as suited to her own individual type, and when this has been achieved, there will be less tendency to array women as an army, but more attention will be paid to the personality of the wearer, with results which cannot fail to be beneficial to maker and wearer alike.

A GLIMPSE OF THE "MODE D'ANTONNIE"

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crepe de Chine; satin crepe and brocaded crepe, also broche satins will be used for innumerable wraps and evening dresses.

Buyer's Choice no Criterion

The Winter styles are yet a little hesitating though we have just seen as usual all the collections prepared by the large houses. We are now perfectly sure which models have been most often selected, but the choice of foreign buyers does not necessarily determine the mode. We must wait at least six weeks before we shall know exactly what the ultra-fashionable women, who really set the styles, will wear. In reality they always seem to be dressed somewhat alike, with a simplicity characteristic of elegant women; rarely, if ever, do they purchase those models over which the foreign buyers go into such ecstacies. The majority of these foreigners demand something novel every season, no matter what, and it is doubtless due to this insatiable demand that certain of the big "maisons" who do a large export business are apt to show so many bizarre and ridiculous creations. Happily, other houses are anxious to maintain the old tradition of French taste, of moderate and artistic design, and so many well-dressed women of other countries who come to Paris for their clothes are quite aware of the fact that many costumes sold abroad under the name of Poiret or Paquin are often but mere caricatures of the real masterpieces displayed in Paris.

TWENTY PER CENT. LESS RAW COTTON

Continued from page 67

work on and the price of the day may be higher or lower than the price quoted, in the same degree as the quoter is fully engaged or lacking work.

In addition to this, financial pressure by the banks is severe and forced sales to reduce overdraft tend to increase the impression of a slump in prices. But these are not general and I am confident that the next few months will see a considerable revival of trade.

TABLE 1—YARNS, AMERICAN

	June 25th, 1919	Highest	July 21st, 1920	August 3rd, 1920
Warp yarn for galateas (890)	43	87	80	78½
Warp yarns for shirtings (0611)	40	73	67	66½
Weft yarns for shirtings, etc.	48½	97	96	85½
Warp yarns for oxfords (0558, etc.)	46	90½	86½	84
Warp yarn for zephyrs (0839, etc., and blouse cloths)	42	75¾	63½	60½
Weft yarn for galateas, sateens, etc.	40	67½	63	59½

You will notice, in face of the reported tremendous slump in cotton prices, how little effect it has had on the prices of yarn.

You will also notice the extremely high position as compared with June 25th, 1919, on which the old prices were based.

I have not given you the counts for these will convey nothing to you, but have mentioned generally the cloths for which the yarns were used.

TABLE 2—YARNS, EGYPTIAN

	June 25th, 1919	Highest	July 1st 1920	August 3rd, 1920
Warp yarn used in Duro zephyr (1047, etc.)	56½	214	124	116
Weft yarn used in Duro zephyr (1047, etc.)	52	189	98½	88
Two-fold yarn used in tropical suitings ...	73	220	146	146
Two-fold yarn used in tropical suitings ...	61	184	116	104

PERCENTAGE INCREASES IN WAGES, DYES AND YARN

Increase Since 1914

	Wages	Dyes	Yarn
Shirtings	263%	94%	600%
Uniform	246%	149%	615%
Galatea	208%	185%	632%
Sateen	248%	209%	641%

FALL OPENINGS

(Continued from page 166)

dyed opossum and darned stitch embroidery on pockets and front.

A feature of Ogilvy's fashion department which is proving extremely popular with their customers is their readiness to duplicate any given model to order in a few days, to a customer's own measurements. This "custom-tailoring" at ready-to-wear prices is a boon to those to whom nature has not given proportions corresponding to the rest of womankind. In this section also selection is a very simple matter so far as size and style of gown are concerned. Every age, size and variety of garment are grouped in racks, beginning with the children, so that it is an easy matter for anyone to choose her own type without any confusion of ideas, so often resulting when styles are grouped together, irrespective of sizes.

BUYING RIBBONS NOW

Prices on ribbons, it is believed, will remain at present levels if they do not advance, consequently distributors are beginning to understand that they will gain nothing by waiting and are buying as they see need.

In new Fall ribbons some handsome flame shades are offered, with the tendency toward warm and rich shades rather than toward the brilliant. Buyers show a preference for these, pointing out that the bright colors which were so popular during the past months are passing, and in their place are coming the warmer and stronger shades, which will be used for Fall and Winter.

AN ATTRACTIVE SWEATER

Among the attractive numbers in sweater scarfs is a navy blue and red in racked stitch, with the two shades combined at the ends. Another model has long, broad vertical stripes in contrasting effects and also in two tones of the coloring.

OPENS NEW STORE

H. Bass, furrier, formerly of Bank Street, Ottawa, resumes his business with the Ottawa public when he opens a new store now being vacated by McGiffin Ltd., men's outfitters, who are moving to the Jackson Building, Bank Street.

Fashion Authority Lectures at Eaton's

Mr. Ralph Breed, of New York, Describes Dress Tendencies at Fall Exhibit of La Mode

The T. Eaton Company provided their Fall opening with special interest this season, engaging Mr. Ralph Breed, a fashion authority of New York, to lecture during the daily displays in the auditorium which were conducted during the week of September 20.

In his opening address Mr. Breed described the relationship of the present dress trend with the impressionistic school of art, and explained his theory by illustrating various points as the models passed in review.

The exhibit was primarily a display of the T. Eaton Company's imported French models, though fur wraps and some costumes of Canadian manufacture were shown, and ranked high in the point of workmanship and design.

Predominating Colors

Black and brown were shown as the predominating colors of the season, and the first costume shown was a dark brown tailleur by Jenny. The loose coat was bloused under, and the open front revealed a broad band of colored embroidery simulating a belt. When the coat was removed the dress beneath was shown to be a slim, straight affair with a narrow skirt and a long-waisted, bloused bodice in Canton crepe in the same color, Canton crepe being one of the best of the new materials.

The next model was a dress from Madeleine & Madeleine, who, Mr. Breed said, had shown more dramatically new things than anyone else this year. This showed the Moyen age treatment, and had a deep fringe, heavily embroidered, hanging from the hips of the terra cotta tunic which was worn over a scalloped skirt of black satin.

A simple gown of broche crepe in the fashionable cocoa shade was lovely in line, and had two enormously long tassels swung from the shoulders and hanging over the skirt at the back. A little "kick" train just touched the ground.

In Mr. Breed's opinion the short-waisted model is due for a revival. The high waist has already been hinted at this season by the leading French houses. In the event of the style winning further approval it will follow that skirts will tend to longer lengths.

CALLING ON TRADE

George Wares, of the W. G. Stephen Co., Ltd., Winnipeg, is out on an extended business trip through the Western provinces with his samples for Spring and immediate delivery.

LEAVES MURPHY-GAMBLE

Mr. Trepanier has resigned as buyer of drapery, curtains, and carpets for Murphy-Gamble, Ltd., Sparks Street, Ottawa, and has been succeeded by Mr. J. E. Charron.

Exclusive London Shops Feature Smart Tailor Mades

Many Wool Novelties Also Shown in Fall Collections—Models Somewhat Longer and Semi-Fitted—Silk Knit Goods in Demand.

LONDON.—Knitted woolen shirt blouses are registered among the latest London novelties. Knitted in purl stitch with a narrow rib of plain in a contrasting color, they button up to the throat with small crochet buttons fastened by crochet lace, the same buttons adorning the cuffs.

They are styled to fit into the waist in a broad band which shows the stripes going horizontally, and the wool of which they are knitted is the finest and softest Shetland. The high collar is convertible so that it can be turned down, if the wearer pleases over the collar of the out-of-door coat. In natural color, with a rose stripe and rose buttons, or in white with carmine or navy blue, these shirt blouses choose attractive color combinations.

They are being exploited by "Mary Rose," a new shop started in Knightsbridge, which intends, it is announced, to make a specialty of all knitted goods.

Silk jumpers of every kind are to be seen here, a short rose colored jumper in drop stitch having a twisted cord round the hips and a long "V" shaped decolletage. There are suits and coats shown at the same time, such as a three-quarter length silk coat knitted in moss stitch, that has a long full basque eased on to the waist which is ribbed and striped with gold color. The turned down collar is of carpet embroidery in blue and black, with dull gold medallions.

A two-piece knitted woolen costume in canary yellow shows very narrow horizontal stripes of silk in the same color. Both the deep border of the skirt and the border of the jumper show the pleated basket stitch which is so effective. Another two-piece costume, consisting of cape and dress in navy blue wool, shows inserted borders of white rabbit's wool.

A dainty and useful little novelty is a waistcoat in artificial silk jersey with a turned down collar and revers. This has neither back nor sides and is kept in place by an elastic. A design is stencilled on the front.

Another novelty for wear with a tailored suit is a silk blouse, the front of which is shaped like a pointed single breasted waistcoat, and made of silk jersey in the same shade. The cuffs are also of silk jersey and both they and the flaps of the pockets show a small stencil design. This is shown in the copper shade and it is created, it is said, to be worn with a tweed costume to match.

The semi-fitting tailormade is much to the fore in the new autumn stock to be seen in all the big London stores.

In moderate priced garments, such as bought by the majority of Englishwomen when they purchase ready-made suits, this old established favorite of all styles is undoubtedly going to be worn this season as much as ever, in spite of the loose fitting box coat, which French couturieres have brought into fashion.

The buyers of the London stores say that the Englishwoman is essentially practical in her choice of walking suits. She realizes that the loose fitting coat never affords the same warmth as the semi-fitting one and consequently it will never attain the same popularity in England.

The most popular style this year is the three-quarter coat with the long plain and narrow revers. It fastens low, with tweed buttons (in the case of tweeds) and fancy buttons with serge and fancy materials. It is cut with the three side seams of the conventional tailormade, has flap pockets, and is single breasted.

When worn with a belt it is cut slightly more square in the back and in every case it is longer than the majority of last year's coats. The skirts are perfectly plain and gathered in at the waist.

In an all wool tweed and a tremendous range of colors, Derry & Toms, of Kensington, High Street, are selling these at the very moderate price of 4 pounds 18 shillings, while in a slightly inferior quality, but of uncommonly good value, they are showing another line of costumes at 3 pounds.

Fenwick, in Bond street, are also featuring the plain semi-fitting tailormade in tweeds, at five and a half guineas.

For the Social Whirl

The heads of the ready-to-wear departments in the Toronto shops predict a very unusual demand for evening gowns of a distinctive and formal nature this Winter.

"We have paid especial attention to our collection of evening models," declared one well-known Toronto costumer, "and I know that both the up town modistes and the down town stores are anticipating a big winter for dance and dinner frocks." The fact that a big social season is looked forward to is the reason given for exclusive preparations in the evening gown departments.

"The T. Eaton Company has made many special purchases in view of the expected social whirl."

Urges Conference to Right Exchange

Speaker Before the British Chamber of Commerce Would Like to See Closer Relations Within the Empire in the Production and Interchange of Goods—Sir Edmund Walker Speaks of Difficulties in the Way.

By Staff Correspondent Dry Goods Review

TORONTO, Sept. 22.—The British Chamber of Commerce is meeting in this city, and at the Tuesday session a very interesting discussion took place on the present situation in exchange. At this time when exchange plays such an important part in the buying of merchandise in the United States, the remarks of the speakers on this occasion will be found of interest to the trade.

A resolution proposed by John F. Darling, of the board of directors of the London Joint City and Midland Bank, to memorialize the Imperial Government to call a conference to deal with the problem of stabilization of inter-imperial exchanges, opened the discussion. The resolution carried, but in seconding the same, Sir Edmund Walker, of the Canadian Bank of Commerce, was frank in his statement of difficulties which must be borne in mind. There were parts of the Empire, he said, in which the currency was based upon the pound sterling and parts in which it was the ordinary dollar. "We can never alter the fact," he continued, "that whatever we call our currency, our settlement place is New York.

"Exchange between New York and London is the result of the total of all goods sold by North America from all the world." That in a nutshell, he said, was the exchange situation so far as Canada was concerned, and if we put upon the pound sterling a value in dollars if we returned to a gold basis we could not do business for one moment except that somebody would undertake to make up the difference between $4.86 2-3 and the rate of exchange between New York and London as established by the trade of North America.

Sir Edmund said his purpose in making these remarks was not to seem indifferent toward Mr. Darling's proposition. Personally he was as ardent an Imperialist as any, but the difficulties were not of our making. They were not historical but geographical. Our financial centre was not London, but New York, and we could not escape the contiguity of the United States. He thought the inquiry should be made and that its results would be useful.

In his remarks, Mr. Darling said that: "It would be superfluous to emphasize the importance of increasing the production and interchange of commodities. That is the main object for which Chambers of Commerce exist. But in the talk of inflation and deflation there is a tendency to obscure somewhat the fact that fundamentally the production of commodities is more important than the credit instruments. Not that credit machinery was unimportant," he added, "but that its main function was to aid production, and it was within the province of Chambers of Commerce to see that credit fulfilled that function. In the work of reconstruction it was necessary to have a positive and distinctly constructive policy, and in shaping that policy to bear in mind that fundamentally currency or credit was not the master but the servant of commerce.

Debt to U. S. Payable in Dollars

"An important factor to be considered was Britain's debt to the United States Government. In round figures this was £1,860,000,000. But it was a dollar debt, and to the sterling equivalent would have to be added the discount which now affects the value of the pound. So far no interest had been paid on any of this debt, although, aided by gold shipped from the London banks, dollars had been provided to pay off Britain's share of the Anglo-French loan. There were further debts to the United States public amounting to £100,000,000, which must be paid at their respective maturities. But some day arrangements would have to be made to pay both interest and principal installments on the Government debt.

Should Get Together

"I suggest whether the time has not come for the Government of the Mother Country to take counsel with the different Governments of the Empire to see whether some plan cannot be devised to bring the British Empire closer together in the production and interchange of goods. The result would doubtless be that not only would the payment of the debt to America be facilitated, but there would be such a stimulus given to production and interchange as would mutually benefit both the Empire as a whole and the world at large."

In Canada, said Mr. Darling, exchange conditions were specially difficult. Canada was between two stools. The Canadian dollar was at a considerable discount compared with the United States dollar, but also well above sterling. "Her exports to the Mother Country as well as to other parts of the Empire thus lose a portion of the benefit they would receive were Canada on a sterling basis. This benefit would in the long run probably more than compensate Canada for any loss caused by her imports being at present so largely drawn from the United States.

"Why should we not follow the lead of the United States and introduce bills of exchange as a currency basis? It may even be possible in the light of their subsequent experience to improve somewhat the Federal reserve system. It is necessary to distinguish between the bill created on pure credit and that drawn against a movement of goods from one country to another."

"The proposed system could be established by the Bank of England opening branches in different parts of the Empire and the bank note would become in effect an Imperial note, and these notes could be issued against self-liquidating bills of exchange.

"The pound sterling would be the unit of value throughout the Empire, except in Canada and India. The Canadian dollar and Indian rupee would require to have a fixed parity in relation to the pound sterling."

A. J. Hobson, a manufacturer, said the question should be looked at more broadly than to judge it from the difficulties of the moment. Not so long ago the exchange between New York and London rose to $4. It was lower now, not because England was in a worse position to pay its debts. Exports had recovered as compared with imports, and they were satisfied that the balance of trade would become favorable so far as England was concerned.

The reason why exchange had gone back was because London was bearing the financial burden of Europe. When any continental nation wanted exchange on New York they came to London and bought dollars.

"If the burden of reconstructing Europe had been borne a little more by America in the same spirit in which America came into the war, the burden would not be so heavy as it is with London."

HOLDS ANNUAL PICNIC

Members and staff of the R. J. Whitla Co. held their annual picnic on Wednesday, August 25, at the farm of Mr. Joseph Clark, secretary of the company, near Headingly, Man.

About 345 members and their families attended the picnic where a large programme of sports, consisting of races for both young and grown-up, tug-of-war competition, baseball, football, bathing, etc., was held, with many valuable prizes for the winners of the different events.

At 6 p.m. everyone sat down to a very welcome and enjoyable supper, and at 8 p.m. special cars arrived to convey picnickers back to the city after a very pleasant afternoon.

NEWS OF THE TRADE

Ready-to-Wear Depts. Doing Fair Business

Buyers Admit Business to be Better That Had Been Anticipated

The Robert Simpson Company held a sale of high-priced models in connection with their annual Fall display of imported models conducted in the French salon of the ready-to-wear department the week of September 1. The frocks were new imported models and were offered at $87.50. Early purchasers quickly cleared away the models, which were a very excellent value, and picked especially to stimulate Fall business. The heads of the various ready-to-wear departments in the large stores admit that they are pleasantly surprised at the amount of business done so far since the openings.

"We have done more business than we dared expect," said one buyer to Dry Goods Review. "We hoped that business would improve as the season advanced, but we did not expect that conditions would improve so markedly right at the outset of the season."

None of the buyers interviewed cared to make any predictions as to prices. "It will depend a good deal upon the Winter," said the head of one ready-to-wear department, "whether or not we will be obliged to reduce our medium-priced stocks. If it is a hard Winter and people have to stop buying we will be obliged to make reductions. On the other hand, if conditions are good and we do not have too severe a Winter, prices should be maintained at their present level.

Dominion Oilcloth Co. Loses Valuable Employe

The many friends of Mr. J. D. Campbell, manager of the linoleum factory of the Dominion Oilcloth and Linoleum Co., Ltd., will learn with regret of his leaving this well known firm. Eighteen years ago the company decided to enter into the manufacture of linoleum and brought out Mr. Campbell from Scotland as a practical linoleum manufacturer for the purpose of handling this branch of their business. He has been in charge ever since, and great credit is due him for the success they have met with in building up this new industry in Canada.

Mr. Campbell leaves for Newark, N.J., September 3 to commence business in another line for himself.

As a small token of esteem and affection, the managing director, Mr. John Baillie, on behalf of the office and factory staff, presented him with a gold watch, chain and pendant suitably inscribed. The factory force presented him with a handsomely equipped travelling bag, and all joined in wishing him success in his new undertaking.

National Cash Register Co. Announces Profit-Sharing Plan

Will Divide Profits Equally With Staff—Striving for Reduced Labor Turnover, Increased Production and Better Co-operation.

A PROFIT-SHARING plan of an original and unusually liberal character was announced to the Canadian employes of the National Cash Register Co. by Frederick B. Patterson, vice-president, who recently made the trip from Dayton expressly to explain the many unique features of the plan. Briefly summarized the plan calls for a clean fifty-fifty division of profits between company and all employes who are not members of the company, with the odds if any, inclining in favor of the employes.

The profits of the company are to be determined by an outside firm of accountants. From the total profits will be deducted an amount equal to six per cent. interest on the money invested by the company—but this investment will take no account of the thousands of dollars' worth of patents and the "goodwill" belonging to the company. As a balance to this six per cent. return on the company's capital, the employes get the highest wages paid for a like class of work.

After this six per cent. interest is deducted, the remaining profits are divided equally between employes and company. The employes are to be paid not in stock or bonds, but in spot cash as close as possible to the accounting dates which are January 1 and July 1—an unusually generous feature as the company has to wait for its money because payments for its product often extends over a period of time.

While there is no restriction whatsoever as to the use to which employes may put their share of the profits it is stipulated that the company's fifty per cent. of the profits must stay in the business—to erect new buildings, buy new machinery, for inventions and improvements, enlarging the business and safeguarding it against unusual and unforeseen losses. Thus all the risks and hazards are borne by the company, the employes themselves carrying no risk.

The employes of the Canadian company have extra cause for gratification in that they share not merely the profits of the Canadian company but in the total profits accruing from the whole activities of the N.C.R. in both the United States and Canada. In addition the plan is not only effective immediately but also made retroactive to January 1, 1920.

Interviewed regarding the profit-sharing plan, Frederick B. Patterson stressed the fact that it is a purely voluntary act on the part of the company—not induced by agitation or dissatisfaction among the employes. The policy of the company has always embraced reasonable hours, fair wages and good working conditions and promotion from the ranks. The company's welfare work—clinics, schoolhouse, athletic fields, dining rooms, children's lectures, health bulletins, etc., is internationally famous, and regarded by the president, John H. Patterson, as the best investment the company ever made.

Make Employes Partners

Through the profit sharing plan thus introduced the company hopes to achieve reduced labor turnover, closer co-operation, increased efficiency, less waste of material, time and labor, decreased costs and a stimulated desire for promotion, and, most important of all, increase the profits. With a view to making each employe desirous of a better position, the employes' share of the profits is graded. Each employe is placed in one of five groups, according to efficiency, responsibility and knowledge of the business. The first group—executives (not including the owners)—will receive 12 per cent. of the profits. The second group—foremen—will receive 5 per cent. The third group includes employes of the rank of job foremen and will receive 8 per cent of the profits. The fourth group is the largest, and includes all who have been in the company's employ one month. These will receive 25 per cent. of the profits. Only those who have been with the company less than thirty days—the fifth class—will not be entitled to profits. As an employe merits promotion from one class into a higher class he will be getting a greater proportion of the profits. Each employe's share of the profits is based on the salary or wages he receives.

Asked about business conditions, Mr. Patterson said that the N.C.R. provided perhaps the best available barometer of conditions throughout the country. Each month's business showed a marked increase this year over last year, and the month just concluded was easily the best month the company has ever enjoyed. Thus, while a saner, closer and more careful attitude in buying was developing business is nevertheless in a prosperous condition, and affords every ground for optimism; in fact, the N.C.R. expects the best Fall's business that the company has ever enjoyed.

NEWS OF THE TRADE

Canadian Complaints Being Recognized

Great Britain Appreciates Objections on Part of Canadian Trade Regarding N. Y. Agencies

The practice of appointing New York houses as Canadian agencies by British manufacturers has been found objectionable by trading companies in Canada, and the attention of United Kingdom business men has been drawn to the matter. The feeling with which this is met in Canada is beginning to be realized in Britain. The London "Times," in a recent issue of its trade supplement, makes the following timely comment:

"In the interests of inter-Imperial trade a plea comes from business firms in Canada that British manufacturers should discontinue the policy of placing Canadian agencies with New York houses. The practice, it is said, is still general, and, from correspondence which has reached us, it is apparent that Canadian importers and exporters consider that it is quite unnecessary, and inflicts a great hardship upon them. Many cases are quoted of manufacturers having just established, or intending to establish, agents in New York or some other prominent United States city, giving to such agents the Canadian selling rights. Canadian firms contend that they are quite able to handle the business in view of Canada's shipping facilities and other favorable trade factors. They add that present conditions warrant a change of policy on the part of British manufacturers, and that the people in Canada would prefer to purchase British goods direct. A good deal of sympathy will be felt with this plea of the Canadian merchant, and there is little doubt that the custom of appointing New York agents is not due to any settled policy of ignoring the Canadian importer, but to the lack of appreciation on the part of many of our manufacturers of important considerations of sentiment, and even of geography."

Roumania to Have Canadian Woollens

Huge Order Been Received for Sweaters, Hosiery and Clothes—Deliveries in Six Months

The Canadian Reconstruction Association has made the following announcement:

Allotment has recently been made among Canadan woollen mills of orders totalling $7,500,000 from Rumania. This amount represents several contracts from that country, including a large order from the Rumanian Government for Kaki frieze and serge, and $500,000 for knit goods, principally heavy woollen socks, sweaters, jerseys and hosiery. The fabrics are, for the most part, blanket cloth, curl cloth and oxford tweeds of a heavy character in small demand for the domestic market and the order, coming at a time when the Canadian mills had practically completed deliveries under the contract with Greece, will keep in full operation for some months Canadian woollen manufacturies, the capacity of which was largely expanded to meet war demands.

Deliveries to Rumania must be completed within six months from October 1. The order is being financed by a British syndicate and will not involve any credits from the Canadian Government. Frederick H. Yapp, secretary of the Canadian Woollen Manufacturers' Association, who negotiated the order, will return to Europe almost immediately with a complete range of samples of products of the Canadian mills. This time he will go as far as Bucharest. Mr. Yapp is confident that additional orders of large volume can be obtained in Rumania and elsewhere in Europe.

OBITUARY

FAMOUS TOYMAKER DEAD

Jesse A. Crandall, who probably invented more toys than any other man in the United States, has just died in Brooklyn at an advanced age. He began making toys when only three years old, his first effort being a crude top whittled with a jack knife. During his life he patented more than 200 toys and ran a factory in Brooklyn for over half a century.

TORONTO MANUFACTURER'S ESTATE

Manitoba property, aggregating $29,606, is included in the estate of Henry Abell, a wealthy Toronto manufacturer, who died some weeks ago and whose will was probated in the Winnipeg Surrogate Court August 26. The property is to be sold and the proceeds incorporated in a general fund, out of which numerous small bequests to relatives will be paid.

LATE G. B. RYAN ESTATE

An estate of $181,757.20 was left by the late George Byron Ryan, merchant of Guelph, who died on June 2, 1920. Application for probate of the will of the deceased has been made to the Surrogate Court of Wellington County by the executors named in the will. They are the widow, Selina Ryan, Harold G., and Norman Claude Ryan, merchants of Guelph, and by William S. Middlebro, K.C., of Owen Sound. The property consists of $131,286.61 personalty, and $50,470.59 realty.

Canadian Gossard Go Into New Quarters

Five Years of Business Necessitates Bigger Factory Equipment

The Canadian H. W. Gossard Co. have recently moved into new premises situated at 378-386 Adelaide Street West, Toronto. The building is newly completed and the Gossard concern occupies two floors with an area of 22,000 square feet. The rapid growth of the business since its establishment in January five years ago has necessitated the occupation of larger quarters. The new factory is large, airy, and extremely well lighted, large windows practically constituting the walls. A feature of the new quarters is that there will be no private offices, all the partitions being of transparent glass. Opening off the general offices is a huge show room which will be utilized as a lecture and demonstrating hall during class week, when the women employees will attend the instructional exercises. The new building is also splendidly equipped with lunch rooms, rest and recreation rooms for employees.

ENLARGE PREMISES

Dry Goods Review is pleased to note the improvements effected in the premises of Prime & Rankin, Ltd., 74 York Street, Toronto.

During the Summer months the entire building has undergone extensive alterations and improvements, extending to the factory, warehouse, offices and sales room.

On the main floor, in addition to providing much larger and improved office accommodation, the alterations have permitted of a very fine sales room, well appointed, where the various lines carried are on view.

The lighting system and other furnishings are fully in keeping with modern ideas, and give this firm better facilities for the carrying on of their business.

A REMARKABLE GROWTH

A tannery was established in Quebec about 1760, and in 1691 it is claimed that ox and moose skins were tanned in that place. Since then the production of high class leather has reached millions annually, and the shoe industry developed proportionately.

SILK MILL EXPANSION

St. Catharines Silk Mills, Limited, has secured quarters in Port Dalhousie, where silk gloves will be produced. About fifty persons will be employed. The company hopes to start manufacturing in the new plant this month.

In 1667 there were 20 shoemakers in all Canada.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

FALL DRESSES

Special Fall ranges now being shown, comprising many smart styles, in addition to our regular line of coats and suits, which is more complete than ever.

Have you seen our new Fall Catalogue?

Lazare & Novek

CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts.

MONTREAL

The BB Brand

CLOAKS & SUITS

"Garments of the Better Kind"

COATS, WRAPS, SUITS and TAILORED DRESSES

See our newest designs for your sorting and immediate needs.

Bishinsky Bros

CLOAKS & SUITS

207 St Catherine St. West MONTREAL

M. WITTAL

Manufacturer of

Ladies' and Children's Wear

New Spring range is now being submitted for your inspection.

Our large production has made it possible to give you better service, quality and price. See our samples.

246 ST. ANDRE STREET

Corner St. Catherine St.

MONTREAL

SHOWROOMS:

Toronto, G. D. Bell, 301 Dineen Bldg. St. John, Mr. W. J. Nagle, Dufferin Hotel. Vancouver, G. E. Ledder, 807 Power Bldg. Hamilton, Mr. R. M. Desmond, Royal Connaught Hotel. Quebec Province, Mr. M. Samuels, 246 St. Andre St., Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

La Mode Dresses

are hand-made and right up to the minute in style and material.

The latest creations in evening, semi-evening and afternoon dresses.

Salesmen now on the road. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, 591 St. Catherine W.

MONTREAL

DRESSES

OF THE BETTER KIND

The S. & D. Dress Co.

142 PEEL STREET

(A few doors above Windsor Hotel)

MONTREAL

The Indisputably Correct Corset



"P.C." Corsets
RUST PROOF

Scientifically designed—
to give a perfect poise and absolute comfort.

Gracefully cut—
to accentuate the natural grace of the form.

Beautifully finished—
to appeal to the most fastidious and give long wear.

P. C. CORSETS
are the finest you can offer your customers. They will prove a worthy leader in your Corset Dept.

Parisian Corset Mfg. Co.
Limited
Quebec City, Quebec

BRANCHES:
MONTREAL, 329 Craig St. West *TORONTO, 76 Bay St.*
F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.
GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland.
Western Representative: C. H. BUTLER, 24 Sylvester-Wilson Building, Winnipeg, Man.

Please the Little Folks



The Call of the Children

is such that no progressive House can ignore it.
The HAUGH BRAND Kiddies' garment, as illustrated, bears the stamp of youth and sound service—points which identify it throughout the Trade as the ideal Kiddies' garment.
Extensive advertising and satisfactory service have made it the best known and most popular garment for Kiddies on the market.
Made for Boys and Girls, 2 to 7 years.

This Original Garment made ONLY by

The J. A. Haugh Mfg. Co. Ltd.
Toronto, Canada
Manufacturers of the famous "Arm & Hammer"

Shirts, Overalls
Bloomers



Trousers and
Shopcoats

Most PROFITABLE
to sell because
EASIEST *to sell*

HEATHERBLOOM
TRADE MARK

The Petticoat of GOOD STYLE & GOOD SENSE



THE VALUE OF A NAME

When the consumer is most critical, the value of the name HEATHERBLOOM in a petticoat is most apparent.

Millions of Women KNOW Heatherbloom —know that the name stands for reliability for economy, for service, for "THREE TIMES THE WEAR OF SILK AT ONE THIRD THE PRICE."

DISTINCTIVE STYLING

And this soft, silky enduring, economical and attractive fabric is styled in the newest modes of the moment—in the last word in petticoat design—in style to harmonize with the Parisian fashion dictates that guide apparel creation.

EASY SALES

You KNOW when you BUY Heatherbloom petticoats that they are EASIEST TO SELL because their chic and charming design is apparent at a glance, their reliability and quality is assured by their reputation, their economy is evidenced by their price and service.

The newest Heatherbloom styles are being shown by these exclusive Heatherbloom creators. The Heatherbloom label insures their genuineness.





The Petticoat People:

The Waters-Weismann Co., Inc.,
Owners and Distributors of Heatherbloom
Mills at Binghamton, N. Y. New York Sales Office—234 Fifth Ave.

Heatherbloom Licensed Manufacturers:

Weil-Kalter Mfg. Co., St. Louis, Mo.
N. Y. Office—200 5th Ave.

The Western Garment Co. Chicago, Ill.
N. Y. Office—33 W. 34th St.

Peerless Petticoat Co., Boston, Mass.
N. Y. Office—1182 Broadway

Arlington Skirt Mfg. Co.,
15 East 26th St., N. Y. C.

Lewis-Leopold Skirt Co.,
125 W. 25th St., N. Y. C.

"The House of Youth"



Designers and Makers of

DRESSES

for

MISSES and JUNIORS

Exclusively

REPRESENTATIVES:

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Western and Southern Ontario	R. Kenrely
Western and Northern Ontario	E. W. Wylie
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Provinces	W. A. Tallmire

THE COUNTER COSTUME CO.
Limited

131 Spadina Ave.
Toronto

TRADE  MARK

Middies, Smocks and Sport Skirts

We are now showing the complete new range for Spring, constituting smart styles that are distinctive.

Nurses' Uniforms

Also regulation maids' uniforms, neat and attractive.

Investigate now.

Cole-Whitaker Limited

292 St. Catherine St. : Montreal

Specializing in

House and Apron Dresses, Rompers and Creepers

Fall Samples now in hands of our representatives. Better made garments for less money.

"Prompt Delivery our Motto"

D. GINSBURG & COMPANY

MANUFACTURERS

515 College Street, Toronto Tel. Coll. 8928

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

READY-TO-WEAR DISPLAY FIXTURE FOR SALE—ONE ONLY, 8 ft. Centre or wall fixture, double diamond glass all round, obscure glass top, nickel-plated rod for hanging garments, sliding doors one side, 6 ft. high, 28 in. inside measure, finished in fumed oak Not 1 year old. Made by Kent-McClain. If you are open to buy, you can save money by writing to "Fixture," P.O. Box 755, Halifax, N.S

LINE WANTED—TRAVELLER, 17 YEARS' EXPERIENCE, ASKS for a good line for Quebec and Maritime Provinces. Write A. S., 164 Desfranciscains St., Quebec.

ENGLISH HOUSE DESIRES FIRST-RATE SELLING AGENTS FOR English and Continental spun yarns for hosiery and weaving. Must be well introduced. Write in first instance to Box 504, Dry Goods Review.

DISPLAY-ADVERTISING MAN WANTS POSITION — WELL-known Canadian window display expert, clever advertiser, rapid show card writer, twelve years' Canadian experience, desires change. Now employed as salesmanager and decorator. For references and photographs of work, write Box 500, Dry Goods Review, 143-153 University Ave., Toronto.

REPRESENTATIVES WANTED BY ONE OF THE LARGEST Ladies' Whitewear Manufacturers in the Dominion. Applicants must be men of highest calibre and of a reputation and character commensurate with the standing of our company. Must have connection with largest jobbers, importers and wholesale dry goods houses in their territory and must be able to do a minimum of $75,000.00 in business per year. To men possessing these qualifications, we offer a very attractive proposition. Applications must contain full particulars of past experience, connection, present lines carried, references, and any other information that will help in selecting the fittest parties. No applications will be considered unless this is complied with. Box 501, Dry Goods Review, 143-153 University Ave., Toronto.

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

NATIONAL BRAND GARMENTS

CHAPPIE COATS

MADE FROM FAMOUS "SUEDE LIKE" cloth and bearing this well-known label.

These service-giving coats are Fleece lined and Fur trimmed and are of usual National High Quality, which assures satisfaction and comfort to the wearer.

In addition we invite your inspection of our attractive range of

VELOURS
SILVERTONES
PLUSHES

and all up-to-date materials.

Our travellers are out with this range, also our full line of Raincoats for Spring and Immediate.

National Rubber Co.
Of Canada - Montreal
Corner Bleury and St. Catherine Sts.

SALES ROOMS
WINNIPEG - TORONTO



NOVELTY CURTAINS

of the "better sort"

Marquisette **Scrim**

We invite you to visit our Showrooms. We will be glad of the opportunity of showing you how very distinctive our designs are, and how superb the quality we have to offer you.

Failing your ability to call, write us for samples.

One of our original designs illustrated.

MADE IN CANADA

NOVELTY CURTAINS CD LIMITED CANADIAN DRAPERIES LTD

CANADIAN DRAPERIES LIMITED

145 Wellington St. West
TORONTO



Baker Hats

We have in stock at present, for immediate delivery, a large assortment of this season's most up-to-date styles in

Plush, Velvet
and
Velveteen Hats

An assortment sent on approval for you to compare our prices with other manufacturers.

Toronto Hat Co., Ltd.

Manufacturers to the Trade

76 Wellington St. W., Toronto, Ontario

Branch:
Citizen Building
Ottawa
A. J. AYEARST

BAKER TCH HATS

Branch:
Hammond Block
Winnipeg
J. G. MARTIN

PURE Jaeger WOOL

For Men Women and Children



Our travellers leave early in September; it will be to your advantage to await a visit before placing orders for Fall sorting and Spring. You will be interested in many new lines we have added to our already extensive range. Novelties are coming to hand daily.

Underwear, Shirts, Hosiery, Gloves, Sweaters, Cardigans, Spencers, Dressing Gowns, Jackets, Ulsters and Overcoats, Blankets, Rugs, Knitted Scarfs, etc., etc.



Dr. Jaeger's Sanitary Woollen System Company, Limited

Head Office and Wholesale Warehouse

243 BLEURY STREET, MONTREAL

We are open to appoint Agents where we are not already represented. Our traveller will pay an early visit to anyone interested. Catalogue on application.

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The McKINLEY EDITION

OF TEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

150% PROFIT

The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
1501-13 E. 55th St.

NEW YORK
145 W. 45th St.

B. C. Ladies' Hat Mfg. Co.

1039 Granville Street

VANCOUVER, B. C.

The House where you see the styles of to-morrow at moderate prices.



Only Pattern Hat Manufacturers West of Toronto

Pattern Hats from $7.50 to $10.50

We also carry a full line of Crowns and Shapes in Buckram and Wire

Write for our Fall Style Sheet

WESTERN TRADE NEWS

Stoddart Store Stock Moved in One Day

Business Now in New Premises on Grenville Street, Vancouver—Only Half Day Lost

A. J. Stoddart, owner of Stoddart's Dry Goods Store, Vancouver, B.C., recently moved his business to a new location, at 2301 Grenville Street, where he has a fine new store with splendid frontage and fourteen large display windows. Mr. Stoddart, who before coming to this country was a buyer for one of the large retail houses in Scotland, imports most of his goods.

He does a strictly cash business, and when asked how he did it he said he really didn't see how he could do business in any other way. The cash carrier system is used in the Stoddart store. Three tracks have been installed. The proprietor states that in centralizing the handling of the cash this is ahead of any other system.

"Fifty per cent. of our introductory sales are made between the times that the cash is on the way to or from the cashier's desk," said Mr. Stoddart, "A good clerk will win a customer for the store while she is waiting for her change."

The moving of the Stoddart Company stock from the old store to the new premises is believed to have established a record. Only half a day's business was lost, the moving taking place Wednesday, when the Vancouver trade observes a half holiday. On Thursday morning every department was set up and ready for business when the store opened.

The huge stock was moved in large cases with handles. One or two clerks from each of the seven departments were stationed at each store, one half of the force packing and the other half unpacking. This system avoided confusion, and just as soon as the cases were brought in and emptied they were returned on waggons for fresh loads, and operations were carried on simultaneously at both ends.

Dry Goods Review called the day after the business had been moved to see the new premises which are up-to-date in every sense. Mr. Stoddart told the representative that no retailer should ever throw away old counters. He had had six old ones built up again and repainted so that they looked like new and cost one-third what new ones would today.

One of the finest features of the new store is its lighting system, which is also being installed by one of the largest dry goods stores in the United States at the present time.



A Western Window

The Coast shops make a specialty of unique window displays. This is one of Miller and Coe's recent china exhibits. Note the atmosphere provided by the Japanese tea house and the dolls enjoying their tea.

Big Clothing Factory Opens in Winnipeg

Charles C. Campbell, Formerly of Chicago, Establishes Plant in Temporary Quarters

The first wholesale made-to-measure clothing factory in Western Canada commenced operations in temporary quarters in the Builders' Exchange, Winnipeg, on August 2.

The company, which is known as "Campbell's Limited," was recently incorporated with $200,000 capital stock, Charles C. Campbell, formerly of Chicago, being the president and general manager. In the near future, it has been announced, more than 500 persons will be employed. Within a year's time the company will build its own plant in Winnipeg.

The company will be a co-operative enterprise, all employees being obliged to be stockholders. In this way it is expected that labor troubles will be averted and the workers will receive wages above the scale in addition to stock dividend payments. It is proposed that operations will always be conducted on a team work basis, each part of the work being done by a specialist who does nothing but the one operation. In this way it is expected that the maximum in production and quality will be achieved.

At the present time only men's clothing will be produced, but later the manufacture of women's garments and men's cloth caps will be taken up. The product will be marketed direct to the wearer as well as to the tailoring trade.

LARGE STOCK READY

VANCOUVER.—The firm of Hooper & Humphries, woollen merchants, has just finished outfitting their new show room on the ground floor of the Mercantile Block, 318 Homer Street, Vancouver. The senior member of the firm has just returned from a buying trip to the Old Country, and a large stock is being opened up.

Dry Goods Review was advised by the manager that easier prices may be expected for next Fall but that for this Spring prices will of necessity be maintained at high levels.

OPENED BUSINESS

Harry N. Kinnear, buyer in the carpet and drapery department of the David Spencer Co., Ltd., Victoria, B.C., for the past eight years, has opened a general dry goods store at 4193 Main Street, Vancouver, B.C.

TO BE GENERAL MANAGER

A. R. Williams has gone to Millicent, Alta., where he will manage the general store of E. F. Purcell, who owns a string of six stores in the district.

WESTERN TRADE NEWS

Cranbrook Store Has Mail Order Business

W. D. Hill carries only high-class merchandise, and displays it to advantage—store on side street

That store location matters little, provided the quality of merchandise is the very best, and that perfect service is offered, is the policy on which W. D. Hill runs a dry goods business in Cranbrook, B.C. The store is on a side street away from the business centre of the town but this does not prevent Hill and Company being a first class, up to-date store. Store display is an important matter with Mr. Hill, who believes that if he offers the best he will have no difficulty in selling high-priced lines. This is illustrated in the fact that the ready-to-wear department situated on the first floor up carries a stock of coats selling all the way from $18 to $175. A large assortment of high-priced suits and dresses are also carried and the practice of carrying over models from one season to the next is avoided without exception. Mr. Hill stated when seen recently by a representative of Dry Goods Review that he would rather sacrifice on the price than lose the confidence of his customers by practising out-of-date methods. By carrying goods only for one season the Hill Company has built up quite a reputation in other towns and the mail order business of the store reaches as far east as Lethbridge.

Almost invariably decision is left to Mr. Hill, customers knowing from previous dealings that his choice will be satisfactory. This is a point of which Mr. Hill is very proud, for he believes that a satisfied customer is a permanent one.

Extensive display of merchandise in all departments is part of the Hill Company policy. Displays on counters and tables is their long suit.

"If I find a certain line of material to be selling slowly," said Mr. Hill, "I immediately put on a special display of the material, and drapings of the webs of cloth in unusual effects always succeed in attracting attention—and the goods are soon cleared away."

"Everything in the store has a price mark," Mr. Hill further stated. "This practice makes it easy for the clerks to give prompt satisfaction."

Although the Hill Company store is of the old-fashioned type in appearance, the windows invariably carry a striking and artistic display. They are small but neatly kept, and the displays frequently changed. When a special line of blouses is shown, the price tags are conspicuously placed. No doubt is left as to the amount asked.

Mr. Hill first went into business in Cranbrook in 1898. He remained there for twelve years and then retired to live in the East until four years ago, when he went back to take over his business again from the purchaser. As Mr. Hill puts it, he "came in on the first construction train and the people ought to know him well enough." As a matter of fact, his business is known by travellers from Winnipeg to the Coast, and it is generally conceded that the store carries a better line of merchandise than the average business of its size.

GETTING BACK TO NORMAL

Trade in South Africa is getting back to normal, owing mainly to the fact that there is very little speculating being done in that country, according to Mr. Albert Rose, who is travelling through Canada representing a firm in Cape Town, which exports raw materials and imports manufactured goods.

Mr. Rose is taking a trip for the purpose of establishing an inter-Dominion trade. His firm specializes in ostrich feathers, owning twelve farms, on which it keeps 9 000 ostriches. Although the demand for ostrich feathers has been rather disappointing of late, Mr. Rose says that it is picking up appreciably.

WAGES UP IN WINNIPEG

Winnipeg jewelry employers have refused to accept the minimum weekly wage of $37, named by the Manitoba Council of Industry, claiming the sum is exorbitant. Employers would agree only to a minimum of $33 a week. Musicians in the theatres have accepted the offer of the managers of $50 a week in picture houses and legitimate operations.

Fashion Opening in Swift Current

Best Opening Day in Several Years at O'Sullivan Bros.' Store

Coincident with the early Autumn the millinery season has changed and the new openings are taking place. The first Fall fashion exposition in Swift Current is made by O'Sullivan Bros., who held their Fall showing on September 2, 3, and 4.

The opening day was the best in several years, the patronage being large and the buying spirit very pronounced. There were many out of town visitors for this event, which was a marked success.

O'Sullivan Bros. are well stocked with the finest and most fashionable women's wear. The prevailing colors are brown, green and black. The hat shapes are mostly small, the Napoleon and Chin-Chin designs prevailing. The street hats are both small and close-fitting; dress hats for afternoon wear in rose, brown and Adriatic blue are very striking in effect.

In 1909 Canada produced 11,080,000 pairs of shoes and boots.



Hill & Co., Cranbrook, B.C.

A small window, well filled. This window was trimmed to advertise a number of special offerings. It is overcrowded, but in view of the limited space the display is shown to advantage and is a direct announcement with items of interest to anyone passing the window.

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

Manufacturers

Your representation is respectfully solicited.
We are a young firm, young fellows, but experienced salesmen, well connected in this field.
Our special territory is the Wheat Belt, Manitoba, Saskatchewan and Alberta, but we can handle all Canada.
References will be cheerfully submitted to you.

The James B. Carter Co.
Winnipeg **Canada**

Handkerchiefs, Camisoles, Neckwear, Boudoir Caps, Baby Yokes, Spats, Accordeon Pleating, Fancy Dry Goods and Smallwares, Veilings, Quick-on-Veils, Cap Shape Nets, Knitted Scarfs, Baby Bonnets, Coats, Ribbons, Necklaces, Laces and Nets, Embroideries, Buttons, Beads, Braids and Tassels, Marabou Trimming, etc., etc.

We can give immediate delivery

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

GEO. C. SMITH



Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg.

Regina L. M. Day
Calgary J. Bartle
Vancouver H. S. Elliott

Toronto reports to Bradstreet's in the middle of the month say that one of the chief features of the local situation at present is the good trade which is has been done by the millinery houses. A good demand is coming from both Eastern and Western Canada, particularly from the West, where the higher priced hats are wanted. This improvement is believed by wholesalers to be the direct result of the good grain harvest there, which is justifying the hopes based on it all the season. The better feeling engendered by these conditions is to be found in other cities as well, and wholesale houses generally are confident of a good year. Reports as to the Exhibition business vary from quiet to very good, but on the whole there seems to have been a very fair volume of trade done.

Manufacturers generally are busy with those lines which have been reported as being dull still in the same condition. There are reports in circulation as to a lack of employment, but at the same time employers say that it is just about as difficult as ever to get help when it is wanted. The metal trades continue to be among the ones most affected as regards unemployment.

The market for hides and wool shows no change, business being very quiet in both sections. Dealers say there is little sale for hides, while wool dealers report the same condition. The leather market shows no change, and sales are slow. There seems to be little activity in either the boot and shoe manufacturing line or the repairing trade. Strong hopes are held out, though, for a resumption of activity very shortly.

COATS
DRESSES
SKIRTS
WAISTS

Are now being shown for Fall

W. J. COLLETT
302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.

WESTERN BUYERS—ATTENTION!
WE HAVE THE LINE YOU ARE LOOKING FOR!

Our men are now on the road with complete lines of:

Wegler Skirt Co. (Montreal)
LADIES' SKIRTS
Tip Top Manufacturing Co. (Montreal)
LADIES' DRESSES
The Bowmanville Glove & Mitt Co. (Bowmanville)
MEN'S GLOVES AND MITTS
Firth Bros. (Hamilton)
MEN'S CLOTHING
Brampton Hosiery Co. (Brampton)
MEN'S UNDERWEAR AND SOCKS
Western Waterproof Co. (Montreal)
MEN'S WATERPROOFS

W. J. STEPHEN and CO. LIMITED

125 Phoenix Bldg. — Phone A. 9613 — WINNIPEG

Simple cut
and dainty
finish
mark

REID'S CHILDREN'S DRESSES

as the obvious line for your Children's Dept.

G. F. REID & COMPANY

Specialists in Children's Dresses

BRAMPTON, ONT.

(The Buyers' Market Guide, next page, contains many addresses of use to you.)

THE DRY GOODS REVIEW
143-153 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____192

PLEASE TELL ME WHERE I CAN PROCURE_____

_____

_____

NAME_____

ADDRESS_____

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Gourgettes, Nimons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-161 163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* - CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Wooding's Sho' Cards and Hand Style Price Tickets

"GET THE BUSINESS"
Send trial order or for price list to
G. L. WOODING
P. O. Box 62 SALMON ARM, B.C.

BUCKRAM HAT SHAPES
THE NATIONAL HAT FRAME CO.
Factory: 2 Grenville St. Showroom: 66 Wellington St. W.
TORONTO
Write to-day for sample assortment of new designs

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

LINEN INDUSTRY IN CANADA

R. J. Hutchinson, flax expert of the Dominion Government, sailed Saturday, Sept. 7th, for Europe, to market 6,000 tons of flax fibre and 200,000 bushels of fibre flax for Canadian producers. The flax crop in Canada is reported as being exceptional, and it is estimated that 30,000 acres of land were placed under cultivation this year, as compared with 18,000 in 1919.

Hitherto flax growing was largely confined to Ontario, but recently experiments in growing flax suitable for linen manufacturing have been carried on at St. Helene and Vercheres, Quebec, and the results were entirely satisfactory, so much so that a considerable proportion of the land in that province will, it is thought, be laid under flax cultivation. Altogether 800 acres were planted, and the flax fibre produced compared most favorably with that of South-western Ontario. The flax fibre seed sent to Ireland was found to be as good as No. 1 Ireland.

A representative of the Brookfield Linen Company, Belfast, Ireland, has been investigating the possibilities of the linen industry in Canada, and it is estimated that the firm will commence to grow flax in Quebec, and if this is successful, build a spinning mill. The Federal Flax Company, Limited, recently incorporated for $250,000 in Montreal, will grow fibre flax in Quebec and build a mill.

The "Association Industrielle, Commerciale et Agricole," Lyons, passed a resolution recently calling on its members to bear the 1.1 per cent. tax on the turnover business without making it a tax to be born by the purchaser. The association requests its members to incorporate the new tax in their general expenses and costs, and not to put it on the bill as an extra charge.

The French Government is doing everything in its power to facilitate the collection of the business turnover tax, by making the payment convenient and business-like. The tax became due Sept. 1, and is payable any time between the 1st and 25th of each month thereafter. Numerous collecting stations are located at convenient places where certified checks as well as money or postal orders are accepted. July and August taxes are included in the September payment.

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CANADA'S COTTON PRODUCTION

"Canadian dollars
Canadian made
Should stay in Canada
For Canadian trade."

Sir John Willison's *mot* has a special significance for those in Canada engaged in marketing textile products.

Is it generally known and appreciated that Canada's twenty-six textile manufacturing plants are producing annually $66,000,000 worth of goods? That nearly 90,000,000 pounds of cotton are annually manufactured in the Dominion, and that at the commencement of the last fiscal year the total capital invested in the industry was $53,796,394?

In 1919 Canada imported $77,308,202 worth of cottons, $34,000,000 being raw cotton which was manufactured by nearly ten thousand employees whose annual wage earnings were almost $10,000,000.

There is food for thought in these figures for Canadian distributors of cotton goods. Are your Canadian-made dollars purchasing foreign-made cottons when we have a Canadian industry deserving your support?

FOX-FARMING IN JAPAN

One of the strangest and most interesting wild animal shipments left Vancouver on the steamship Empress of Asia recently, consisting of six silver foxes from one of the largest fur farms in Prince Edward Island. It was bound for Japan, where a syndicate is about to undertake the raising of foxes. The animals in this consignment were valued at $5,000 per head, and were from a long line of domesticated stock, carrying a pedigree as notable as any famous horse or dog. The Japanese spirit of enterprise and their alertness to try any Western form of business which promises good returns is most strikingly evidenced in their attempting to raise this producer of expensive fur in their own land. The climate of some parts of Japan, the representative of the syndicate claims, is sufficiently like the natural one of the Canadian foxes as to make the venture feasible. The animals while en route dined on chicken, choice raw beef, lamb and pork.

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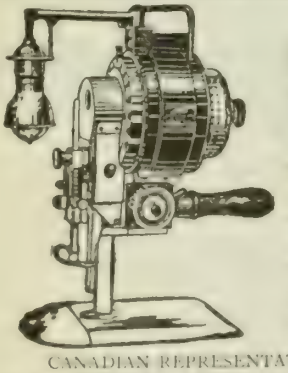
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The predicament of the textile finisher in the North of France is set forth by *Les Echos de l'Exportation* as follows:

"They are now treated like outcasts, while the other branches of the industry are being helped by the 'Office de Reconstitution Industrielle.'

"It appears that the allocation of cash provided for by the Government applies only to the industrials that had suffered from the war, and not to the finishers, for the simple reason that they work or transform material belonging to their customers and they have no sort of movable security such as raw materials, materials in course of manufacture or finished articles. As their damages are entirely to their buildings and lands, they have nothing on which to get an advance of cash.

"They are now demanding some provision which will enable them to get cash advances equivalent to those which are judicially supplied to other industrials complaining of war damages."

Fredericton, N.B.—Girls of the Fredericton High School, in order to cut the high cost of living, have stopped wearing silk and satin hair ribbons and have substituted tissue paper.

Their appearance with this hair decoration brought forth a reprimand from their teacher, who asked them to report to the principal, Dr. Foster. He, on hearing their story, gave them permission to wear paper ribbons during school hours so long as they did not become conspicuous or provoke disorder after school.

The girls marched down the main street in a body wearing paper ribbons in all colors of the rainbow. The fad is said to have spread to other schools.

It may be surprising, also, for retailers to note that Federal Blue Books report in their unemotional way the fact that from 1913 to 1918 Canada's export trade in woollens had swollen from $69,439 in the former year to no less than $8,874,583 in the latter.

And regarding Canadian-grown flax, it is reported that Irish linen manufacturers are so pleased with it that their demands for this product from the Dominion will be much heavier than heretofore, during the coming season.

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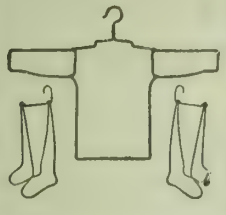
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has removed to larger and more central premises at
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where he will render still more efficient service than in the past

COTTON FUTURE HOPEFUL

Manchester, Sept. 23.—The International Cotton Spinners' yearly statistical returns show that 16,000,000 cotton spindles throughout the world are not in use. German spindles total 9,400,000, of which 3,500,000 are idle.

Outlook for Business Is Good

"Many forecasts of trade conditions show that most business men are taking a hopeful view of the future, although they are careful not to stock up with high-priced merchandise, nor to over-extend themselves in other directions. There has been a sufficient reaction in commodity prices and in quotations for raw materials to indicate that average living expenses will be much lower before many months. This means that the cost of business will be reduced and the whole business organism will be upon a much safer basis. The net result of all is that the country is making splendid headway, and that it is strengthening those weak spots so threatening only a few weeks ago."—The Financial Age.

Co-operation

"All manufacturers should show both cost price and selling price of the manufacturer, the jobber, the wholesaler, and the retailer; for secrecy is the cornerstone of profiteering, the absolutely impassable bar between capital and labor, and, incidentally, the heaviest drag on production. All manufactured articles should bear a label showing the materials of which they are composed. Congress should provide a law under which any body of citizens can cooperate in commerce and industry, under Government supervision."—James W. Dow in the Outlook.

Tokyo, Sept. 15—The syndicate has decided to maintain the price of Shinshiu No. 1 at 1,500 yen. Government backing of 50,000,000 yen is assured.

This cablegram makes definite the rumors of Japanese Government support for the raw silk market of that country, which have been repeated so often of late. Cables on several recent days have made reference to a rating of 1,500 yen for Shinshiu, but it was not made clear whether this figure was a nominal quotation or had actually been paid for a quantity of raw silk. To-day's information, apparently, gives substance to these references.

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Laces of all kinds
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WHITE DUCK COATS in All Styles
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OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS

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BREECHES AND MILITARY SUPPLIES

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44-46 York Street, - TORONTO

The Oldest and Largest Specialty Clothing House in Canada.

New York, Sept. 17—Bradstreet's says in the *Weekly Review*:—

Divergent and conflicting influences rob the trade situation of uniformity. The broad general statement may be made that trade is, as a whole, not better than fair. In textiles, the cotton goods branch has rather held the centre of attention, due to further cuts in colored cottons, ginghams, muslins and tickings, by Eastern and Central-western houses. In raw wool, something like disappointment is expressed at the lower prices made in woollen goods not attracting business. Many woollen mills resumed.

Improvement in orders for clothing is reported at some centres. The shoe trade notes very little change from the close-hauled buying previously noted, and some lower prices are reported being made by Western factories. The millinery trades show more life. The supply of coal is none too burdensome as yet, and instances of coke scarcity are cited. Lumber is quieter and prices are softer.

The price situation shows further progress in the direction of stabilization.

All the grains moved lower this week, wheat on the break in exchange early, corn on larger offerings of old crop, while oats went off in sympathy. Live stock markets are firmer, cattle, hogs and lambs being up, hogs to the highest price of the year. Flour is reported in better inquiry at Minneapolis.

Bradford, Eng., Sept. 21—The Russian Soviet Government has undoubtedly bought heavy, cheap woollen cloths for civilian use, the purchase amounting to £1,000,000, payment to be made in Russian gold. Twenty-five per cent. of the purchase price was handed over when the goods were shipped to the port of London.

Leonid Krassin, the Soviet trade representative, is now inquiring for khaki yarns, from 2-10s to 2-40s, for Russian overcoatings and suitings. Many firms, holding that this inquiry for military fabrics means a continuation of war, affirm that quotations should be refused and that orders should only be accepted for civilian goods.

The Societe Italienne de Soie Artificielle, of Milan, has increased its capital stock from 5,000,000 lire to 50,000,000 lire.

La Vogue BRAND (REG.)

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"Everything in Men's Furnishings"



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"Tis the Quality behind the name that counts"

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POPULAR PRICES

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Newest of the New

You cannot fail to be impressed with our comprehensive showing of the season's dominant novelties, as interpreted in our

WAISTS

Featured in all the favored materials, Kitten Ear Crepe, Crochet, Tricollette, Taffetas, Crepe de Chines and Georgettes.

This is your opportunity to do a better waist business, that will cement the bond of friendship between you and your customer, and augment the satisfaction and profit of both.

Will be pleased to submit samples upon receipt of enquiry.

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302 Hammond Bldg., Albert St.

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MONTREAL

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504 Kent Bldg., Yonge St.

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All-purpose Weather Coats for Men, Women, Boys and Girls

"Made in Canada"

Dominion Raynsters

are the Fall Coats that build business. They appeal to the eye with their smart styles and attractive colorings. They appeal to the judgment with their double usefulness, being suitable to all weather, wet or dry.

They are sensible, practical and economical and are made in a wide range of popular-priced models as well as the finer kind. No matter what the style or price, every coat that carries the RAYNSTER label is backed by the guarantee of the largest rubber organization in Canada—a protection to you and an assurance of satisfaction to your customers.

Our Service Branches carry the full line of "DOMINION RAYNSTERS" and can fill your orders from stock.

DOMINION RUBBER SYSTEM

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM AND ASSOCIATED COMPANIES

Service Branches located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, London, Kitchener, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Edmonton, Calgary, Lethbridge, Vancouver and Victoria.


Just A Ball
o' Yarn
L75
Corticelli
FLOSSENE
for every knitting
purpose-in every
fashionable shade
Corticelli

DRY GOODS REVIEW

Vol. XXXII | Publication Office: Toronto, October, 1920 | No. 10

"THE DEEPEST DYE"

The Public have been influenced

by persistent and extensive advertising in the best periodicals and daily papers and have learnt the advantage of guaranteed permanent fast dyed Cotton or Thread Black Stockings and Socks from every standpoint—Comfort, Hygiene, Durability and Economy.

As the result there is an ever increasing demand for Hawley-Dyed Stockings and Socks, and all interested in the trade are invited to share in the popularity and profits ensuing from the advertising of Stockings and Socks bearing this mark.

Hawley-Dyed Stockings and Socks are made in two distinct finishes — "Cashmere" finish and "Silk" finish.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Be prepared to meet the public demand.

Enquiries from the trade invited.

Hawley's Hygienic Black

British Dye

FOR COTTON AND THREAD STOCKINGS AND SOCKS.

SOLE DYERS (to the Trade only).

A. E. HAWLEY & CO., Ltd.,
Sketchley Dye Works, HINCKLEY, ENGLAND



Kenyon

Weatherproofs





Double service coats without seeming so. Smart protectors for fashionable motorists. Splendid style, wonderful comfort, enduring service; all weatherproofed by the Kengreign process without the use of rubber.

Styles 2651, 2648, 2642—$19.50. 50" long. Unlined. Worsted Weatherproofed Coats. Light in weight and serviceable. Colors 626 Oxford, 627 Olive, 645 Tan, 592 Black. Regular sizes for immediate delivery.

Write for style digests, issued at frequent intervals.

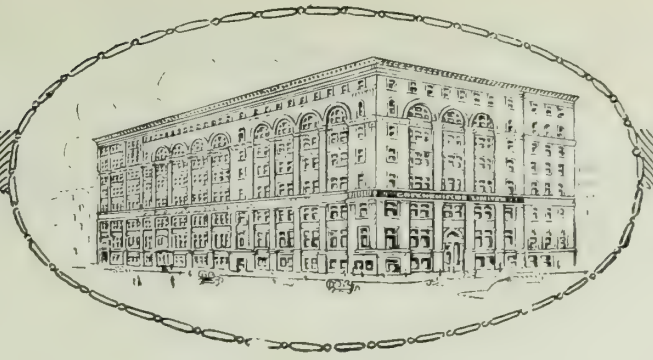
New York
5th Ave. Bldg., B'way at 23rd St.

C. KENYON CO., Inc.

NEW YORK

Chicago
223 Jackson Blvd.

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FEW SUGGESTIONS FOR XMAS TRADE

A Very Special Range of Jap Silk, Georgette, and Crepe de Chine Waists, $24.00 to $72.00 doz.

Boudoir Caps, $7.50 to $21.00 doz.

Silk and Crepe de Chine Corset Covers, $9.00 to $24.00.

Ladies' and Children's Fancy Boxed Handkerchiefs, put up 2, 3, 4, and 6 in a box, from 18½c to $1.75 box.

Write for a circular of our $150.00 assortment, excellent useful Novelties for Christmas Presents.

Ladies' Silk Umbrellas in Black, Navy, Myrtle, and Purple, ranging from $10.50 to $25.00 each. These are all in the very latest styles, including Sterling Silver Rings, colored Bakelite and Ebony Handles.

"Everything in Dry Goods"

GREENSHIELDS LIMITED

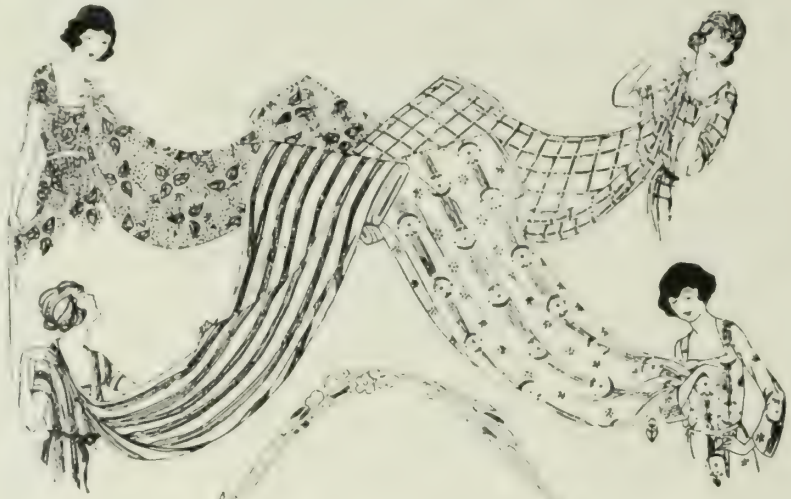
SEVENTEEN VICTORIA SQUARE

MONTREAL

A. S. King Silk Company

Limited

TORONTO



"The Silk House of Canada"

JAPAN
and
CHINA SILKS
CHARMEUSE
DUCHESS SATINS
GEORGETTES
CREPE DE CHINES
FANCY STRIPES
PLAIDS
FANCY TRIMMING
SILKS
PYJAMA SILKS
SILK SHIRTINGS
and
WASH
SATINS

Just the smart, appealing sort of merchandise to attract the eye and delight the taste of every shopper.

Beautiful quality throughout, hosts of novel designs—yet for practical wear.

You will find our lines correct predictions for the coming Social Season and for Spring.

WE OFFER TO-DAY EXCEPTIONAL VALUES FOR IMMEDIATE AND SPRING SHIPMENT

A. S. King Silk Company, Limited

59-61 Wellington St. West *Toronto*

Foreign Offices:

Zurich, Switzerland
Yokohama, Japan
Lyons, France
Chefoo, China

Our Christmas Trade

——Must be Good——

When people have money practically all will spend it at Christmas time.

We can ship now or later lines of Dry Goods that will assure you getting your share of this profitable business.

ESPECIALLY PACKED IN HOLIDAY BOXES

Mufflers,	Blouse Lengths,
Blouses,	Dress Lengths,
Hosiery,	Suspender and
Handkerchiefs,	Garter Sets,
Papeteries,	Men's Ties,
Etc., Etc.	Etc., Etc.

P.S.—Don't forget your Fancy Ribbons and Holly Tying Ribbons.



John M. Garland, Son & Co., Ltd

Ottawa - Canada

Wholesale Dry Goods

XMAS OFFERINGS

DEPARTMENT "G"

TOILET ARTICLES

Perfume cleverly packaged in convenient, fancy boxes de luxe, suitable for Christmas selling.

L'Origan de COTY in 2 oz. bottles .....$ 99.00 doz.

La Rose Jacqueminot COTY in 2 oz. bottles. 99.00 doz.

L'Effleurt de COTY in 2 oz. bottles ..... 99.00 doz.

Complete assortment of COTY perfumes.

Mes Delices HOUBIGANT in 2 oz. bottles.$ 66.00 doz.

Parfum Ideal HOUBIGANT in 2 oz. bottles. 54.00 doz.

Rose Ideal HOUBIGANT in 2 oz. bottles ..... 54.00 doz.

Pluie d'Or de GRAVIER in 2 oz. bottles .....$144.00 doz.

Entre nous de GRAVIER in 2 oz. bottles ..... 120.00 doz.

Insinuations de GRAVIER in 2 oz. bottles ..... 120.00 doz.

Orgeuil de Reine GRAVIER in 2 oz. bottles.. 144.00 doz.

Gravier assortment complete.

Faisons un Reve ARYS in 2 oz. bottles .....$180.00 doz.

L'Amour dans L'Coeur ARYS in 4 oz. bottles. 288.00 doz.

En Fermant les Yeux ARYS in 3 oz. bottles.. 264.00 doz.

and many other scents

Kadine de GUERLAINS in 3 oz. bottles .....$102.00 doz.

Violette a deux sous GUERLAINS in 3 oz. bottles ..... 84.00 doz.

L'Heure Bleu GUERLAINS in 3 oz. bottles 120.00 doz.

Fol Arome in 3 oz. bottles 120.00 doz.

Complete assortment of GUERLAINS, also lotions, powders, creams, rouge and dentifrice.

We have also the following lines in stock:—

VIVAUDON, KERKOFF, BERTIN, PLASSARD, CHS FAY,
VIOLET, NESTLY, L. T. PIVERT, ROGER GALET,
COLGATE, MARCEAU, JUTRAS, ARLY,
MOZART, MIGNERON, PINAUD, DORIN.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL

Quebec: 9 Rue Charest. - Tel. Bell 2545
Sherbrooke: 103 Wellington St., Tel. Bell 34
St. Hyacinthe: 234 Cascade St., Tel. Bell 541
Ottawa: 25 Sparks Street. Tel. Queen 3874
Three Rivers: 82 Royal Street. Tel. Bell 362
Toronto: 152 Bay Street. Tel. College 3535

To the Trade *October 1920*

Two Opportunities Available

One in Christmas Goods, suitable for men, women and children.

One in General Dry Goods, Silks, Dress Goods, Linens, Men's Furnishings and House Furnishings.

Our stock at present is heavy, and as our business year ends on November 30th, we are putting forth special effort to have it reduced before that date.

We feel assured it will be profitable for you

To Send Us Your Letter Orders
and
To Visit Our Warehouse

John Macdonald & Co.
Limited
TORONTO

Made in Canada by

The Hoover lifts the rug from the floor, like this—flutters it upon a cushion of air, gently "beats" out its embedded grit, and so prolongs its life

Have You Heard How

Are any of your friends, who are dealers in other cities, selling The Hoover?

If so, write to them. You will hear an enthusiastic story about the way the Hoover organization does business, how earnest and willing it is in co-operating with a dealer, how favorably The Hoover is received by the public because of its established standing and tremendous advertising, how pleased its purchasers are with the service it gives.

You will hear of rapid progress being made in sales, of frequent turnovers and liberal profits, and glowing prophecies for the future.

We are collecting such reports for publication, but should you personally know any Hoover dealers, you may prefer to hear direct from them.

The constant and rapid growth in Hoover production now enables us to provide our older dealers with ever-increasing quantities of machines and at the same time to add a number of new dealers every month. We invite you to write for our highly profitable proposition

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, *Limited*

The oldest and largest makers of electric cleaners

Factory and General Offices: Hamilton, Ontario

The HOO

ELECTRIC SUCTION

Canadians for Canadians

The Hoover lifts the rug from the floor, like this — flutters it upon a cushion of air, gently "beats" out its embedded grit, and so prolongs its life

The Hoover is Selling?



VER

SWEEPER

It *Beats* . . .
as it Sweeps
as it Cleans

Denton, Mitchell & Duncan

Wholesale Dry Goods
Gents' Furnishings
House Furnishings
Etc.

IN STOCK

Full line of

Men's Lined and Unlined Dress Gloves, Work Gloves and Mitts.

Men's Ribbed Worsted Socks in Black, Heather, Greys and Lavatts.

Men's Brushed Wool Mufflers in Browns, Greys and Khaki.

Denton, Mitchell & Duncan

79-83 Wellington St. West

Toronto, Ont.



The Colour element in these World-known Fabrics is indestructible, and the finished Product from coal tar anthracene to colour, and from raw material to beautiful fabric—is our own throughout.

CANADIAN REPRESENTATIVE: G. I. KITCHEN, 72 Bay St., Toronto

Linen Is More Than "A Fabric"

Since remote antiquity civilized peoples have looked upon linen as a prized possession—an insignia of power—the symbol of eternity.

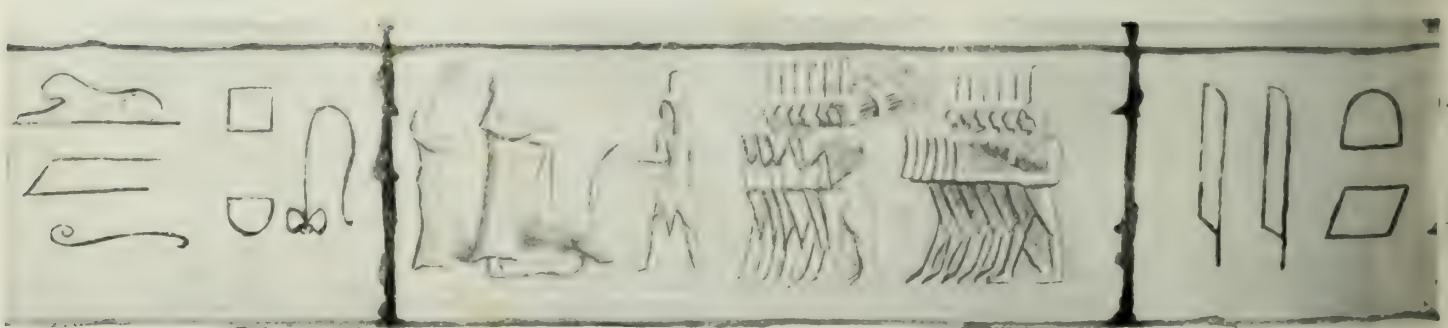
The last few years have seen a great shortage of linen and people have had to temporize with less desirable materials.

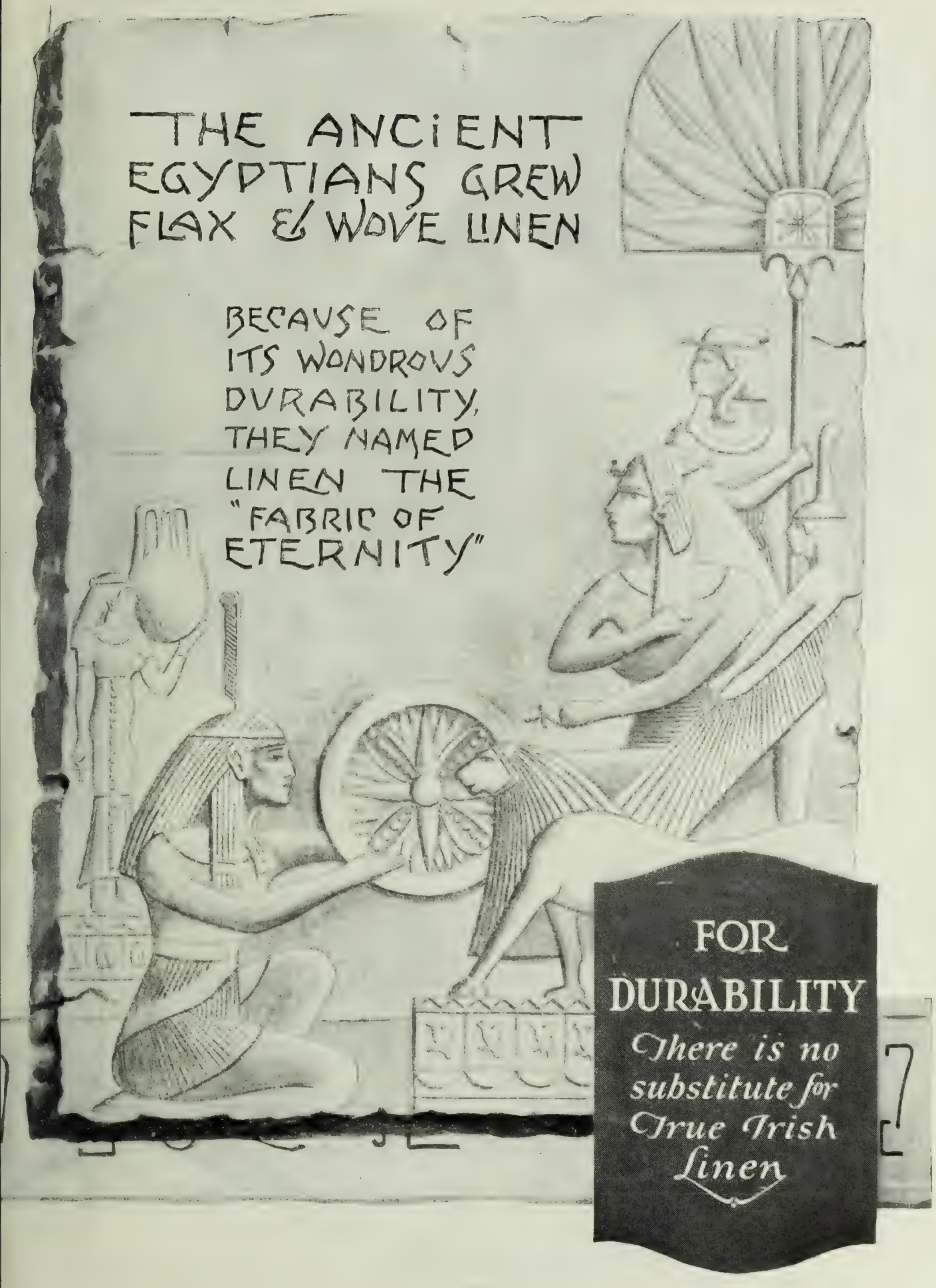
But nothing can permanently take the place of linen in the hearts and imaginations of those who appreciate the finer things. They want linen—True Irish Linen.

Here is your opportunity to secure such supplies as are available and profitably cater to this inherited desire.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York




THE ANCIENT EGYPTIANS GREW FLAX & WOVE LINEN
BECAUSE OF ITS WONDROUS DURABILITY, THEY NAMED LINEN THE "FABRIC OF ETERNITY"
FOR DURABILITY
There is no substitute for True Irish Linen



New Designs in

Ladies' Whitewear

For Spring 1921

The Canadian Converters Co. Limited
Montreal

"Sanspareil" Super-Velvet



Fast Dye
Fine Twill
Fast Pile

The Turin International Exhibition awarded their

Diploma of Honour

for Sanspareil Super-Velvet—a tribute to over a century's reputation for quality, durability and value

SANSPAREIL has a rich soft pile of exceptional depth, this unique feature in Cotton Velvet being obtained by a special process in manufacture.

This lustrous fabric drapes most beautifully and is supplied in a wide range of fashionable colors.

Its exquisite sheen, exceptional durability, and super-quality finish are a triumph of the velvet maker's art.

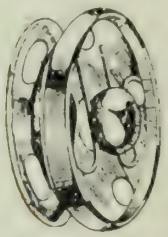
To be had from the leading wholesale houses in Canada.

BALSTONE COOKE & CO., LTD., MANCHESTER, ENG.

Made in Four Sizes
000
00
0
1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER
But is MADE WITH HIGHLY TEMPERED WIRE SPRING
KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.

When You Think Of Xmas Goods Think Of

In replenishing your stock for Xmas selling, let the BLUE STAR guide you. It will assure an authentic selection, constituting Quality, Economy and Beautiful Merchandise.



LACES
EMBROIDERIES
DRESS TRIMMINGS
GEORGETTES
CHIFFONS

QUALITY

ECONOMY

BEAUTY

WASH GOODS
RIBBONS
HOSIERY
BRASSIERES
HANDKERCHIEFS

You will find the BLUE STAR wherever you find goods of Quality. It is invariably associated with merchandise that sets the pace, where Quality, Appearance and Durability are the paramount features.

Muser Brothers (Canada) Limited

12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry LePuy St. Gall



The Profit in Quality

In any staple line of merchandise a trademarked brand which represents the highest standard of quality in that particular staple never has to be placed on the bargain counter or among the markdowns.

The "OLD BLEACH" trademark stands as a guarantee in the linen trade for purity of material, perfection of finish, and artistry of design.

The advantage to distributors of this famous make of real Irish Linen lies in the fact that there is always a demand for quality goods, and that a fair ratio of profit can always be taken.

The "OLD BLEACH" LINEN Co Ltd

23-25 East 26th Street New York

Keep Your Customers in the Buying Mood

BY

Sorting up Frequently

WITH

Snappy, Dependable, Value Merchandise

AT

Popular Prices

Better than Arguments about the Markets.
Better than Discussions on Labor, Overhead or Transportation.

THE MAGIC WORDS

ARE

"Popular Prices" that bring Business
Do not *Starve* your Stock and Miss Sales

Racine's Offer Many Sale Opportunities.

ALPHONSE RACINE, LIMITED

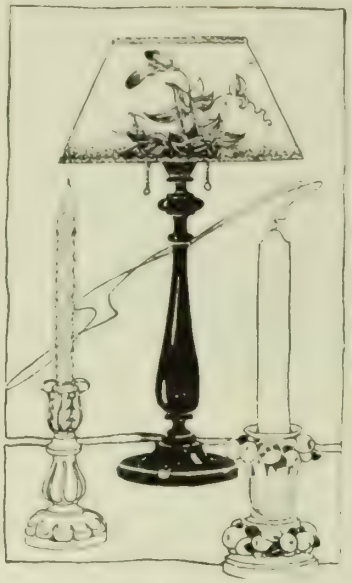
Manufacturers and Wholesale Distributors of
Everything in Men's Furnishings
60-98 St. Paul St. West - Montreal

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

PERMANENT SALES OFFICES: Ottawa 111 Sparks St. | Quebec Merger Bldg. | Sherbrooke 50 Wellington St. N. | Three Rivers Main Street | Riviere-du-Loup Hotel Antil | Toronto 123 Bay Street | Haileybury Matabanick Hotel | Sudbury Nickle Range Hotel | Sydney, N.S. 269 Charlotte St. | Charlottetown, P.E.I. Queen and Sydney Sts.

DEPT. F.

XMAS NOVELTIES



38

TOYS, DOLLS, GAMES
SPORTING GOODS
TOILET AND MANICURE SETS
TOILET ARTICLES, PERFUMES, ETC.
IMITATION IVORY GOODS
IMITATION MARBLE STATUARY
LEATHER GOODS
PAPETERIES
CLOCKS AND JEWELRY

SPLENDID ASSORTMENT OF XMAS HANDKERCHIEF BOXES

11 DEPARTMENTS

A, C Cotton Staples
D Dress Goods and Silks
F Toys and Sporting Goods
H Hosiery
L Linens, Handerchiefs, etc.
M Laces, Ribbons House Furnishings
R Ladies' and Gents' Ready-to-wear
S Smallwares
U Underwear, Gloves, Mitts, etc.
W Woollens

All Orders Shipped Same Day as Received

HODGSON, SUMNER & CO., LIMITED

83-91 St. Paul St. West — 21 St. Sulpice St. — 84-92 LeRoyer St.

MONTREAL

SAMPLE ROOMS:

7 Charest St., QUEBEC — Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS — Metropole Building, SHERBROOKE
503 Mercantile Bldg., VANCOUVER — 50 Bon Accord St., MONCTON, N.B.



"MEET 'TOM' KELLY"

(By A. J. Stewart)

He's a twelve-cylinder business man, with improved self-starter. Since Boston furnished his birthplace in 1870, he has been known by his associates as a human dynamo—a disciple of system and diplomacy, with a keen insight for ways of surmounting obstacles in the path of honest business.

From Tom Kelly's life of newsboy, printer's devil, college athlete, to the present time, when he stands as a leader at the head of a great commercial enterprise, which has attained the heights of business endeavor, is gleaned the fact that the most thorough business knowledge never carries far, unless a wider knowledge goes with it.

Mr. Kelly has a faculty of enlarging his outlook from day to day. He lives on the world's highway and commands new ideas, always building a deep and varied mental background, which gives an individuality to his business.

By his untiring energy, he has amassed a half million dollars. In doing this he has had to make millions for his clients.

Mr. Kelly's rare vision and foresight taught him early to surround himself with big, brainy men. Acting on this faith, he scoured the country and has secured the best brains that money could buy, and has with him a corps of advertising geniuses, merchandise masters, correspondent experts and commercial artists, and by his method, merchandise is turned to the satisfaction of both buyer and seller, as some fourteen thousand letters of recommendation from satisfied merchants from coast to coast will verify.

T.K.KELLY SALES SYSTEM
MINNEAPOLIS.MINNESOTA



WHAT KELLY DOES

He contracts to put on special sales or intensified selling campaigns for reduction of overstocks—for the quick raising of money or for the complete closing out of entire stocks and fixtures, trustees' sales, dissolution of partnership sales, or merely to expand business on stocks, of whatsoever kind or nature, no matter where located.

These special sales are produced by the Kelly way of advertising, which is founded on the principles of direct result copy, meaning that it gets quick returns —no waits.

The basic principle of Kelly's campaign is common sense, with just enough "punch" to make it interesting without being ridiculous—conservative enough to make it sink in—truthful—out of the ordinary enough —minus the bombastic—to stampede the buying public without disgusting them—businesslike enough to get large returns—and economical in the extreme.

It gets and holds the public confidence in the merchant's community, the merchant's store, the merchant's goods, the merchant's sale. It will widen the merchant's vision and build the merchant prestige. It vitalizes the merchant's business with a compelling force that will drive a business on and up.

A thoroughly equipped Advertising and Art Department and Master Merchandise and Display Departments—maintain a Market Survey Division in order to investigate thoroughly each and every community, so that correspondents and ad. writers may intelligently work along the proven ground.

T. K. KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA



HOW KELLY DOES IT

Kelly sends a trained representative to a merchant's store, no matter where located, to work with him as a business partner. These men are of sterling character and executive ability and have above the average intelligence, men of successful record and proven worth and are "schooled" in the Kelly way in advertising, merchandising and finance.

The representatives Kelly sends out to conduct these sales are thoroughly equipped for the purpose of selling a stock of goods by truthful advertising and scientific merchandising display. The customers' interests are Kelly's interests and he wants to work as a merchant's partner.

With Kelly, special sales are big, scientific certainties. By the Kelly method risk has been eliminated and an honest merchandising policy, that is fair to both the public and the merchant, has been developed by his clever plans.

His wonderful service, known the country over as The T. K. Kelly Sales System, reduces a merchant's overhead expense, multiplies his turnovers, broadens his trading radius, inspires the sales force. Kelly gets a store more new customers and plans ways to hold them. All this, he accomplishes by correct analysis of the store and community.

There is nothing mysterious about the Kelly method. Just a lot of business intelligence with the proper application (Fair treatment—fair profits).

To prove that this method is right, one has only to look up the trail of Kelly sale successes from coast to coast —from the small country store in the Carolina hills to the modern building on Cadillac Square, Detroit. It works equally as well.

T. K. KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA



WHY KELLY IS "APED"

"Imitation is the sincerest form of Flattery."

The Kelly method is the pioneer—the known standard of special sales methods. Consequently—Kelly method is widely imitated.

Since the founding of the Kelly Institution twenty-five years ago, it has seen hundreds of so-called sales systems come and go. So-called special sales "experts" flourish for a time and die.

Kelly was the first to have the vision of how a master built service could be maintained for merchants at no cost to them until they were ready to use it—A service of master minds that could compete with and far excel merchandising and advertising of the larger Department stores.

Kelly has an organization of one hundred and forty-two salesmen and an office force of ninety-five, that could handle any dozen of the largest Department stores in the United States with ease, and is known by merchants as The T. K. Kelly Sales System.

This master organization, with a half million dollar responsibility, is housed in a permanently built home, located on Nicollet Avenue at 26th Street, Minneapolis—is maintained for the merchants of America to use when they are in need of a special sale.

Kelly's method injects new impetus into the sales force and many successful big merchants of to-day owe their progress and success to his wonderful method—and the public is glad to pay the bill.

If you want to unload, sell out entirely, expand business or just raise a little money, you only pay a nominal fee for this service as you use it.

A letter stating how much stock you carry will bring you full particulars and your correspondence will be kept strictly confidential.

T. K. KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA

Are You Helping Establish "THE BIG IDEA"?

ADVERTISEMENTS urging the public to buy what shoes they need NOW and to buy only Made-in-Canada shoes, are appearing in practically every important newspaper, farm journal, and magazine from Coast to Coast.

This extensive publicity campaign is supplemented by the motion-picture "Sole-Mates," which tells the story of the leather and shoe trades from the raw materials to the fitting of shoes in the retail store. It's a real human interest story and it will pay you to get your customers to see it when it's shown in your town.

By this time we hope that the portfolio which we mailed to every Retail Dealer in Canada has been safely delivered.

We also hope that the show card reading "We sell and recommend Made-in-Canada Shoes" is now prominently displayed in the thousands of dealers' windows and stores through the country, because in order to convince the people of Canada that their best interests are served by buying Made-in-Canada shoes, we do need the co-operation of the retail merchants.

There are some features in this portfolio that we would like to bring to your special attention. (Have you got yours handy?)

TAKE PAGE 5, for instance. Is the Show Card which accompanied the portfolio displayed in your window, or some other prominent part of your store?

ON PAGE 6, there is the copy for some advertisements which would be splendid for your local paper. Why not run these advertisements in your space in your local paper for the next four or five weeks? They will help tie your store up with the advertising we are doing.

ON PAGE 7 of the portfolio are details of an "Essay Contest for Retail Dealers and their Clerks." The first prize for this contest is $125. There are nine prizes in all. Somebody is going to win these prizes. Why not you? Send us your essay as soon as finished.

ON PAGE 8 you will find details of the "Essay Contest for School Children," for which there are 100 prizes. Many dealers are making a "hit" with their youthful customers (and the parents of their youthful customers) by calling their attention to this contest and inducing them to enter.

PAGES 9 AND 10 relate to the editorial "The Too Modest Canadian." If you paste this up in your window or store you will be surprised to see how interested people are in reading it. Try it and see.

THE BACK COVER of this portfolio is a very unusual poster. It shows in a very interesting and graphic way the reason why every Canadian should buy "Made-in-Canada" shoes. Paste it up in your window or some part of your store. This picture tells a story very vital to Canadians just now.



There never was, in the history of Canada, such strong sentiment in favor of Made-in-Canada Goods. Canadians are steadily and surely coming to the conviction that it is both economy and practical patriotism to buy Made-in-Canada goods—particularly Made-in Canada shoes. It is therefore good business for you to identify your store as one which SELLS AND RECOMMENDS MADE-IN-CANADA SHOES.

If by any chance your portfolio has not arrived, please let us know and another will be sent you immediately.

Address:

National Advertising Committee

Shoe Manufacturers' Association of Canada

1404 Traders Bank Building, Toronto

MOTHER LAND TRADE SECTION

WE SPECIALIZE *in* CLOTH *for* LADIES' WEAR

SAND SERGES
TWEEDS
BLANKET CLOTHS
WORSTED COATINGS

JOSEPH FOSTER & Co.

CALDER MILLS
ELLAND, YORKSHIRE
ENGLAND

Established 1853

London Warehouse :
1 LANGHAM PLACE
REGENT STREET W.

MOTHER LAND TRADE SECTION

Ministry of Munitions

By Order
of the Disposal Board



The Disposal Board have

STOCKS

lying in the United Kingdom and AVAILABLE FOR EXPORT of Engineering Stores

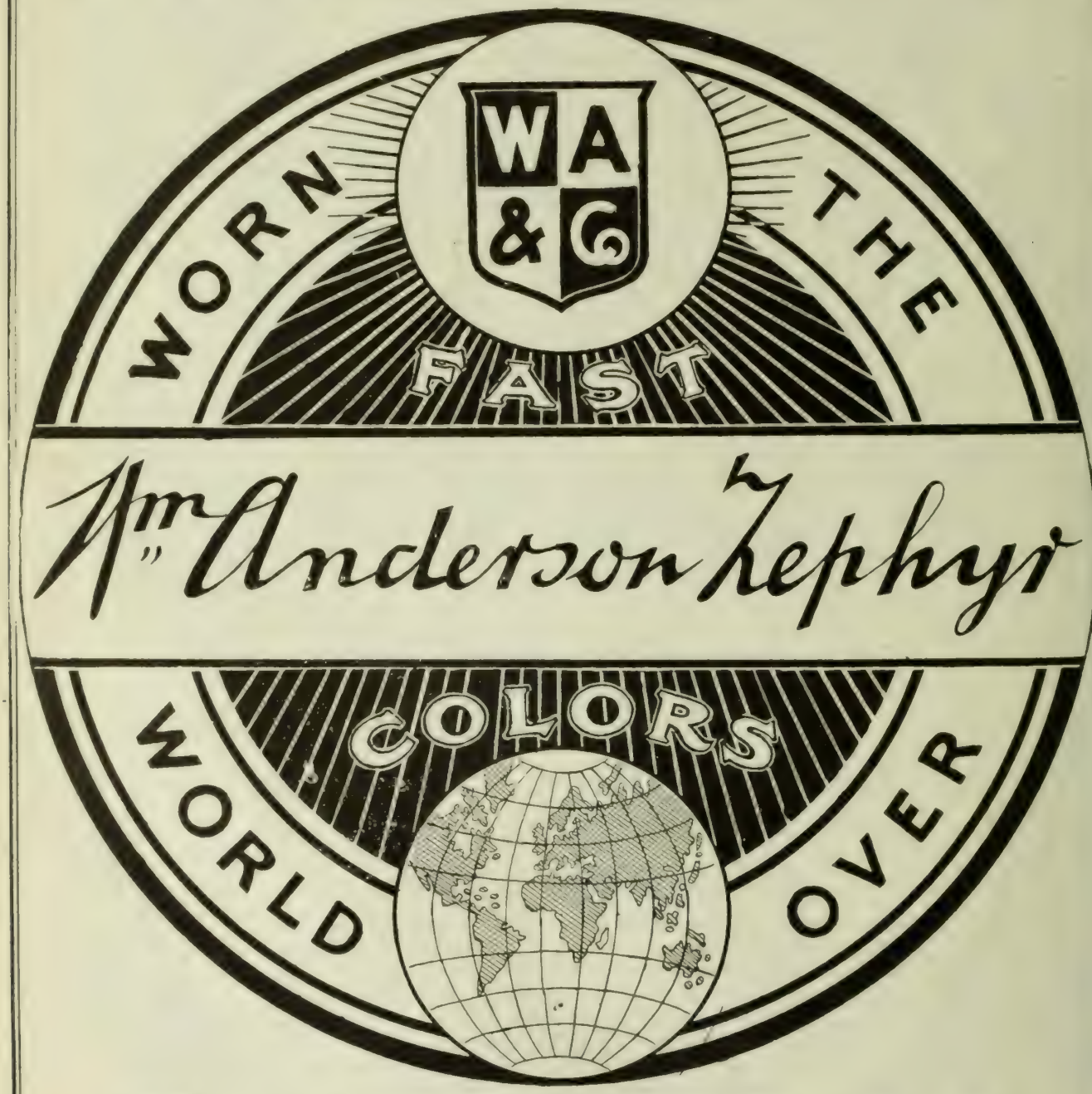
Ferrous and Non-Ferrous Metals
Plant and Machinery
Steam Engines and Boilers
Factory Stores
Machine Tools
Railway Material
Contractors' Stores
Electrical Instruments and Machinery
Boots and Leather Equipment
Motor Boats, etc., etc.
Medical Stores
Chemicals and Explosives
Motor Vehicles
Agricultural Machinery
Aircraft
Furniture
Textiles and Clothing

Buyers should instruct their representatives in the United Kingdom to communicate with the Secretary, Disposal Board, Ministry of Munitions, Caxton House, Tothill Street, London, S.W. 1.

Cable address "DISPEXPORT, MUNORGIZE, LONDON"

MOTHER LAND TRADE SECTION

Obtainable From The Leading Wholesale Houses



Wm. Anderson & Co., Ltd.

Pacific Mills and 12 Princes Square

Toronto
43 Scott St.
A. S. BROWN - Representative

GLASGOW

New York
48 White St.

MOTHER LAND TRADE SECTION

GEORGE BRETTLE & CO LTD

Manufacturers and Merchants

119 Wood Street, London, E.C. 2, England



"OBERON" UNDERWEAR
the BEST for Winter

REGISTERED TRADE MARK

"OBERON" Underwear is such an outstanding success because it is one hundred per cent. good. It is sold freely the world over and the sales are always increasing. To keep pace with the enormous demand we are constantly being compelled to increase our factory in size and staff. "OBERON" Underwear represents excellent value—the kind that gives the customer complete satisfaction and brings repeat orders. Ask our representatives to show you their samples, specially selected for the requirements of the Canadian Trade.

NOTE THIS LIST OF OTHER "OBERON" SPECIALTIES

Hosiery, Underwear, Sports Coats, Knickers, Knitted Scarves in Silk, Artificial Silk and Wool, Ladies' and Men's Pyjamas, Towels, Quilts, Rugs, Blankets, Sheets, Linens, Haberdashery, Men's Shirts, Dressing Gowns, Ties, Braces, Collars, Caps, Ladies' and Men's Raincoats and Waterproofs.

Samples at the Addresses Below

Eastern Provinces
Marshall & Harding,
Carlaw Bldg.,
Wellington St. W.
Toronto

Western Provinces
Mr. G. E. Ledder,
Cornox Street
Grace Court,
Vancouver, B.C.

GEORGE BRETTLE & CO., LTD.
119 WOOD STREET, LONDON, E.C. 2, ENGLAND

MOTHER LAND TRADE SECTION

W K. PERROTT & SONS.

W K PERROTT C J PERROTT E S PERROTT

SILKS. RIBBONS. VELVETS.

TELEPHONES - CENTRAL 1752 1753 1754
TELEGRAMS - SARSENET. CENT. LONDON
CABLEGRAMS - SARSENET. LONDON
CODES USED: MARCONI INTERNATIONAL. A.B.C 5TH ED BENTLEY'S & PRIVATE.

Branches
LONDON. - 288/292 REGENT STREET. W1
LUTON. . - 6 SILVER STREET.
MANCHESTER - 35. BROWN STREET

58, 59 & 23, ALDERMANBURY.
LONDON. E.C.2

October, 1920.

We take this opportunity of advising our Canadian friends that, during the Fall of 1920 and the Spring of 1921, we shall be able to offer a good selection of all classes of PIECE SILKS in plain and printed.

Your enquiries will be esteemed a favour and same will have prompt attention.

Canadian Representative: Mr. Wm. Dodd, Prince George Hotel, Toronto, Ont.

MOTHER LAND TRADE SECTION

Crockers Bulletin

URBANUS

URBANUS

The Ladies' New Dress Fabric

Urbanus in all pure Botany Wool

Reliable and guaranteed ALL BRITISH

Buy the best—it is cheapest

Always looks excellent

Nothing could serve you better

Unsurpassed in coloring and texture

Satisfaction assured

Width 50-51 inch



CROCKERS Ltd
Friday Street
London England

BRITAINS BEST

MOTHER LAND TRADE SECTION



The House for Novelties in

Ribbons — Silks
Lace Goods — Wool Dress Goods
Embroideries — Fancy Cotton Goods & Cretonnes.
Millinery

Hitchcock, Williams & Co.

FACTORIES: 10 & 11 Watwick Lane, E.C.
29 to 33 " "
And Paternoster Buildings, E.C.

St. Paul's Churchyard
LONDON, ENG.

A.B.C. Code, 5th Edition.

Cables, Churchyard, London.

MOTHER LAND TRADE SECTION

The Fine Scotch Underwear with the Fine Scotch Finish

Pesco



The "Fine Scotch Finish" of Pesco, the fine Scotch Underwear, is a point of great importance to the public and the trade.

This finish, which imparts to every garment an almost indescribable softness, is secured by a secret process and is exclusive to Pesco. It is obtained not by groping, experimenting amateurs, but by experts under the direct supervision of a qualified textile chemist, and in its present form is the result of laborious research, daily experiment, and profound practical and scientific knowledge.

It is NOT obtained, as so many processes are, at the expense of the life of the wool fibre. A leading analyst has reported, and this is a point for the attention of all who must have confidence in the goods they sell, "that the Pesco methods not only preserve, but develop the pristine qualities of the wool and increase the tensile strength and resisting properties of the garments by at least 8½%."

Peter Scott & Co., Ltd., Hawick, Scotland

Now on the ground with samples

Canadian Agents

Toronto—Messrs. C. & A. G. Clark, 35 Wellington St. West.

Montreal—Mr. R. C. Poyser, 214 Drummond Building.

Winnipeg—Messrs. Hanley & Mackay Co., 62 Albert St.

The Pesco Range

Obtainable in Pure Wool and Silk and Wool textures—

For Ladies — Combinations, Vests, Spencers, Bodices, Drawers, Knickers, Nightdresses, Rib Vests, etc etc.

For Children—Combinations, Nightdresses, Sleeping Suits, Shirts, Trousers, Knickers, etc., etc

For Infants—Binders, Wraps, Kilties, Gowns, etc.

For Gentlemen — Shirts, Trousers, Combinations, etc., etc.

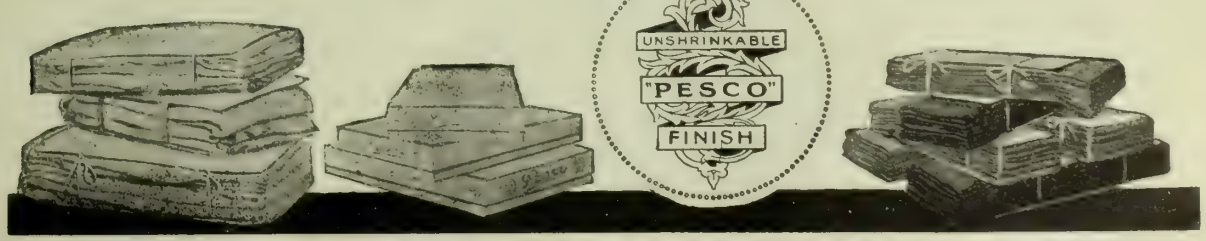
Also

Pesco Hose and Half Hose in Black, Colors and Mixtures

and

Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and color effects.

Guaranteed Unshrinkable



MOTHER LAND TRADE SECTION



Registered Trade Marks.

Important to Buyers of
HIGH-CLASS COTTON FABRICS

Please Note

THE

"FERSTRONG" BRAND

is a guarantee of the Highest Quality, also of an absolute uniformity of quality in all repeat business, as all the FERSTRONG Materials are made out of the ***Finest and Purest Cotton the World can Produce***

White and Dyed Cambrics

Also the

CRÊPE-DE-FERSTRONG

the BEST Substitute for Crêpe-de-Chine

These materials are unrivalled for making up Ladies' and Children's underwear, also BLOUSES, JUMPERS, CAMISOLES and all kinds of LADIES' and CHILDREN'S DAINTY GARMENTS.

Also High-Class Range of Longcloths.

Write to FERSTRONG Dept. for the names of our Wholesale Agents; also Free Patterns and full information on writing to

"FERSTRONG DEPARTMENT"

52 FAULKNER STREET, MANCHESTER, ENGLAND

MOTHER LAND TRADE SECTION

SPERO
ON SELVEDGE OUR GUARANTEE

BRITISH "SPERO" MAKE

SUPER-STANDARDISED QUALITY
COTTON GOODS
BEST IN THE WORLD



COTTON IMPORTERS
SPINNERS, DOUBLERS
MANUFACTURERS
AND FINISHERS

SPERO MILLS ON
MANCHESTER SHIP
CANAL—THE SHOW
MILLS OF LANCASHIRE

Sheetings
Madras Shirtings
Pillow Tubing
Velveteens
Novelty Cloths
(WHITE ONLY)

RICHARD HAWORTH AND COMPANY, LIMITED, ENGLAND

WORSTED YARNS

SPINNERS OF WORSTED YARNS FOR MANUFACTURE OF HOSIERY, UNDERWEAR, OR KNIT GOODS.

Head Office:-
STAMFORD ST.
LEICESTER.
Telegrams: "YARNS" Leicester.
Telephone 2470-1 Leicester.

American Agents:-
J. & W. BASTARD
(BOSTON) Co.
184 SUMMER ST.
BOSTON, U.S.A.

Bradford Office:-
195/6 SWAN ARCADE,
BRADFORD.



J. & W. BASTARD
SPINNERS
LEICESTER.

MOTHER LAND TRADE SECTION

BDA

COPYRIGHT

British Supremacy.

THE BRADFORD DYERS' ASSOCIATION, LTD.,

is a unique industrial concern. Its counterpart does not exist to-day.

IN pre-war days a leading Yorkshire manufacturer made a public statement which, in the light of the present activities of The Bradford Dyers' Association, Ltd., was *prophetic*.

SAID he: "If The Bradford Dyers' Association continue their progressive way, Bradford need have no fear of its goods being compared with those of any other country in the world."

NOTWITHSTANDING the universal complexities characteristic of post-war manufacturing, The Bradford Dyers' Association, Ltd., have steadily developed their extensive research work.

THEY have co-ordinated the most scientific methods of dyeing and finishing with the latest textile constructions, with the result that to-day goods bearing the imprint of the BDA monogram face the world-wide competition with the knowledge of an unimpeachable superiority.

Patterns showing FINISHES for all purposes, and full particulars, on application to—

THE
BRADFORD DYERS' ASSOCIATION, LTD
(Dept. 6)

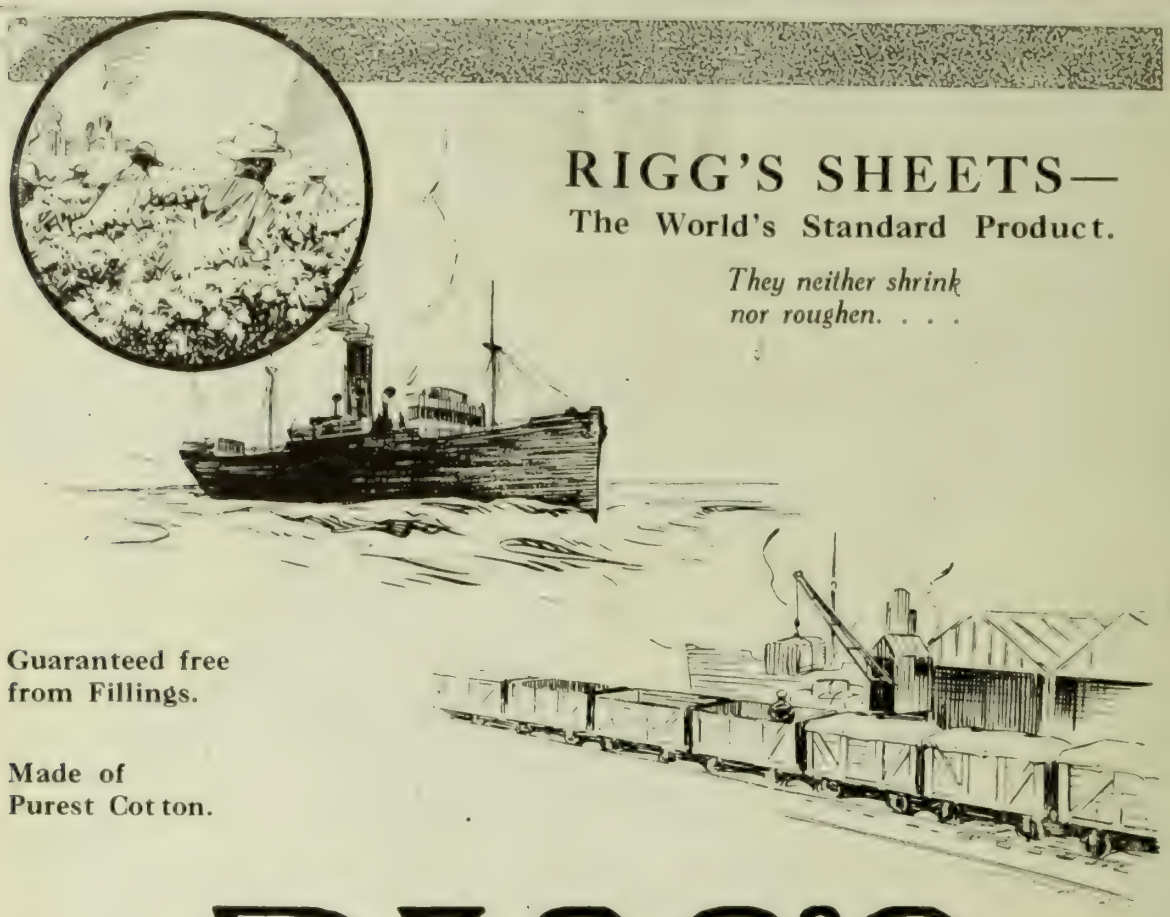
MANCHESTER
6 OXFORD ST
ST PETERS SQ.

BRADFORD
39 Well St.

LONDON
128 & 129
CHEAPSIDE, E.C.2.

BDA
(COPYRIGHT)

MOTHER LAND TRADE SECTION



RIGG'S SHEETS—

The World's Standard Product.

They neither shrink nor roughen. . . .

Guaranteed free from Fillings.

Made of Purest Cotton.

RIGG'S

SHEETS & SHEETINGS

have world-wide reputation for merit.

Sole Manufacturers:

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY STREET, MANCHESTER, ENG.

Cables: Rigg Brothers, Manchester

MOTHER LAND TRADE SECTION

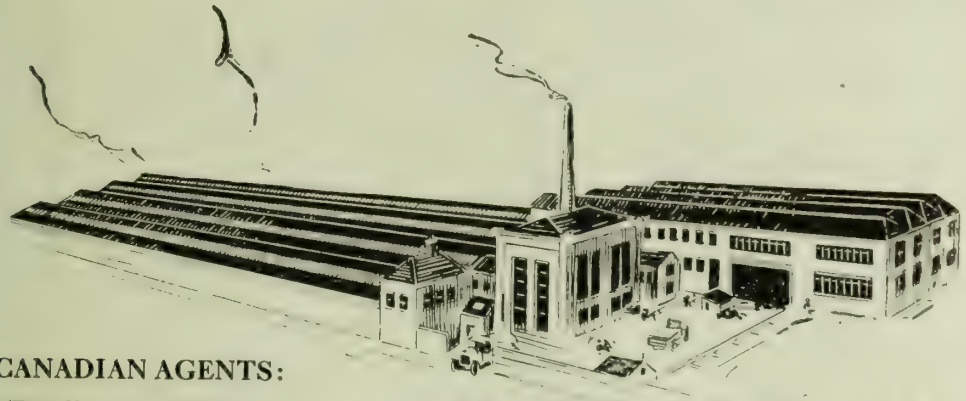
Rigg's Sheets and Sheetings



are made throughout by modern methods of manufacture at our mills at Bleaklow, near Bury, Lancashire (Eng.), from the best raw cotton the world can produce, selected and purified by ourselves. Diligent scrutiny in all stages of manufacture maintains that unbeatable quality upon which their world-fame rests.

When buying sheets and sheeting, avoid all imitations, and insist on having RIGG'S. ALL RIGG'S Sheets are vouched for by the makers. The mark "RIGG'S MANUFACTURE," appearing on the selvedge, constitutes a guarantee of the highest quality.

To do a permanent good-class trade, show RIGG'S SHEETS



CANADIAN AGENTS:

(From Vancouver to Winnipeg)
E. W. DEAN & SON,
32 Seymour St., Vancouver, B.C.

(East of Winnipeg)
R. DARLING & CO., Toronto



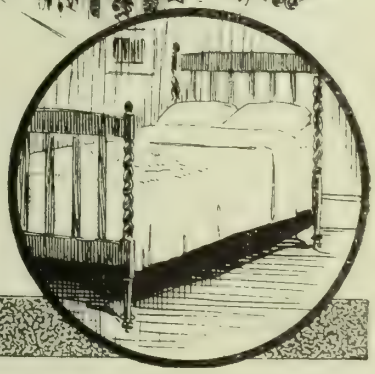
Sole Manufacturers :

RIGG BROTHERS, LTD.

Cotton Spinners and Manufacturers since 1836

6 MOSLEY STREET, MANCHESTER, ENG.

Cables: Rigg Brothers, Manchester





"When Bedtime Comes"

LISTA PURE SILKS

not only make exquisite Blouses, Shirts and Pyjamas, but are simply ideal for Children's Dresses and Sleeping Suits. In the clothing of your merry, romping boys and girls quality counts; it is here in wear and washing that

LISTA SILKS ARE SUPREME

Manningham Mills, Bradford, England

Agents:
HENDERSON & SMYTH
Toronto and Montreal

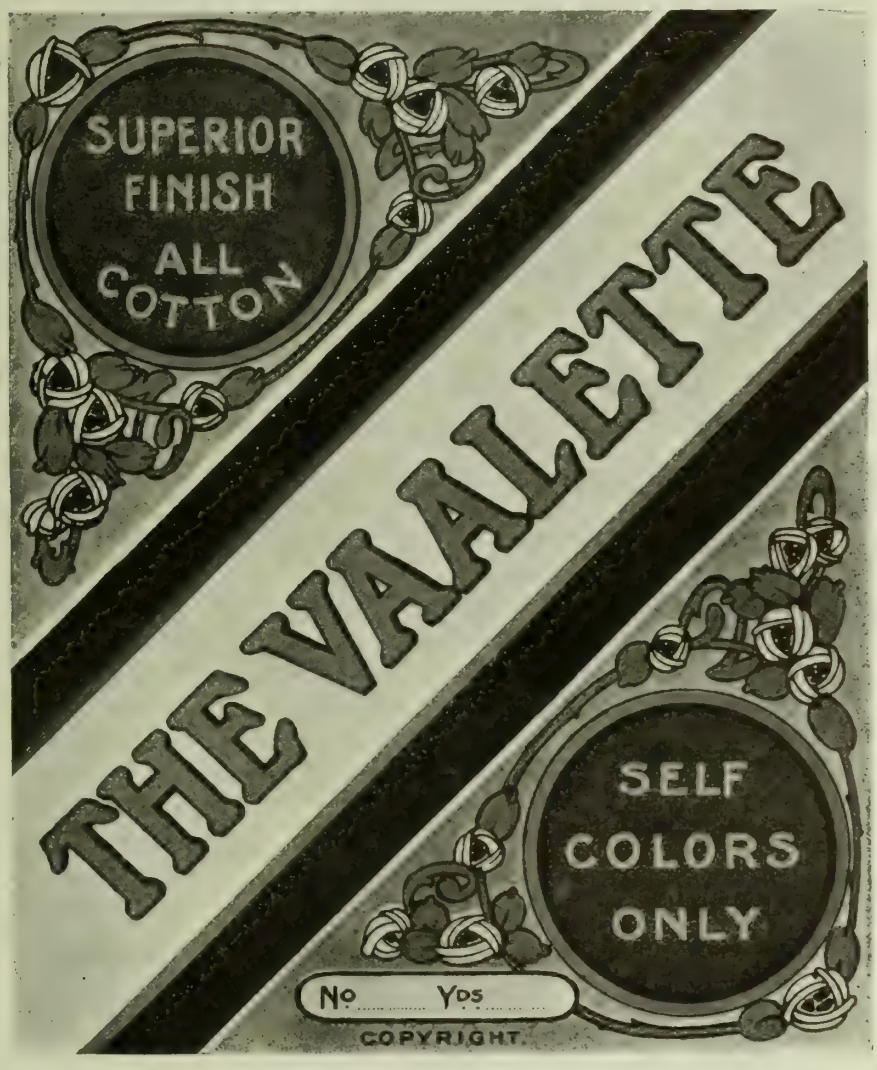
MOTHER LAND TRADE SECTION

H.L. WILD & CO., LTD.

Manufacturers

Dyed Flannelettes

Wholesale and Export Only



Quality, Finish and Reliability Unsurpassed

Dominion Agents:

CANADA:. Geo. H. Napier, 417, Coristine Bldgs., Montreal.
AUSTRALIA: C. E. Wain, Commerce House, Flinders Lane, Melbourne.
NEW ZEALAND: F. C. Brookbanks, 23, Strand Arcade, Auckland.
SOUTH AFRICA: E. O. Robotham, Strathearn House, Rissick and Fox Streets, Johannesburg.

68, MAJOR ST., MANCHESTER, ENGLAND

Code: A B C (5th edition)

Cables: "VAALETTE, MANCHESTER"

MOTHER LAND TRADE SECTION

The Motherland's Finest Fabrics

C. P. A. Fabrics, by reason of their high-grade quality, their exclusive and distinctive designs, have attained a position of pre-eminence, and every care is taken that nothing shall compromise this reputation.

THE Canadian Representative for The Calico Printers' Association, Ltd., is Mr. Edward Foster. He carries samples of all the C.P.A. Fabrics and will be pleased to exhibit these to, and receive enquiries from, traders interested in high-class voiles, prints, sateens, drills, printed handkerchiefs and furnishing fabrics, and the well-known specialties: Grafton Voile, Potters' Prints, Cepea Serge, Sheenore, Gemarkord, Cylkcel, etc.

Address your communications to:—

MR. EDWARD FOSTER,
426, Coristine Bldgs.,
20, St. Nicholas Street,
MONTREAL,

and

710, Empire Buildings,
64, Wellington Street, West,
TORONTO.

The Calico Printers Association Limited

Manchester, England

MOTHER LAND TRADE SECTION

KING'S CELEBRATED SCOTCH WINDOW HOLLANDS



have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

SOLD BY ALL LEADING WINDOW SHADE JOBBERS

Made by

JOHN KING & SON

GLASGOW, SCOTLAND

Established 1775

Canadian Representatives : CAMPBELL, SMIBERT & CO., MONTREAL and TORONTO

MILLINERY AND HABERDASHERY WIRE

Chenilles, Hat Braids, Dress and Mantle, Dress Cord and Girdles, Artificial Silk, Braids and Ribbons, Embroidery Silks, Tassels, Pom, etc. Upholstery Cords and Trimmings, Scroll, Argyle, Saddle Bag and Flat Gimps, DRESS FRINGES, Tassels, etc.

MADE IN SILK, COTTON, WOOL ETC.

Artificial Silk Straw Braids for Millinery Hat Manufacturing

SUPPLIERS TO WHOLESALERS AND SHIPPING HOUSES
SHIPPING AND STRICTLY WHOLESALE TRADE ESPECIALLY CATERED FOR



THE DIAMOND MARK

TELEGRAMS: DAVENPORT MACCLESFIELD

P. DAVENPORT

MANCHESTER OFFICE: 39 PICCADILLY

BRIDGE ST. MILLS - - MACCLESFIELD, ENGLAND

Canadian Agent: R. C. PARSONS, 34 FRONT ST. WEST, TORONTO

THE DIAMOND MARK BEST ENGLISH MAKE

MOTHER LAND TRADE SECTION

KIDMAR HOSIERY CO.

53 McPHAIL ST., BRIDGETON, GLASGOW

Makers of

Ladies' Sports Coats

Made from best Scotch Fingering Yarns in all Shades. Guaranteed All Wool.

Children's Jerseys

Made of Wool with cotton back. In all sizes and shades. Styles with button shoulders and also polo collars.

All-Wool Shawls

For Infant Wear. Made from finest Cross-bred and Merino wools. In large range of designs and any sizes required. Also in Black and Colours.

Agents:

WRIGHT & MORGAN

MONTREAL and TORONTO

J. C. McGregor & Co.

53 McPhail St. Bridgeton, Glasgow

Makers of

Furnishing Muslins

Madras Muslins in cream, white and coloured, in all-over and border designs, Harness, Spots, Sprigs, Lappets, Brise-bise and Waterfall Curtains

Dress and Millinery Muslins

Book Muslins, Robe Muslins, Lawns, Nainsooks, Madapollams, etc.

Agents

WRIGHT & MORGAN

MONTREAL and TORONTO

GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

JENNENS, WELCH Co., Ltd.,

Cloth Workers and Shrinkers, and Proprietors of the Famous "JENNWEL" Waterproof Finish

LONDON, HUDDERSFIELD and BRADFORD, ENGLAND.

WHEN ORDERING ENGLISH CLOTHS, SAY "TO BE SHRUNK BY JENNENS, WELCH & CO., Ltd."

HAZEL'S TEXTILES



For ALL COUNTRIES

WOOLLENS
WORSTEDS & UNIONS
SERGES, TWEEDS, GABARDINES

Hazel & Co

FOUNDED 1815

LONDON, LEEDS & GLASGOW
Head Office
16, NILE STREET.
CITY ROAD.
LONDON, N.1.

IMPORTED
BRITISH - MADE

WOOLLY-WEAR

FOR INFANTS
UNEQUALLED QUALITY

Bonnets,
Matinee Jackets,
Mittens, Socks, etc.

INFANTS' FOOTWEAR, LTD.
LONDON, ENGLAND;
GREENE-SWIFT BUILDING,
LONDON, CANADA.

MOTHER LAND TRADE SECTION

TEXTILE SMALLWARES

JAMES CARR & SONS, LIMITED
CLARENCE MILLS
CLARENCE STREET, CHESTER ROAD
MANCHESTER

Manufacturers of all classes of Webs, Cords and Bindings, in cotton, worsted and linen; Curtain Webs, Edgings, Layon Borders, Blind Cords, Carpet Binding, Cotton Banding, etc.

Original Patentees of
CARR'S WOVEN LADDER TAPE.

WHOLESALE ONLY.

Agent for Canada:
Mr. D. F. Moore
Manchester Building, Melinda Street
TORONTO

Horrockses

FLANNELETTE

For UNDERWEAR, SLEEPING SUITS, PETTICOATS and BABIES' DRESSES

Now is the time to bring Flannelette to the front—and HORROCKSES' FLANNELETTE has that unimpeachable Quality which means satisfied customers and increasing sales.

Prompt deliveries can be made.

JOHN E. RITCHIE, Canadian Agent
591 St. Catherine St., W. - MONTREAL
Branches: Toronto and Vancouver

UNITED STATES AGENTS:
WRIGHT & GRAHAM COMPANY
110 Franklin St., New York City

HORROCKSES, CREWDSON & CO., LIMITED
Cotton Spinners and Manufacturers
MANCHESTER, ENGLAND

Telegrams—
"Classicus, Manchester."

Telephone Nos.
1923, 1924,
1925, Central

Private Trade Mark

Codes—
A.B.C. (4th Edition)
A.B.C. (5th Edition)
A.B.C. (6th Edition
Western Union
Ross-Moss
Lieber's.

C. H. BRITTON & SONS

Lloyd's House - Manchester

Producers of

WHITE CALICOES

Our C.H.B. 10 quality unsurpassed for domestic use, C.H.B. ranges the largest in the world.

Madapolams in all makes, Nainsooks, Cambrics, and our speciality—

"AURANA" CAMBRICS

White Mediums, Twills, Drills, Sheetings, White Dowlas.

All classes of Grey Cloth, White and Dyed Mercerized Voiles, Pongees, Fine Warp Satins, Poplins, White and Dyed Brocades.

"CYCLO" CLOTHS

All shades for garments, the best and most useful on the market.

Printed Crimps, our own special designs on our renowned K43 quality. Printed and Mock Voiles, Printed Shirtings.

Canadian Sales Office:
HAROLD F. WATSON, FOSTER LIMITED
208 Coristine Building
MONTREAL

MOTHER LAND TRADE SECTION

Robert Morton & Sons

Muslin Manufacturers

34 Albion St., Glasgow

— SPECIALTIES —

Buckrams - Sparteries - Marlys

MILLINERY MUSLINS in BLACK, WHITE and COLORS

Also

PALE BOOKS, NAINSOOKS, LAWNS, INDIA LINONS, PERSIAN LAWNS, CHECK CRINOLINES, MADRAS and HARNESS MUSLINS, Etc., Etc.

Cables: Morton, Glasgow **Code: Marconi**

Canadian Representative

STRACHANS, LTD.

Empire Building, 64 Wellington St. West

TORONTO

TELEGRAMS: WAKEFUL GLASGOW

CODE: A.B.C. 5TH EDITION

WILSON & CO.

48 ALBION STREET

GLASGOW

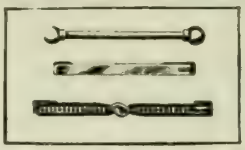
MANUFACTURERS

Ecru and Colored Madras Muslins,
Coin Spots and Figured Harness
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The W. R. BROCK COMPANY

Wholesale Dry Goods

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ESTABLISHED 1849

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Agencies for Textile and Similar Goods in New Zealand

We are open to represent a few additional manufacturers of staples and specialties on buying or commission basis. Wholesale or retail trades. Energetic corps of travellers employed.

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TORONTO

Seasonable Goods for Present Delivery

We have a large assortment of

Wrapperettes and Kimona Cloths

To Retail From 50c to $1.00

In view of the great scarcity of Prints, we are having an unusually good demand for these:

ENGLISH WRAPPERETTES (Special Values)

RB47—27 inch, Stripes 40c
EC1—27 inch, Fancy, Small and Medium designs 55c
EC2—27 inch, Pyjama Stripes 65c
RB60—27 inch, Heavy Cloth—Stripes and Figures 70c
G580—39 inch, Blousettes 75c

AMERICAN WRAPPERETTES

VICTOR SERGE—27 inch, Small and Medium designs 45c
POLONIA VELOUR—27 inch, Kimona Patterns, Florals, etc. 52½c
LERMA FLANNEL—27 inch, Small Patterns, dark grounds 55c
POLONIA VELOUR—"Shorts"—The same goods as Polonia Velour, regular stock, but in short ends of 10 to 20 yds. Large range of colors and patterns
Special Price 47½c

CHALLIES AND DELAINETTES

(THESE ALSO ARE GOOD SUBSTITUTES FOR PRINTS)

DOUAI CHALLIES—32 inch (Lawrence's make). Very Special 50c
This includes a good assortment of small patterns on grounds of Green, Grey, Alice, Old Rose, Mauve and Fawn.

HG1—ENGLISH DELAINETTE—31 inch, Extra Value 55c
These are a fairly old purchase, and much below to-day's market price. Colors are Navy and White, Navy and Red, Black and White, Black and Helio. Designs are Spots, Stripes and Objects.

Warehouse: BAY AND WELLINGTON STREETS



When Parties Are in Order

LEFT—*Handsome jade velvet dance frock with Egyptian role girdle and hip draperies of Nile tulle entwined with silver ribbon. The train is velvet weighted with silver tassels.*

CENTRE—*An adorable dinner frock of Adriatic blue and silver shot taffeta for the "jeune fille." The quaint bodice exploits the off-the-shoulder line emphasized by tiny nosegays of French rose posies. The bodice also shows the new flat-across-the-front treatment of floral corsage.*

RIGHT—*Graceful black Chantilly model posed on gold tissue with bouffant hip draperies and a long train lined with gold tissue falling from the normal waistline. Gold roses trail down the right side, gold shoes are worn and a handsome black curled ostrich fan is carried.*

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CHRISTMAS SUGGESTIONS

EVERY retail merchant should make up his mind that he is going to handle a rushing Christmas trade, and then get busy on his preparations for the biggest business of the season without further delay. This issue of Dry Goods Review is prepared especially in the interests of merchants who are striving for increased business in the festive holiday season. Successful window displays which made money for your competitors in past Yuletide seasons are reproduced, advertising campaigns which they put across are described and the policies adopted by men who have made their business a success related. The present issue also contains a review of the novelties provided for the Christmas trade in all the various dry goods departments. An effort has also been made to impress upon the merchant the present state of the domestic and foreign markets.

PAYING YOUR SALES FORCE

"ASK any dealer," said a prominent Ontario merchant recently, "what he considers his biggest problem to-day, and I wager he will tell you it is the figuring out of a fair scheme of salaries for his sales force." This dealer, who has made himself personally responsible for the attitude and efficiency of every employee in his business, believes that the policy of paying to clerks percentages on their sales is the only fair system of payment. He believes that marked efficiency, alertness and intelligent devotion to work earn for any clerk the right of recognition. In adopting the percentage scheme this dealer believes that he can more readily place his staff where they will work to the best advantage for the business and themselves. Dry Goods Review would be pleased to hear from its readers on this question. Are you seeing to it that the men and women who are contributing to your business success are receiving their share of the profits?

WATCH THE MARKET CLOSELY

NOW is the time, if ever, that the retail trade should watch closely the trend of prices. Daily newspapers have been featuring for some time the prospects of a drop in everything so that the public have got into the habit of thinking that everything is coming down to-morrow or the day after. This naturally curtails their purchases. The daily papers have done a great deal of harm in this respect. They overlook entirely the fundamental principle of business — supply and demand. Supply is increasing in a great many cases compared with demand and naturally this tends to an easing off in prices. On the other hand there are cases where supply has not been increasing and higher prices are to be expected. At any rate no declines can develop for some time.

During the last few years the retail trade has had no difficulty in selling goods. People have come in and bought for future use so that business has always been good. We are entering a period when the retail trade must exercise its selling ability and show the consumer the exact condition on the various articles. This necessitates a careful study of markets so that the proper information can be passed on by the retailer to his customer when the occasion arises.

MAN IS TO BLAME

DISCUSSING the extravagance of the modern woman in matters of dress Chauncey M. Depew, a former U.S. Senator, financier and railroad man, expressed the opinion that the men are equally as much to blame for this. Mr. Depew says: "Women wear fine clothes because the men like to see them. The men are partly to blame for the extravagance. The responsibility, if responsibility you can call it, is about equally divided. You know none of us care to see a woman in homespun. If a man can afford it he always likes to see his wife in a new bonnet. And if they do wear silks and costly things that helps industry and is a good thing."

Are Your Christmas Plans Completed?

Almy's Ltd., of Montreal, Are Just About to Open Their "Gift Shop" For the Third Year—"The Best Thing We Have Ever Tried Out," Says the Manager of This Special Christmas Department—Any Merchant Could Carry Out This Idea on a Large or Small Scale—Try It.



Where Novelties Sell

The Gift Shop, originated by Almy's, Ltd., of Montreal, which is opened each year about a month before Christmas, so that customers may avail themselves of timely suggestions. The salesforce choose all the articles displayed.

WITHOUT exception, all the large departmental stores are considering their Christmas plans already, and in some cases the main features of the displays and the special attractions for children are well in hand. October is none too early after all to formulate such schemes as these, since advertising must begin within a brief week or two, in order to awaken the proper pitch of interest, especially where children are concerned.

During the season of 1919, several of the larger department stores in Montreal tried out some exceedingly successful ideas appropriate to the season, which may be valuable as suggestions to others. The important idea which every retailer will appreciate is the absolute necessity of encouraging the public to begin their shopping early. Stocks are as easily arranged in accordance with the Christmas season early in advance as they are a little later on, and in most cases more easily, as lines are usually complete, and the sales people can be more readily trained to handle the increased volume of business which will come all of a sudden. Perhaps extra sales clerks will be required, and stores with foresight will begin training such helpers at once by working them in gradually in extra shifts, either in morning or afternoon hours, in the regular departments until the extra rush begins. This will show them how the regular routine of the store proceeds, and train them in making out sales checks, locating stock, etc. Even the regular staff needs a little helpful advice at this season, for holiday selling is different from regular selling, and even the store's best customers are apt to become a bit hard to handle when under the stress of gift selection. Brief talks on Christmas selling will be invaluable to the staff during the month of November, and above all things it is wise to recall just how things went in most of the departments last year, when the rush was at its height. This alone ought to be of better practical help than any amount of advice.

Almy's Gift Shop

When a Christmas selling idea is once tried out and proves to be unusually successful and is in consequence used three years in succession, it may be said to be pretty conclusive evidence that this idea is worth passing on to somebody else. An example of one such successful Christmas store feature was the Gift Shop, inaugurated originally by Almy's, Limited, of Montreal, some three seasons ago, and now established as a regular feature of the Yule-tide season. The Shop, views of which are shown above, occupied the centre of the downstairs main floor, comprising perhaps some sixty square feet of space in all.

As will be noticed from the illustration, the exterior of this charming bazaar was arranged to simulate a store front, and specially designed counters of French gray, to harmonize with the prevailing color scheme, were employed, arranged in the form of a square about the centre of the floor. Behind these were kept supplies of boxes, paper, etc., to facilitate the proper boxing of the gifts for those who wished to carry them away. On entering the booth, as it may be called, the shopper could proceed around the tables by either of the four aisles, which allowed sufficient space even for the large crowds

which later on filled the store to overflowing. Innumerable electric lights illuminated the entire Shop constantly, and the effect, with quantities of holly and mistletoe and the gay tones of the gift boxes and ribbons, made the Gift Shop fairly radiate the spirit of Christmas.

Clerks Choose Gifts

In chatting with Mr. A. A. Hoover, head of Almy's book department, in whose charge the Gift Shop is entirely placed, Dry Goods Review ascertained that he ran the booth last year with a sales staff of ten, comprising both regular and new employees, as well as three diverted from the millinery salon for the time being. Mr. Hoover's plan was to send forth his staff early in the morning, as soon as the store was opened, to go the rounds of the whole building making selections everywhere of articles suitable for Christmas gifts. These articles were then credited to the Gift Shop by a system of transfer which recorded the removal of goods as though a sale had been made in the regular way. This method of replenishing the rapidly disappearing stocks was found to be by far the most satisfactory, as the sales girls were excellent judges of what was most suitable and could be relied upon to select a large variety of goods which appealed to the average shopper.

"In my opinion," said Mr. Hoover, "this Gift Shop is the best idea we have ever tried out. It can be got ready in twenty-four hours, and it seems to be the most popular part of the whole store while it is installed. During the Christmas shopping season people looking for gifts do not have time to go to every department, and often the one thing which might attract them is on another floor and escapes their attention entirely. Here is where the value of a Gift Shop comes in, for in it are to be found goods from every single department in Almy's store, and when it happens that a customer does not find exactly what she is looking for, it nearly always occurs that she gets a suggestion for something in another department and so she stays right in the store instead of going out somewhere else. I make no limit as to price, as I carry everything from Christmas cards to phonographs and piano lamps, plainly marked as to price. We try as much as possible to get the customer's exact wants supplied right in the booth, but in any case we can always tell her just where she can get the precise article in question. I believe in lots of light about the place, and even have canaries singing in hanging cages to add to the attractiveness of the Shop. Holly boxes are provided with every article which can be easily boxed, and the Christmas idea is carried out in every particular."

The only lines of goods not carried in the Gift Shop are those which are so small that they might be easily picked up and stolen, such as jewellery, etc. Happily, few such occurrences mar the yearly success of the Shop, and it is anticipated that it will be erected as usual about the first of December this year. The western corner of the store, however, will be its home on this occasion, as extensive alterations have been recently made to the ground floor, greatly increasing its area.

As regards advertising, it has been found that after a reference or two to the opening of the Gift Shop in the store's regular daily advertisement, no further special effort is necessary, as the customers readily find it out on entering the store. As the goods move so quickly, it is constantly necessary to replenish the many lines carried and in doing so, variety of grouping is aimed at, in order to present a changed appearance daily.

For Happy Children

In planning their Christmas features, Almy's, Limited, never forget the children, and their windows and processions in honor of the patron saint of the season are events eagerly longed for by the younger generation of Montreal.

In 1919, the store began its preparations in honor of the coming of Santa Claus as early as November 4th, by a series of advertisements expressly intended for the children, which continued daily until November 17th. Through the courtesy of Miss Marion Farrell, advertising manager of Almy's, Limited, Dry Goods Review is enabled to reproduce a few extracts from the entertaining and original advertisements referred to.

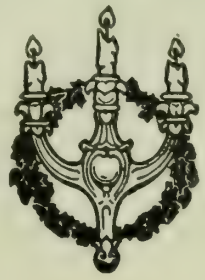
The series were cast in the form of bulletins, supposedly received at a mysterious wireless receiving station, situated "somewhere in Almy's" and emanated from Chief Big Axe, of the Chickataubot Tribe, residing in Greenland, up near the North Pole. The initial message embodied in the advertisement for November 5th runs as follows:

"WOG CHAT UTE OPBEG — ILANDOR UNSKIUMP ALMY'S. CHUG WOT TOPSKI SKILLIOSK BAR KEG—"

Happily Almy's operator understood the same language and translated the message as follows:

"Santa Claus is very busy getting ready for the long journey to his headquarters at Almy's. We are coming with him to help him."

In subsequent advertisements, photographs were shown of the Indians which were posed from men belonging to a tribe of Quebec and accompanied messages in the above quoted picturesque language. The photographs were part of a "Photogram" service inaugurated for the benefit of Santa Claus and his young friends. By this means, the interest was sustained throughout the next fortnight, and many thousands of youngsters followed the various stages of Santa's journey to Montreal with breathless interest.



The Arrival of Santa Claus

About the 13th of the month, Santa met with an unfortunate accident which forced him to relinquish his reindeer and come the rest of the way by train, which he did, arriving in Montreal at the Place Viger Station on November 15th, where he was given a riotous reception by thousands of delighted children, who escorted him and his accompanying Indian braves to Almy's store, where Santa remained until Christmas Day. A special throne was erected for him in the toy department and there he held daily receptions. Parents were admonished to "bring the children in to have a confidential chat with Santa, or let them write him a letter, which he will answer if the name and address are clearly written."

This suggestion was promptly acted upon, and the toy department was thronged to the last day of the season. Letters, also, poured in and almost swamped the large staff which were on hand to answer them. Nevertheless, every youngster who wrote received a handwritten postal card from Santa, asking them to come and see him at Almy's and to judge from the crowds, the suggestion must have been promptly acted upon by the young recipients.

The Annual Request

A final suggestion may well be noted from the advertising campaign of Montreal's largest store in 1919, which is worth repetition year after year. It refers to the matter of "shopping early." In one of the regular advertisements appearing on November the 4th occurred the following message:

"We would like to make a suggestion as regards Christmas shopping: every day we mention specially priced merchandise of some sort which will help you to save money in filling out your Christmas list. Suppose you make it a point to read these items in order that you may not miss exceptional opportunities. In this way you will thoroughly enjoy your Christmas shopping, and you will have all the time you require. There will be no last minute rush and you will have the satisfaction of knowing that you have not been extravagant, though it's a real joy to be extravagant occasionally at gift giving times."

Customers will never think of this unless told about it, and they will not do it unless a definite advantage is made plain. Make it plain in the advertising.

Christmas is only a few weeks away, and this will be a season when customers are apt to be more critical than ever before of what they wish to purchase. With prices so high on most lines, the tendency in all probability will be more deliberate buying on all sides. Therefore the wisdom of a little early forethought regarding the coming season will be readily apparent.

Dramatize Your Appeal to the Public

Do You State Facts in the Stereotyped Way or Do You Appeal to the Imagination of the Passer-by in Presenting Your Store Displays?—The Retailer's Hardest Job is to Create a Lasting Impression—Some of the Stunts That Have Proved Successful May Suggest a Scheme for Your Store.

"I HAVE learned how to dramatize my appeal to the public," a retail merchant replied, when asked the secret of his store's wide patronage in spite of a conservative advertising policy.

There was a great deal of significance in that reply. He was a very successful merchant, and yet his appropriation for advertising purposes was very limited. His displays were simple indeed. His establishment was not overpretentious, and yet he did more business than many a competitor with more pretentious quarters and a larger selling organization.

"I believe that little advertising stunts are worth a lot of money to the merchant," the successful merchant went on. "A little scheme, some trick for displaying goods or attracting attention to your establishment can accomplish wonders if handled the right way.

"First of all, I want you to understand that the public, the hurrying public whose attention you want to attract, is simply a big child, in the sense that it is subject to certain impressions. You may stand on the sidewalk, megaphone in hand, and shout your announcement to the hurrying crowd. The crowd may listen to you, and then hurry on, forgetting what you had said only five minutes ago.

"If you are going to make any announcement to the public, or put up a sign to attract the attention of passersby, do it in a way that you will leave a certain lasting impression on the mind of every man and woman in that crowd.

Called For Action

"Did you ever hear of the story of the two famous Grecian orators? Well, one of them made a remarkable speech. The speech took the crowd by storm. He wanted them to fight the enemy. 'Fine speech!' they all said as the orator finished his oration. 'The best speech we ever heard.'

"But they didn't fight the enemy.

"On the other had, the second speaker made a speech that drove the crowd to action. When he got through with his speech they didn't say, 'Fine speech!'

"'Let's fight the enemy!' they all said at once.

"The latter speech was the most effective one because it drove the mass of humanity to action and not merely to temporary praise of the orator's ability.

Changing Nature of Business

"Now, I'll illustrate how this principle has worked in my case. For many years I was engaged in the wholesale field. I did only a limited amount of retailing. For many years certain citizens in my



community had been accustomed to buying from me at retail, and I took pains to accommodate them.

"Recently I decided to devote my entire effort to retailing. How was I to announce this fact to the public? I could have placed advertisements in the newspapers and posted large signs in front of my store. That would have been sufficient to announce the fact to the public.

"But I thought of another way, at least something in addition to newspaper advertisements and signs. I wanted to dramatize my announcement, in other words, to create a strong impression on the minds of the people that although engaged in the wholesale business in the past I had always made a practice of doing some retailing.

An Unchallenged Record

"I dug up some of my old day books, the kind bookkeepers used to keep in the old days. It was a combination ledger, journal and cash book. The book contained the names of prominent old residents who used to buy at retail from me. I displayed a set of these books in a window, turning over a leaf every day.

"For instance, one entry would read like this:

"John Jones, 211 Van Neck Avenue, ordered 210 model August 2nd. Delivered August 3rd. Paid August 4th.'

"The display attracted a great deal of attention. Many of the pedestrians would recognize familiar names. Memories were brought back. People talked about them. The books held the centre of the stage for many months, and each day there was a good sized crowd in front of my establishment.

"I put up a sign alongside of the set of books, reading like this: 'These men bought at retail here many years ago. They were satisfied with their purchases. Now you can buy at retail here. Everything sold at retail.'

"I had simply dramatized my appeal by connecting it with a lot of old time residents known to the majority of the population of the town, and I had succeeded in creating a lasting impression on the minds of the people."

Utilizing a News Story

The dealer who follows the daily news can often succeed in creating a dramatized appeal in his window display, by connecting his wares with a certain news event.

Here is a good illustration worth considering, although it may not apply directly to your class of business:

A retailer in an Eastern American city decided to put up an attractive display of garden tools some months ago. He did succeed in getting up an attractive display. Still the dealer was not satisfied. Dealers in the same city had equally attractive displays.

He thought the matter over, and finally came to the conclusion that some unusual sign, carrying with it some newsy appeal to pedestrians would complete the attraction.

A Startling Announcement

Now, if you walk by the store from a distance a sign bearing the following message in large letters will catch your eye:

There Must Be No 18th Amendment

The United States

Must Be Wet

Quite a bold statement to make! But go nearer to the window and you will get another surprise. In addition to the large letters quoted above there are a number of words in smaller type. Standing right in front of the window you will note the following message:

"There must be no Eighteenth Amendment for your lawn. The United States may go dry, but your grass must be wet occasionally to produce a lawn you like to see. We can help you. Our line of garden hose, hose reels, lawn sprinklers and watering cans is now complete."

Of course, the exact wording may not apply to your particular trade. But the idea is there, and if you are enterprising enough you may use the idea to suit your own exact needs.

In many cities, particularly the larger cities, the traffic cops use semaphores to aid them regulate vehicular traffic. When you ride along in your automobile, and that hand on the semaphore saying

"stop" goes up, your instinct tells you to stop.

Westerner Uses Semaphore

A Western dealer took advantage of the psychological suggestion. He has a corner store. So, he had a semaphore set up at his window corner. The bar atop the contraption, a simple pine board, bearing the word "stop" swings on a pivot, moving up and down. On the board running from the roof of the window to the ground are the words "Here for Bargains."

Invariably people are attracted by that moving sign, and it is second nature for them, thanks to their habit of obedience to the traffic cop, to stop and gaze at the window display.

A Chalk Line

An old trick is to draw a number of lines with chalk on the sidewalk, all the lines leading to the entrance of the establishment. It is very natural for the eye to follow the lines to their extremes, and for pedestrians' feet to follow the chalky course.

As the successful merchant quoted said in the beginning, a little trick, some trick for displaying your goods, can accomplish wonders, provided it is dramatized in such fashion as to create a permanent impression on the average mind.

Bank's Clever Stunt

Wherever you go you can find ideas for such stunts. The other day the writer passed the window of a certain banking institution in New York. It was an enterprising bank, the kind that has learned to advertise and to create regular window displays.

The banking officials wanted to create the impression on the minds of pedestrians that now is the time to make certain investments. It could have put out a sign reading, "Now is the time to invest. Look how much profit you can make."

But that kind of a sign would not hold the crowd. There was no action in that message.

Instead, the bank hung a wall clock in the window. And then came the message, right alongside the clock: "Now is the time to make your investment. Our returns are as regular as clock work. This clock never goes wrong. We never go wrong. Here is your correct time."

The bank had succeeded in dramatizing its appeal, because it associated its message with such everyday affair as a time piece. If a bank can use the idea is there any reason why some dealer cannot use it? Why not put up a clock in front of your establishment and along with it a sign reading: "Now is the time to start buying your holiday goods."

And speaking of banks, the average business man can use to advantage some of the tricks the banker has learned to use. The banker sells a product. He must convince the average person in the crowd that he ought to save his pennies and dollars instead of thoughtlessly hoarding his money under mattresses or the like.

A Bottle of Ashes

A good illustration that came to the attention of the writer recently was that of a woman who hoarded a considerable sum of money in a family stove. One day, during the absence of the woman, someone set fire in the stove. The hoarded money burned up. Desperately, the woman collected the ashy remains of the money, placed it in a bottle and carried it to the nearest banker. She wanted to know whether the banker would give her brand new bills for the ashes.

The surprising part of the story is that the banker took her at her word. He paid her the full amount in brand new bills. He then placed the bottle of ashes in his window with the following announcement, "Here is what will happen to your money if you don't put it in a savings bank." Of course, the sign told the full story of the woman's misfortune, or good fortune, as you may have it.

The banker had succeeded in dramatizing the advantages of his bank. A little bottle full of ashes told the big tale.



A Dramatized Appeal

This window proved one of the most sensational store displays attempted in the history of Brantford when it was introduced this Summer by the E. B. Crompton Co., Ltd. Note the wedding party just about to depart for the ceremony in the waiting limousine. Action is splendidly conveyed.

Windsor Merchant Opens New Store

C. H. Smith Co., Ltd., Open Their New Store in September — Now Facing Three Streets — Started in Business Six Years Ago With 15,000 Square Feet Capacity and Now Has 63,000—Features of Interest in Connection With the Latest Addition.

WHEN the C. H. Smith Co., Ltd., of Windsor, opened up their new store on Ouellette Ave., Windsor, on September 23, the cherished ambition of the president of the company, C. H. Smith, was realized. When he opened his first store in that city in May of 1914 on Pitt Street, he was firmly convinced that he had selected a city which was bound to undergo phenomenal growth. He was right, for in the last year alone Windsor has added more than ten thousand to her population, while the border cities have added nearly twenty thousand altogether. The fact that Detroit lay just across the stream did not erect an insurmountable barrier to this enterprising young merchant; he had faith in Windsor; he had faith in himself, and these are two essentials to success. The capacity of that first Pitt Street store was 15,000 square feet. A year later he opened on a second street —Sandwich, and in September, the third store was opened on Ouellette Street, making the store capacity now over 63,000 feet, or three hundred per cent. greater than six years ago.

The new building is an imposing structure and stands high above the buildings of that city of ten years ago. "I wanted to build a business in the Border Cities," said the president, "by serving the public in such a way as to make good will as valuable as the merchandise on the shelves." He seems to have done it, and, unless we are greatly mistaken, the end is not yet. The Border Cities have not stopped growing, and as long as they grow this enterprising merchant will grow with them. Since starting in business six years ago, many policies making for the contentment of the employees and first-class service to the public have been inaugurated; these are dealt with in other articles in this issue. The business has grown at a remarkable rate until to-day it is one of the finest departmental stores to be found in this country, and one of the best systematized.

Entrance to Ouellette

The entrance to the new building is on Ouellette Avenue, just below Pitt Street. Its approach is marked with a red-tiled spacious entrance, while crowning that overhead is seen an ornamental copper design of marquet effect. The entrance is in arcade style, with large show windows on either side, while the bevelled glass doors swing open invitingly to the public. Thus, the first impression of the store is one of rich finish and efficient workmanship. The background of the show space is of ivory finish, and the ceilings of oaken finish.



A Well Arranged Floor

This view of the C. H. Smith Company store shows the attractive arrangement of the accessories departments on the main floor. The store is splendidly lighted and very up-to-datety equipped.

The walls are of terra cotta appearance.

Everything for Ladies

The main floor covers a large area, connecting in the rear with the older section of the store. On the south side will be found departments handling gloves, hosiery, embroideries, laces, handkerchiefs, patterns, art goods and jewelry. On the north side are the sections for umbrellas, toilet articles, papeteries, ribbons, veilings and neckwear.

Along each side are glass-topped show cases of decorative effect. Entering from the Pitt Street store one will find the pattern department, while in the north section will be found the art department.

Finished in Satin Walnut

On the main, as on the other floors. the walls, starting from the cream-colored ceiling; are of buff, coming down to rich satin walnut woodwork to the ground.

The work color scheme is pleasing to the eye and its psychological effect will be restful to the tired shopper. On this floor no open stock will be found, all goods being guarded in glass-topped show cases from dust and unnecessary handling.

A Pleasing Feature

One feature on this floor—something that is new and most likely to appeal strongly to purchasers—is the installation of four show cases solely for gowns. Another unique feature is the sliding doors used on the wall show cases, this being the only store in Windsor—with, perhaps, one exception—that has anything like it. Ready telephone service will be made possible to all departments



Dustproof and Effective

An individual display case which has been successfully used by the C. H. Smith Co., Ltd. An attractive group can be made such as this of afternoon dress, silk hose, 'kerchief and necklet.



Recess in Store Windows

The peculiar construction of the store frontage of the C. H. Smith Co., Ltd., of Windsor, Ontario, has a particular appeal for women patrons. Mothers who must take their little ones along while they shop feel safe in wheeling perambulators into these sheltered sections of the store entrance, and the space is so constructed that congestion is avoided on the busiest bargain mornings. The window construction also permits the customer a better view of goods displayed.

by installation of a "central" on the main floor.

The Second Floor

An elevator of 30-passenger capacity whirls the prospective buyers to the second storey of the new building. Here is found a continuation of the ladies' ready-to-wear department. Suits, coats and furs are to be found here.

This floor has an abundance of natural light, besides brilliant electrical fixtures.

The mirrors are of alcove design, while a new feature will be found in the revolving racks for coats, which are thus protected from dust. The front windows on this floor are draped with magnificent French curtains of silk pongee. On this floor will be found spacious and well-equipped fitting rooms in connection with the ready-to-wear department.

The Third Floor

Silks and dress goods, ladies' and children's millinery will be located on the third floor. Here will be found the largest salon in Western Ontario. With natural light pouring in through the spacious windows in the front at all hours of the shopping day, the front section has been aptly named "the daylight silk and dress department." Nothing known in a modern millinery department has been omitted, and no expense has been saved to fit this department out second to none in the Border Cities, as witness the expense involved in the alcove mirrors, the rich rugs beneath the feet, and the French grey satin finish of tables and stands.

The Top Floor

Perhaps the most interesting floor of all is the fourth and top one. With its beauty parlors, hair dressing and manicuring departments, its allurements are sure to be shared by many. Efficiency is written all over this floor, and perfect service is guaranteed by the manner of the equipment carried, be it massage, hair dressing, shampoo or manicure the customer wants for herself or child. Efficient barbers will be on hand to cut children's hair. It is a floor for children in more ways than one, for here will also be found the toy department.

President Smith and the advisory board will also share part of this floor. The general offices are located in the rear, while adjoining is the board room, with President Smith's private office next to this. The latter office is fitted up in magnificent style of rich mahogany work with chairs to match, and elegant upholstering.

Spacious Basement

In the basement a parcel checker has been installed. Here is also to be found a wide range of lamps of the most elegant design for parlor or kitchen. Aluminum ware, toys, and valuable china ware are handled on this floor.

The basement is nicely fitted up and is flooded with light, which shows to good effect the white satin finish of the walls.

The two features considered most seriously in the arrangement of the lighting system have been efficient and even illumination of the whole floor space and the displaying of wares to the best possible advantage. Throughout the store, cone-shaped chandeliers shed a soft and soothing lustre on the interior, while all the show cases have been equipped with candle-like fixtures which make not only for illumination of the contents but for genuine beauty of appearances as well.

NEW STORE IN WELLAND

Mr. W. Cummings, of Preston,, has bought out the balance of the stock of the Smythe Dry Goods Co., on West Main Street, Welland, and will open the store immediately.

DANGER OF DELAY

It would be well for every retailer to ask himself the question: "What will happen if all the retailers, myself included, withhold orders until our stocks are depleted?"

What will happen?

Two things that none of us want.

First—The manufacturers will not be able to fill the orders.

Second—The sudden demand for all the materials that go into the making of an article will cause an advance in the prices of those things, and, incidentally, in the cost of the article.

We cannot see it otherwise than that further delay in placing order will, in the end, react on the whole trade. The cost of shoes, for instance, from the nature of many of the raw materials, cannot possibly show anything but a slow and gradual recession. We believe the advice is based on sound judgment, that says—Buy carefully, buy moderately, buy right away.

M. CLEMENT ELECTED

Mme. Paquin, for some time president of the Chambre Syndicate de la Couture Parisienne, has tendered her resignation and has withdrawn completely from the management of the association. The new president is M. Clement, a director of Maison Paquin. M. Detrois and M. Redfern were chosen vice-presidents, and M. Worth, treasurer.

The new president, M. Clement, plans to fight for a law protecting models shown at the races and other fashionable gathering places from photographers.

Mme. Paquin was the first woman ever elected president of the famous Paris Dressmakers' Association, following the death of M. Aine, two years ago. Her successful career was also appreciated by the French Government, which bestowed the decoration of the Legion of Honor on her several years ago.

Caution Marks the Retailer's Purchasing

While Spot Business Largely Reflects the Weather, Placing Orders For Spring Are Small and Merchants Seem to be Following Very Conservative Policy— Expected That There Will be Some Reductions in Staple Spring Cotton Lines - Prices Generally Firm—The Markets at a Glance.

AS hackneyed as the phrase has become "buying from hand to mouth" seems to precisely describe the conditions governing practically all lines of the trade to-day, that is, so far as buying either for immediate or future is concerned. In the retail trade, reports indicate that it is fairly brisk, with a decided turn for the better, providing the weather is seasonable. With a tingle of fall weather in the air, business picks up at a remarkable rate; but with summer regretfully losing its grip in a final effort to bring us back to July and August business is dead. All branches of the trade reflect the fluctuations of the weather — manufacturing, wholesale and retail. Looking into the future, however, requires the consideration of other factors. Extreme caution marks the attitude of the retail trade in all dry goods lines. In spite of the fact that such lines as millinery and fine ready-to-wear garments are seasonal and not regarded as at all staple, retailers are hesitating to place orders; in fact, are not doing so to any marked degree. The continent-wide talk of lower prices, the action of the banks in curtailing merchandising credits, the steps taken by Henry Ford and other similar industries, and other institutions as well, to reduce the high cost of living by sensational reductions in their output—these developments in the business world have created an unrest in the minds of the retailers to such an extent that the latter are uncertain with regard to the future of prices rather than as to the future of trade. Being the point of contact with the consuming public, they have become convinced of the sincerity of the demand of the public for lower prices; whether this demand is going to be realized to the extent that the daily newspapers would have them believe is extremely doubtful. Withal, there are no instances of reputable houses making any sensational reductions in any of their lines; they believe that the primary markets do not justify them and, therefore, they will not give them. They are not averse to the opinion that lower prices in some lines are going to prevail; but they are hopeful that their coming will be gradual and with the least possible dislocation to business. There is a feeling amongst them that the present attitude of the retailer may not greatly tend to that gradual decline.

LINENS

There is still no word of any relief in the linen situation. Canadian houses are receiving dribbling shipments of previous orders but prices have been so high that their buyers have not gone into the markets for some months. There are no recessions in prices recorded. Stocks that were bought many months ago were purchased at prices decidedly more advantageous than those obtaining at the present time. The retail demand for linen goods continues to be strong and stocks in the wholesale houses are fairly large.

COTTON WASH GOODS

Cotton wash goods are, perhaps, one exception to the general rule with regard to Spring placing. Some houses report that their orders have been few, but there are others that say their Spring placings in these lines have been exceptionally good. The retail trade in cotton wash goods during the last summer was exceedingly good, with the result that stocks are very low and what were left have been, of course, cleared out and merchants are buying very freely for the next season. Canadian ginghams are considerably higher than a year ago in price; but American voiles, organdies, etc., are about the same as last year, generally speaking. Prices on these lines had advanced between 60 and 70 per cent. in the interim, but these advances have now been practically wiped out. Sorting trade has been well in advance of that of a year ago, but wholesalers feel that the volume should be greater, in view of the stocks they are carrying.

Dry Goods Review has frequently pointed out that trade in the country was better than in the city. A justification of this view recently came to our attention when an Orono retailer stepped into one of the Toronto wholesalers. To a query as to how business was, he replied that it was "never better in my life." "Before the war," he said, "my business never exceeded $25,000, but if it keeps on for the rest of the year as it has up to this time it will exceed $100,000 turnover." Reports from many sections of the country, with the exception of the large centres of population, are pretty much the same with regard to the retail trade.

WOOLLEN DRESS GOODS

Sorting trade in woollen dress goods is but indifferently fair; so far as Spring placing is concerned wholesale men say that merchants do not seem disposed to talk about it. We have heard of representatives of reputable houses having gone into cities with their samples and not getting even so far as opening the samples. Retailers are evidently not in the market yet to any great extent for Spring goods, and wholesale houses are not pushing their travel-

lers out on the road until conditions become a trifle more settled and the retail trade seems more disposed to disclose its attitude with regard to Spring trade. Wholesalers declare that retail merchants throughout the country are not carrying large stocks, but, in spite of this fact, they will buy only from hand to mouth. They say, even, that offers of price reduction at this time will not count for anything. We know of a few instances where such reductions have been offered, but with scanty results.

Summing up the year's business to the present time, however, wholesalers say that the first six months of the year far exceeded that of the previous year. The last three months have seen a falling off in trade, but they figure out that the end of the year will see them in a very good position in comparison with the previous year. It is noticeable that the retail trade reflects this attitude, particularly in the larger centres of population, where efforts are being made to push trade by strenuous advertising and a few special offerings.

FURS AND MILLINERY

So far as the retail trade is concerned, reports indicate that some big reductions are being made in this city at all events to dispose of fur stocks. The luxury tax has certainly hit this line of business very hard and we know of one instance where a reduction of $140 was made on one garment alone. There are other instances not far behind this one. Retailers are making big efforts to move their stocks. While reports regarding millinery are yet meagre,, we hear that Spring booking is very light.

CARPETS, RUGS, LINOLEUMS

In these three lines the trade is buying but sparingly, if at all. In spite of this fact, wholesalers are sitting tight. "If we should sell all our stock to-day we would have to go into a higher market to-morrow," said the buyer in one of the wholesale houses. This applies either in the British or the Canadian market. So far as the English market is concerned, considerable interest attaches for the moment to the British coal miners' strike. If it continues, prices will certainly advance, and if the railwaymen and the transport men join in the strike, deliveries will be practically cut off for the time being. While English deliveries are not improving to any great extent, wholesalers are not worrying much about it on account of the slackness of the domestic trade.

SILKS

In the Japanese market, prices have been set by the government, with the result that the demand is somewhat strong. In spite of the fact that the government price has been fixed at 1,500 yen, the present market price is 1,550 yen. Goods that are offered in the made-up piece goods have settled down to a somewhat normal demand considering the price of the raw material. Canadian buyers feel that the situation in that country is now such that trade will be comparatively free of the fluctuations that have governed it for some years and that speculation will be largely discounted.

There is no change in the European situation. The drop of some 25 per cent. of a few months ago has not been followed by any other marked reduction. There is little buying being done other than to replace stocks.

So far as the retail demand is concerned, it is largely governed by the weather. In classes of merchandise, there is still a strong demand for the taffetas, charmeuse, and there is a nice demand for brocaded novelties. Heads of silk houses say that if they go after Spring business hard they can get a little, but that, generally speaking, buying is from hand to mouth. Retailers are even buying half pieces where they used to take four or five pieces. Jobbers feel that they are not getting the real reflection of th amount of trade being done by the retailers because they (the retailers) are buying only what they need and are running their stocks very low.

COTTONS

Spot business in cotton staples is good. At this time of writing there are no set lists for Spring; one house that did send out an advance list some weeks ago, and which was referred to in these reports a month ago, has since recalled it. Speaking to a representative in one of the large Canadian cotton houses, Dry Goods Review was told that Spring prices, on the whole, would be a little easier. This view is corroborated by the buyers in the wholesale houses. In the meantime, orders are being taken by cotton firms on the understanding that prices vary with time of delivery.

DRAPERIES AND CURTAINS

Buyers who have just returned from England state that business in these lines has been quite lively of late. Buyers from foreign countries placed large orders, especially in Britain, with no definite date of delivery set. While there have been some reductions in cotton materials, these materials are not the ones used by the Canadian trade and buyers state that they see no chance for immediate or radical reductions, even though the trade may be looking for it. Spot business is fair but there is little placing for Spring.

Putting the Punch in Window Cards

Ninety Per Cent. of the Retail Store Window Displays Require Price Tags and Cards—These Can be Made One of the Biggest Selling Factors in the Store's Policy if They Are Utilized in Clever Stunts—Link Them Up With Articles Displayed For Sale.

WINDOW cards and price tags are a part of the essential equipment for the dressing of ninety per cent. of the average window displays. Once in a while a display is so extraordinary or so forceful that no price tags and no window cards are needed to complete the story, but such displays are few and far between, and the general thing is to use price tags and cards quite extensively.

Such cards and tags have in themselves a very definite sales punch. They carry specific and interesting information about the goods on display and about the store itself. And, for that reason, they help sell goods in no uncertain manner.

But, in addition to this original punch which all price tags and the majority of window cards have, they can be given an additional sales punch which will make them doubly valuable to the store which uses them. And this double sales punch will also be calculated to make the displays more interesting and decidedly different from the ordinary run of displays.

Let's look at this proposition more closely and see just what is meant by this double sales punch and how such a double punch can be given to the cards and tags.

Let us suppose, for instance, that the store has a display showing a lot of new cloaks and suits, and let us suppose that every garment in the window carries a price tag and that accompanying window cards tell of the excellent values in the goods and of the new styles which are shown. Now, under ordinary circumstances, such tags and cards would be simply bits of cardboard which were attractively lettered by a skilled card painter. The lettering would be very well done, the colors used would harmonize with the display itself and the work would be a high-class example of the sign painter at his best.

But, except for the copy on the cards and the prices, the material would not hook up with the display in any particularly effective fashion. There would not even be uniformity in the shapes of the tags and the cards and there would be nothing especially distinctive about the cards or the tags.

Picture the Suit

Suppose, now, that instead of using merely nondescript tags and cards the store decided to hook them up with the display. And suppose that for tags the store used bits of cardboard cut out to resemble the outline of a tailored suit. And suppose that for the cards the store used larger sheets of cardboard cut to make the same outline. Suppose that the suggestion of a tailored suit contained in the outline of the tags and cards was emphasized by the store by the use of a little paint to indicate the lines of the dress, pockets, buttons, etc. When this was done each tag and each card would resemble all the other tags and cards, and the very appearance of the objects would serve to call additional attention to the suits and coats, and would further impress the idea of new suits upon the minds of those people who looked in at the display.

Uniformity Scores

Certainly it would seem as though some such uniformity as this in the tags and cards used in the advertising of cloaks and suits in window displays would give a more interesting and more uniform appearance to the window than if merely ordinary tags and cards were used. And it would seem as though this double punch to these essential articles of window dressing would serve to make the windows more interesting as well as to give them a greater sales value.

People always like new things in window displays. Little stunts catch their eyes and make them talk. And a stunt of this character which would be so different from the usual thing would be sure to create more than passing interest.

Of course, a stunt of this kind isn't a tremendously difficult thing to put over, and is a stunt which, moreover, when combined with exceedingly attractive displays and with other alert and up-to-date minute ideas in other phases of the store management, will go far toward helping along the store's reputation for being just a little ahead of other establishments.

Uses for Stunt Cards

Of course, the use of stunt price tags and window cards, as they might be called, need not be confined alone to cut-outs resembling suits or coats. Suppose, for instance, that the store is observing a birthday. If this is the case what would be more appropriate than to have the tags and cards all shaped like the outline of the store's home or to resemble the figure denoting the number of years the store has been in business? Or if the store is putting on a special sale of some character, why couldn't all the tags and cards used in advertising the sale be framed to make the outline of the letters "SALE" and thereby call further attention to the fact that the store is selling goods at special prices?



Cater to Community Events

Suppose, again, that the city is entertaining a big fraternal order event, such as the Shriners, for instance. In such a case the store ould naturally want to put on a special Shrine window and it would certainly give a much more interesting and attractive appearance to such a window to have all the tags and cards in the window framed to look like the Shrine emblem, and to have the colors used in lettering the tags and cards be the Shrine colors. The same thing would hold true of windows staged to mark any other big local fraternal event. A big meeting of the Elks would call for the use of tags and cards shaped like the tooth of an elk, or like the face of a clock with the hands pointing to 11 o'clock—which is one of the features of the Elks' insignia.

There are all sorts of unusual and interesting things which can be done with price tags and window cards, and which are calculated to give to these objects a double punch. And some of these things are entirely different from the usage told above by means of which the tags would be given a uniformity of appearance in keeping with the goods displayed or special events observed by the store or the city in which the store is located.

A Letter Puzzle

For instance, suppose that at the top of every price tag appearing in a certain sales window appeared a single letter, such as "A" or "E," and so on. And suppose that these letters were painted in red or in some color which would make them stand out prominently. Now, when the folks looked in at the window a lot of people would most naturally remark:

"What does that 'A' on that tag mean?"

Or—

"What's the idea of putting different letters at the top of each of those price tags?"

Then the object of the stunt might be told in a window card which would carry a jumble of letters across the top, thereby hooking it up with the letters on the price tags. The idea behind the stunt might be revealed like this in lettering on the card:

"WHAT DO THE LETTERS ON THE PRICE TAGS SAY?"

"These letters carry an important message to YOU.

"Read them from RIGHT to LEFT and see what they say. Start with the tag at the extreme right of this window and then follow the tags to the extreme left. You'll be interested in the message conveyed by these letters."

A great many people would, of course, have been trying to join the letters into words by reading them from the left to the right in the usual way, and so these people and a lot of others would be very much interested in reading them in just the opposite way to the usual manner and in seeing what the mysterious message was.

The message itself might be something like this:

"NO DUPLICATES OF ANY SUITS SOLD."

Or it might be something shorter like this:

"NO DUPLICATES FOR SALE."

Of course, such a message as this would be important to all the women who were thinking of buying suits, and it is certain that this method of getting the message across would create a lot more comment than merely to state it in the ordinary way on a window card. A large percentage of the women of the city would, undoubtedly, talk about the stunt in some such way as this:

"Did you see the novel way the Dwight store says it won't sell duplicates of suits it has on display in its show window? They do it by the means of letters on the price tags. You read the letters backwards starting with the first tag at the right of the window, and the letters then spell 'No duplicates sold.' I thought it was very clever, and it made me all the more anxious to get one of those suits because I know that when I buy a suit at the Dwight store I'll be getting something that no other woman can have."

Illuminated Tags

Another thing that might be done with the price tags and the window cards would be to affix a little electric light bulb over each tag and card. This could be very readily done by the use of the sort of electric lights that are furnished complete for use on Christmas trees. Then, at night, these lights might be turned on and the appearance of all these lights in the window—the lights, perhaps, being of different colors—would attract an immense amount of attention and would, of course, centre the major portion of this attention upon the tags themselves, thereby forcefully impressing the prices upon the minds of all those people looking in at the windows. Such a stunt as this would be especially effective in instances where the prices were of themselves notable and where the store was especially anxious to emphasize this fact.

Emphasizing Special Uses

Still another thing that might be done with the price tags and the window cards would be to frame tags and cards which would be in harmony with the occasions upon which the articles shown were to be worn. For instance, suppose that the store is making a display of women's gowns especially suited for afternoon card parties. Then the price tags might be made to look like the various kinds of playing cards—ten spot, eight spot, etc.—and the window cards might be made to resemble the face cards. Such a use of the tags and cards would give added punch to any statement appearing upon the window cards to the effect that the gowns shown were especially suited for wearing to afternoon card parties, afternoon teas and other similar affairs.

Nowadays when competition in the retail business is so very keen it behooves every enterprising merchant to take advantage of every little thing which will help sell his goods. And it behooves him to try and get a double punch into his price tags and window cards, because the more sales force there is in his windows the more goods he is certain to sell.

A Canadian Fashion Show

Wideawake Men in the Retail Trade Are Clamoring For the Opportunity of Viewing New Models Under Suitable Auspices—Time Believed to be Ripe for the Establishment of a Canadian Style Revue—Would Boost Ready-to-Wear Business.

HOW would you like to attend a huge fashion revue in Toronto or Montreal each Spring and Fall, just after the manufacturers complete their various lines for the season's trade? Would you like to think of an elaborate Canadian style display built along the lines of the widely acclaimed shows held in Chicago and New York each season? Retailers with whom Dry Goods Review has talked have long since felt the need of a properly organized association of the ready-to-wear manufacturers, that would organize and conduct such exhibits in one of the big Canadian centres, so that retailers large and small could benefit. An advance showing of the makers' lines before they are sent on the road would be advantageous to every retailer in the Dominion, and the institution of a seasonable showing of the new creations would stimulate interest and serve as one of the best advertising mediums that could be conceived for the furthering of interest in this branch of trade in Canada. There are over two hundred manufacturers of ready-to-wear in Toronto alone. From Halifax to Vancouver this trade is represented and is growing in leaps and bounds. Canadian ready-to-wear is improving, yet the retailers have very little opportunity of judging its merits in collective form. A concentrated showing under the right auspices would have a splendid effect on business.

Mr. Roy C. Root, advertising manager of the Robinson Company, of Napanee, has consented to the publication of the following letter relative to this very important matter. With men such as Mr. Root enthusiastic over the idea of a Canadian fashion show, it should be a reality before another Spring passes. Dry Goods Review will be glad to hear from other retailers, and manufacturers, too, on the matter. The merchants who have experienced the inconvenience cited by Mr. Root should be particularly interested in the possible establishment of a semi-annual event of this nature.

Mr. Root's letter reads, in part, as follows:

"I have been thinking for some time past that it would be a splendid idea if the leading ladies' ready-to-wear (coats, suits, dress, waist) manufacturers in Toronto would hold a united fashion revue after they get their Spring and Fall lines ready and just before they put their lines on the road.

"This might not be so advantageous for the large buyer as it would be for the smaller fellow who has a limited output.

A Chance to Study Samples

"It would give a buyer the chance to see the various makers' samples together, to compare and examine before he buys. The difficulty the writer finds at present is this. A traveller come in for his house, makes his appointment, you go over to the sample-room and if the line looks good to you you buy; possibly his styles and values are correct but you are not sure what the other fellow has—possibly you over-buy and possibly you don't buy enough. Then if another chap comes along with a real special line the buyer is filled up, has

(Continued on page 60)

Retailer's Viewpoint on Cancellations: Says Travellers Urge and Invite Them

Believes That if Travellers' Offer to Cancel Were Included in the Accepted Order, it Would Soon Cease—Cancellations Swamp Markets With Job Lots and Create Too Many Sales — Suggested Remedies.

THE viewpoint of the retailer in the question of cancellations is not only interesting but is, perhaps, the most important of all the viewpoints in this controversy. The retailer is the point of contact between the buying public and all those who are either higher up or lower down the scale, just as one wishes to express it. He is the barometer of trade and on the bulk of his sales and requirements depends what the clothing manufacturer and the mill owner will do. If he begins to cancel goods, the whole machinery of merchandising from the mill down to the consumer is interfered with and adjustments have to be made some way or other with, usually, consequent losses to all concerned. Dry Goods Review has talked with manufacturers and jobbers who say that there is no or little sense of morality in the retail trade, that they order and cancel at will, without any consideration of the consequences involved by the men further along the scale who are necessarily affected. It is, therefore, interesting to get his view and he has a view that is well worthy of consideration by those who are further along the scale. In the following article which was written for Men's Wear Review by a retailer, his case is presented and we feel that it truly outlines his point of view as well as the point of view of retailers generally.

Has Not Done Much Cancelling

"I may say," writes this retailer to Dry Goods Review, "that I have never done very much in the cancellation line. For one reason, I think it is very unfair to the manufacturer who makes up the goods to one's order. If at the eleventh hour or some time, even after they have been delivered, a merchant decides that he has not used good judgment in placing his order, either in point of quantities or selections made, and then cancels the order, he has done a grave injustice to the man from whom he ordered the goods. I have been led to believe that quite a number of merchants follow up this practice and, thereby, not only incur a loss to the manufacturer but create a condition which results in cheap sales being put on in the different centres. It is well known that all cancelled goods have to be put on the market at slaughter prices.

"In a great many cases, the travellers for the different houses are to blame themselves. I know in my own case in buying, I have been urged and invited by the traveller to buy a little heavier than I felt was wise to do and was told that if I found that my stock was too heavy before the time of shipment came that I could write in and cancel the goods. My strong conviction is that this ought not to be tolerated by the manufacturing and wholesale houses; nevertheless, it is done now and done a great deal, and the sooner the salesman who makes such suggestions is asked to put it in writing, and see that it is put on a copy of the order that is forwarded to the house which he represents, the sooner it will stop and there will be a healthier condition prevailing in the trade in general, and a great many of the cheap sales that are run will stop.

Suggests Remedy

"Any buyer is liable to over-buy and I think we all do it more or less. I have found that the best way to overcome this is as follows: After I have done all my buying for the season that lies ahead, I get the different houses that I have dealt with to send reference swatches of the goods I have selected. Then, I figure out the amount of goods I have bought and the amount they come to in dollars. I then know just how much I can keep. In this way too much is not bought and no loss is incurred by the manufacturer. Personally, I should like to see the whole matter of cancellations taken up and settled to the satisfaction of all parties concerned, for there never was a time in the history of the trade when more care was required in buying for the future."

Dry Goods Review has discussed the matter with many retailers and these expressions by this retailer fairly well summarize them all. There is no doubt that the retailer feels that he is sometimes forced to cancel goods through circumstances not of his own creating. For instance, in discussing this matter with retailers, it was frequently pointed out that many of the cancellations of the last few months were largely due to the budget when the luxury tax was put on. It was within a month after this budget became law that the vast bulk of the cancellations which poured in to the wholesale and manufacturing houses of this country were received. There is no doubt that the budget did have a profoundly depressing effect on business, and the retailer, being the barometer of trade, was quick to respond to it because he was the first one to feel the ill-effects of it.

It does not seem, however, that there are insurmountable difficulties in this whole matter. Like all others, it is a matter for conference between the affected parties, a matter for discussion, suggestion, compromise and, then, settlement. A clothing manufacturer in Hamilton a short time ago urged upon the editor of Dry Goods Review to do all in our power to bring about better co-operation between manufacturer and retailer. We have done so before and will gladly do so again. To clear the channels of trade between the retailer and all with whom he deals of the difficulties that may arise from year to year is, we think, most desirable. This matter of cancellations is one which is a thorn in the flesh and ought to be got rid of. In the majority of cases where there are difficulties, it only remains for some one to suggest a round-table conference and another one to accept his suggestion and a long step is taken toward the settlement of the trouble. Each of the parties concerned has his own organization; it is surely a simple matter for them to get together and see what can be done to straighten out the tangle. The matter will never be settled so long as license is taken by any one or all of the parties concerned to cancel goods at will, without rhyme or reason.

A CANADIAN FASHION SHOW

(Continued from page 59)

invested his money and cannot take advantage of the special.

"Aside from the fact of seeing all the lines manufactured in one city together, a co-operative style show by manufacturers would have a tendency to create a certain amount of friendly competition between makers, and the outcome would be that each firm would strive to procure some real worth-while values.

"A showing of this kind would also bring the buyers together for discussion and it would be possible to form a league of buyers, which would possibly develop into an organization which would compare with display men's conventions, credit men's associations, etc., and likewise be of service to retail merchandising in general.

"The writer attended the Chicago manufacturers' style show in August and I haven't the slightest doubt but what the ready-to-wear manufacturers in Toronto could put on a show which would eclipse the one in Chicago. It would not be necessary to make this a pink tea affair but a real worth while exhibit of styles and values that would enable a buyer to know what he is buying.

"Realizing that the Dry Goods Review has the interest of the retailer at heart, it is possible that your organization could inaugurate and conduct a scheme of this kind."

Borrows $150 to Start Business: "When You Have the Other Fellow's Money You Have to Pay it Back"

Jack Primeau, of Peterboro, Secures a Loan of $100 From a Friend and $50 From His Mother—A Stock Kept in Proper Condition Does Away With Necessity of Sale —Quality And Service.

THREE years ago a young man in Peterboro decided that he wanted to put in a line of hats in the store in which he was working. To do so, he had to finance the venture himself. A young man will do things that an older one would not think even of attempting; perhaps that is why young men get along sometimes when an older one would hesitate to take the risk. Without any very clear vision as to how he was to pay for some hundreds of dollars' worth of hats he ordered, this young man placed the order just the same and waited results. The result, in one case, was not very encouraging; it appeared that one of the firms from which he had ordered hats had looked up his financial standing and found that it was hovering around the zero point. The hats didn't come. Nothing daunted, he ordered them from another firm, cutting down the order a bit, and asked them to be sent C.O.D. They came C.O.D., but when they came the "O.D." was there all right, but the "C." was still missing. Hurrying out to a friend of his who had told him he had $100 in the bank, this young man told him that the fatal hour had struck—he wanted to borrow that $100. He got it; and the man knew him well enough to refuse even a note. Then he went to his mother and borrowed another $50 and back to the store he went and paid for the hats.

Jack Primeau of Peterboro

Jack Primeau of Peterboro—for this is the young man referred to—now does a hat business which, alone, is worth between $4,000 and $5,000 a year, and this is the small end of his business. Baron Shaughnessy once said that the only way to save money was to borrow it; he saved his first $100 by going to the bank, borrowing it, and then depositing it in the bank. Jack Primeau had something of the same idea in the back of his head. "When you have the other fellow's money you have to pay it back," said Mr. Primeau to Dry Goods Review. For two years he has been running his own business in Peterboro. A short time ago he received a letter from one of the big clothing houses of Montreal in acknowledgment of the payment of goods considerably in advance of the time said payment was due. "We attribute your success in a large measure to the fact that you always kept your stock in the proper proportions, considering your turnover. This is what few merchants in your line are able to show just now. In fact, most of them have about twice as much stock as they should have in their stores, due to over-buying. Under present conditions, it is certainly safer to simply buy for season's requirements, making sure that very little goods are carried over from one season to the other in case there should be a drop in prices, even if it is only gradual." There is good advice in that letter, not only for Jack Primeau but for many other merchants in the country.

Elements of Success

Men's Wear Review asked Mr. Primeau to what he attributed his success as a clothing merchant. His answer was a simple one. "I can attribute the success to three things in particular—keeping quality stuff, keeping away from

(Continued on page 78.)



Neat window displays shown by Jack Primeau, of Peterboro.

What About Future Prices ?

THE Press teems with talk of reductions, and is an absurd critic of trades generally.

"Automobiles are tumbling, why not clothing?" they ask.

"Why not newspapers and advertising?" we ask.

The simple fact is that price adjustments must be gradual. Thoughtful people know that any radical reduction means bankruptcy for all but the strongest dealers, and hurts more than helps.

For our part, we shall keep on making the best clothing we know how. We shall shave our profits to help out, and our prices will be less than you are likely to pay for inferior goods, if you don't watch your step.

For those who have been cautious in buying for the present season, and require either suits or overcoats for immediate delivery, we have the lines you can sell. Let us know your requirements.

Whether you are pessimistic or optimistic about the future, you will find our *Special Order Service* a grand thing. No risk, no worry. Just profit.

We can supply a few good merchants with this season's samples, but don't delay.

ART CLOTHES

Made to Measure

COOK BROS. & ALLEN
Limited
WHOLESALE TAILORS
TORONTO

How are you fixed for Gloves, Corduroys and Cottonade Pants

?

MAY we suggest that you look over your stock and make a note of just what you need in these lines? The outlook in prices and deliveries is improving and we can promise you the very best in both. If you can let us have your sorting order now, we will see to it that you get it in good time—that is, when you want it.

The quality of CARHARTT CORDUROYS, COTTONADES and WORK GLOVES is the same as formerly, and that is saying much. Carhartt goods in any case are such as you can confidently recommend to your trade. They yield you a good profit and they sell out clean. There isn't a "shelf-loafer" among them.

A post-card will fetch samples direct to your store, or, if you prefer, one of our salesmen will call at your convenience.

Hamilton Carhartt Cotton Mills, Limited

Toronto Montreal Winnipeg Vancouver

Manufacturers of Men's Overalls and Work Gloves, and Alloverss (One-piece) for Men and Boys.

TAPATCO
REGISTERED TRADE MARK BRAND

Working Gloves



The Choice of the Man Who Knows what is required in a Working Glove

Every requirement of the working man has been considered in the manufacture of TAPATCO Gloves. The special features that ensure comfort and hard wear, along with the dependability of materials and workmanship, have made them the favorite of the workingman for all time.

Wide range of styles:

Gauntlet Knit Wrist Band Top
Leather tipped Leather faced
Jersey Gloves and Jersey Mitts

Weights:

Heavy Medium Light

Colors:

Tan Slate Oxford

MADE BY

The American Pad & Textile Company

Chatham, Ontario

Deacon Shirts

Finest materials

Just the thing for hard wear

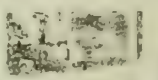
STARCHED SHIRTS
WORKING
and
OUTING SHIRTS
FLANNEL SHIRTS
VIYELLAS
CLYDELLAS
SATEENS
OXFORDS
TWEEDS
DRILLS
Etc.

Best workmanship

A substantial profit in every sale

The Deacon Shirt Co.
Belleville Ontario

Special Values



"Direct from Mill *to the Trade"*

"Through Commission Merchants"

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.,

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds
Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK ASSOCIATION **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

ON account of
THE HEATHER MILLS COMPANY,
Selkirk (Scotland).

"From whom we have Sole Canadian Selling Agency"

Stocks of all the above on hand.
Ready for immediate shipment.

C. E. ROBINSON & CO.

Importers Mappin & Webb Building 10 Victoria Street *Commission Merchants*

MONTREAL



IN the elegant and exquisite vanities of European courts, as in the simple wardrobe of the goose-girl on the hill—cotton has had its honored place for centuries. Its freshness and coolness heighten feminine charm. Its moderate cost places it in the reach of everyone. The best cottons, price for price, and the cheapest cottons—quality for quality—are "Prue Cottons."

DOMINION TEXTILE COMPANY
LIMITED
MONTREAL TORONTO WINNIPEG

No. 24

SILKS

European Japanese

Every Conceivable Quality, Weave and Design

Large Assortment Best Prices

SILKS LIMITED

TORONTO WINNIPEG

DRESS FABRICS

Suitings Coatings

Dress Goods

Linings

Best Qualities Lowest Prices

DRESS FABRICS LIMITED

TORONTO WINNIPEG

NOVELTIES

Handkerchiefs, Ties

Mufflers, Linens

Japanese Novelties, Baskets, Lamps

NOVELTIES LIMITED

TORONTO WINNIPEG

RIBBONS

Plain or Fancy

Wide or Narrow

Big Assortment Best Values

RIBBONS LIMITED

TORONTO WINNIPEG

Spring Color Card Gaily Festive

Greenish Blues Lead Off the 1921 Color Range That the Textile Color Card Association Has Launched—Lovely Reds, Browns and Purples Are Included in List of Sixty-six Silk, Twelve Woolen and Ten Leather Shades.

THE fashionable colors that will characterize American fashions designed for the coming Spring and Summer season, have been launched by the Textile Color Card Association of the United States and are shown on its latest season card for 1921 Spring, now ready for distribution.

According to this forecast, colors are to be gayly festive—for the card abounds in brilliant shades, but is well tempered with rich tones of medium and dark hue, rendering it adaptable for all branches of industry.

The card contains sixty-six silk and twelve woolen colors. Under separate grouping are shown the ten shoe and leather colors selected by the joint styles committees of the shoe and leather industries in conjunction with the association.

Green-Blues Lead Off

Three soft greenish-blues of the turquoise persuasion, called Cascade, Niagara and Grotto, open the card. These are followed by a triplet of excellent orange-yellows, graduating in intensity, named Honeydew, Shrimp and Tangerine. Sweet Pea is a delicate pastel tint of violet. Two deeper shades, Anemone and Verbena, accompany it. Then come three yellowish-greens. The first, called Endive, is a true lettuce green; Oasis and Palm represent the deeper tones.

Browns Strong

Browns of various types are very prominent: Rattan, Mexican and Clove are of the golden cast; Bran, Caramel and Tortoise have a suggestion of pink undertoning that creates a pleasing, rich effect. A range of five soft shades run from a light tone called Raffia through the deepening tones of Bamboo and Filbert, then harmonize into Auburn and the dark standard shade of Seal. Last of the browns—but of unusual temperament—come three of distinctly Indian origin, as their names suggest, Navaho, Algonquin and Mohawk. These depict the deep orange and artistic copper tones that enrich the pottery, rugs and beaded trappings of these Indian tribes.

Blues Very Important

Of special comment are the excellent ranges of blues, five of which simulate various types of porcelains. There is the exquisite light blue of the French Sevres, the rich deeper blues found in the antique Wedgwood and the more modern Chiswick of English origin. Then last, the deep, dark blues found in so many of the porcelain wares of our Colonial period.

Three yachting blues are called Commodore, Regatta and Resolute—created [illegible] of America's Cup defender and, of course, navy blues, Ensign, Navy 2, and Navy 3, again appearing.

SPRING SEASON COLOR CARD FOR 1921

Sixty-six silk shades, ranging from green-blues to seal browns.

Twelve woollen shades in greys, greens, reds and browns.

Ten leather shades emphasizing browns.

Vivid hues will characterize Spring modes. Metal effects strongly influence new shades.

Blues will be very strongly featured in vivid shades, whether deep or pale.

New greens are remarkable.

Egyptian reds still strongly featured.

Three Flaming Reds

Three flaming reds are aptly named—Tomato, Paprika and Pimento. A rich pink called Camellia deepens into a charming soft shade called Old Red and this in turn deepens to a Maroon. Two other reds of bluish-purple cast are Folly and Currant. The former will be remembered as having earned a place of importance on the 1920 Fall card.

There is still another range of greens somewhat suggestive of the Reseda type. These are called Pistache, Tarragon and Eucalyptus.

Three dulcet greys also from the Fall card return. These are Cinder, Zinc and Pelican.

Three purples called Abbey, Westminster and Canterbury, of ecclesiastical temperament, lend their usual dignity to the card.

As a finale to the silk colors come two odd shades of blue, with frosty undertones of green and grey. These are aptly named Iceberg and Glacier.

Fine Range in Woolens

The woolen group offers some attractive sport shades. A red, similar to cherry, is called Jockey. Paddock is a deep rich green; Marathon a bright gold and Olympic a bluish green.

Two smart tan shades are shown, called Mastic and Sponge, the latter being recalled from the 1920 Spring card. Sphinx is a light brown resembling desert sands, while Agate portrays the reddish-rust tones found in the jewel of that name. A light and dark grey are named Shark and Slag. There are also two blues of slightly exotic greenish tone called Pagoda and Nippon.

Browns Lead Leathers

Browns are of primary importance in the shoe and leather colors. Almond Gold Brown, Cochin, Chestnut, and Chippendale are the five chosen. Three greys appear, the lightest Silver, the medium is calld Grebe, while the darkest is Lava—similar to Taupe. Cream and Bronze are also featured. These colors will likewise prove of special interest to the hosiery industry as well as the glove and thread trades.

Sweater Colors

Accompanying this Spring card is a mall supplement showing the two deeper pinks, two deeper light blues and the maroon which have been standardized by the association in conjunction with the Converters' Association, also the Sweater and Knitted Textile Manufacturers' Association, in order to meet the special needs of the cotton and sweater industries. These five colors will be incorporated on the fifth edition of the Standard Color Card of America now in course of preparation.

France and Britain Furnish Fine Woollens

A PROMINENT Montreal textile importer recently stated to Dry Goods Review that it seemed unfortunate that business should be quiet just at the time when European textile centres are sending out fabrics of a quality and novelty absolutely unparalleled in the history of the world of commerce. Furthermore, it is working an undeserved hardship upon these great factories which have strained their capacities to the utmost in order to do their share in rehabilitating devastated France, by providing work for their employees and thereby increasing the available supply of textiles for the world's consumption. France has now reached the position when she can look after the needs of her own people and is beginning to reach out for export trade with other countries. It is, therefore, distinctly discouraging for those in touch with these manufacturers to note the absolute lack of interest and feeling of apathy which prevail in the retail world at present. It is expected that in six months' time France will be a formidable competitor in the world market as regards woolen and silk textiles; she is even now making enquiries with regard to possible expansion of trade. If the present sluggish condition continues to prevail to a great extent during the next few months, it is believed by some that manufacturers will cease to keep large quantities of fabrics for export on hand, and will simply fill orders as received, dyeing the materials to suit

each buyer's requirements. This procedure will mean prolonged delay in the filling of orders, and will be disastrous in the end when some of the newer shades are wanted quickly; the result will be annoying to both exporter and retail merchant, and business will suffer still more.

Finest Fabrics Shown

According to the importer interviewed, British and French manufacturers have surpassed themselves this season both as regards colorings and designs. No effort has been spared to create new effects and the samples submitted in evidence corroborate this statement. The newest of the new was apparent in a range of woolen skirtings in Brussels carpet effects, truly original in conception and quite lovely in appearance. The whole range of sports skirtings, in fact, was characterized by a novelty which betokens the keen interest displayed by the creators of the fabrics of to-day. Large checked designs in many color combinations seem to predominate, but the standard shepherd's plaid is very popular, both in broken and two-tone effects. Checked velours is another lovely conception and duvetyn, suede cloth and broadcloth are also shown in a bewildering variety of colorings and patterns.

Novelty Coatings—D

The newest coatings are the teddy bear cloths which faithfully reproduce the fur-like finish of the familiar toy. There are also polo coatings and brushed wool effects without number. The candy stripe coating is a pretty novelty for children's wear, as are the fabrics with large overplaids over mixed backgrounds. Cheviots and checked polo cloths are among the newest lines received lately, and dark tweed coatings in mixed colorings with overplaids in different colors are still other new arrivals. There is also a large range of cap tweeds in all-wool and union mixtures in sporting designs, varying from the minutest of pin checks to the largest of Scotch plaids in vivid colors. These tweeds are all made of the very finest and softest yarns and are remarkably handsome lines.

It is to be hoped that the present conservative policy of merchants in general will not prove a deterrent to the importation of such fabrics as these, as it is many years since the makers have produced anything similar in the woolen line.

SPECIALS OFFERED

Alterations to the store occupied by La Mode Ltd., 182 Sparks Street, Ottawa, to make an entrance for a new theatre has caused the firm to offer very great reductions in prices to clear stocks as much as possible before the dust spoils them.

Buyers Still Holding Off

Overseas Trade Commissioner Reports Unchanged Conditions in Wool and Cotton Markets During Past Month— Orders Coming Very Slowly.

THE reports for the month from the Toronto offices of the Overseas Trade Commissioner show little change has taken place in the cotton and woolen markets during the past four weeks, The general trade in cotton piece goods and yarns is about the same as described in the last report. Orders continue somewhat scanty and the expected revival in this respect has, so far, not materialized. As a consequence, a number of mills have prolonged their midsummer vacation, orders in hand being insufficient to supply continuous full employment. Undoubtedly one of the chief reasons for the tardiness of recovery is the price position. Buyers appear to be undecided as to future prospects in this respect, and are inclined to hold off, pending further developments which may indicate more clearly the trend of prices. The prolonged curtailment of production appears to have had little effect upon the short time orders, and buying continues almost entirely of a hand-to-mouth character.

Enquiries from overseas markets generally have recently been rather more numerous; but here, again, the uncertainty of price movement is restricting the resulting volume of business. Nevertheless, it appears evident that these markets are still short of stocks, and the general opinion seems to be that could the trend of prices be reasonably foreseen, export trade would register a marked improvement.

Quiet in the East

Chiefly disappointing has been the failure to revive, of the Far and Near Eastern demand, both China and India still being unusually quiet, the latter generally buying only lower grades, while demand from the former is practically at a standstill. The lack of orders from these two sources is causing serious concern in those sections of the industry which cater so largely for this class of trade; and it is not a very remote possibility that some stoppage of looms will result in the near future if no improvement in demand is experienced.

The particulars available regarding the U.S.A. production of cotton shows that the crop for 1919-1920 will be short. This is the fifth successive short crop. The revised figures of cotton ginned from the crop of 1919 are 11,324,541 running bales. The equivalent in 500 lb. bales gross weight is 11,419,797, and in 500 lb. bales net weight 10,923,512. Sea Island crop of 1919 was only 6,916 bales. This practical abandonment of the growing of sea island cotton is due to the ravages of the boll weevil throughout the entire sea island belt.

A meeting of prominent representatives of the cotton industry was held at the Manchester Chamber of Commerce on July 30th in connection with the scheme for cotton growing. Great satisfaction is felt in Lancashire at the personal interest taken in this matter by the Prime Minister. A message received from Mr. Lloyd George expressed his great interest in the cotton growing scheme, and suggested that the leaders of the trade should meet him at a conference in London at the House of Commons. The actual date is to be arranged later when the scheme is farther advanced.

It is stated that a contract has been entered into by Messrs. J. Hoyle & Sons, Ltd., the well-known cotton spinners and manufacturers, for the purchase of the whole of the share capital of Messrs. Peter Todd & Co., Ltd., Victoria Mills, Wheeldon, near Chorley. These mills contain 30,000 spindles making fine counts of yarns, and 1,140 looms for fine cambrics and brocades, etc.

Wool

In woolens there is generally little change in the position of the raw material, for although at the present series of London wool auctions prices have shown a rather firmer tendency, the advance is not pronounced, and can hardly be taken as indicating that lowest prices have been touched. In certain grades demand has been induced by special circumstances, such as that for finer qualities of merino wools, which were in special request owing to the scarcity of those grades suitable for good warps; but for the commoner sorts of wool, demand has been little, if any, more brisk than formerly. Stocks generally are rather heavy, and the opinion is expressed that prices have not yet touched their lowest level.

Export inquiries have been rather more numerous, although the uncertainty regarding prices has materially restricted the resultant business, and exporters are desirous of considerable expansion in overseas demand.

Holding Off

With regard to woolen textile goods, the position shows little improvement. Buyers of cloth are holding off pending the establishment of a more reliable basis of prices, and demand consequently leaves much to be desired. It is, however, believed that the price difficulty is almost wholly responsible for the present slackness, and manufacturers confidently anticipate an active demand when buyers are satisfied that prices have reached a more or less settled level.

Much the same difficulty is experienced with regard to the overseas demand, and the outlook generally appears to be dependent, to a high degree, upon future price movements.

Silk Novelties Showing in Paris

Exquisitely Soft Fabrics in Dainty Range of Colors Being Fashioned Into Captivating Modes For the Very Youthful Devotee and Her Elders Crepe Effects Very Handsome—Voiles and Veilings Effective.

Paris, France, October, 1920.

Editor, Dry Goods Review:

THIS letter is going to be devoted to some novelties in light silk materials just out for the Winter and which may be found quite as useful for the Spring, and even for Summer wear.

For instance, the two patterns, samples of which I am sending, would be fashionable in any season, since there are weddings at any time of the year. Both samples are in the same style as those I sent last year of embossed material, and I wish to lay stress on them. In these days, when cloths are so extremely high, one should take advantage of those which look most attractive. You will agree with me that embossed crepe is of good value, considering that the embossed motifs take the place of embroidery or any other trimming. A wedding gown entirely made of one of these patterns would look very nice with a little lace and a plain sash.

A shows a big rose such as they are drawn at present, and B, less elaborate, shows garlands of flowers. Both are nice, though, and would suit slim or well-built girls alike.

A bridesmaid would look very pretty in a gown made in sample C, a silk voile with gold and silver motifs. A bride could even wear it if entirely made of silver. There again no trimmings are needed, except a bunch of flowers at the waist or a sash of a nice shade of pink or blue for a wedding, or of a showy color for the ball room. At the theatre where such a dress, draped or deeply flounced and frilled in the 1860 style, could be worn and be very effective, a young girl might have a hairdressing of gold and silver or a metal ribbon in her hair, crossing her forehead as is fashionable for young ladies to have nowadays.

Also for the theatre is pattern D, which I would advise using in moderate quantity and most cautiously, for it only suits very dark ladies with a decidedly brown complexion. Still, as this silk crepe is nice in quality and the shade suitable for all places strongly lighted, such as ballrooms, theatres, concerts, etc., it might be used with a beautiful veiling of black lace or embroidered net, which shade is exceedingly fashionable this Winter.

For Varied Uses

For similar purposes, but without being re-veiled, a young lady or her mother could wear pattern E, silk crepe of a strawberry shade, with white silk stripes that look like silver. Such a color would suit a dark lady, or a fair one if she had a delicate complexion. A bonny girl with ruddy cheeks would look prettier in pattern F, blue and white silk crepe, which is quite as nice as E, and looks a little oldish with its checks.

FABRICS FROM FRANCE

Embossed crepes lovely for bridal robes.

Vivid hues approved for theatre wear or the ballroom.

Metallic motifs seen on materials for bridesmaids' costumes.

Quaintly striped silk voiles shown in pastel tints for younger generation.

Flowered voiles in deep shades used for veilings over satin linings in richly fashioned fur wraps.

Voiles for next Summer show dainty embroidered designs.

Both patterns would also make some dressy frocks for little girls to be worn with a white sash. Of course, with these light materials, an under dress of pongee or silk schappe would be necessary. As the shades of these samples are rather deep, I would choose white stuff for the lining, which would give a lighter appearance to the garment.

Pretty blouses could also be made of them, and hats for dressy purposes would not look bad either in these materials.

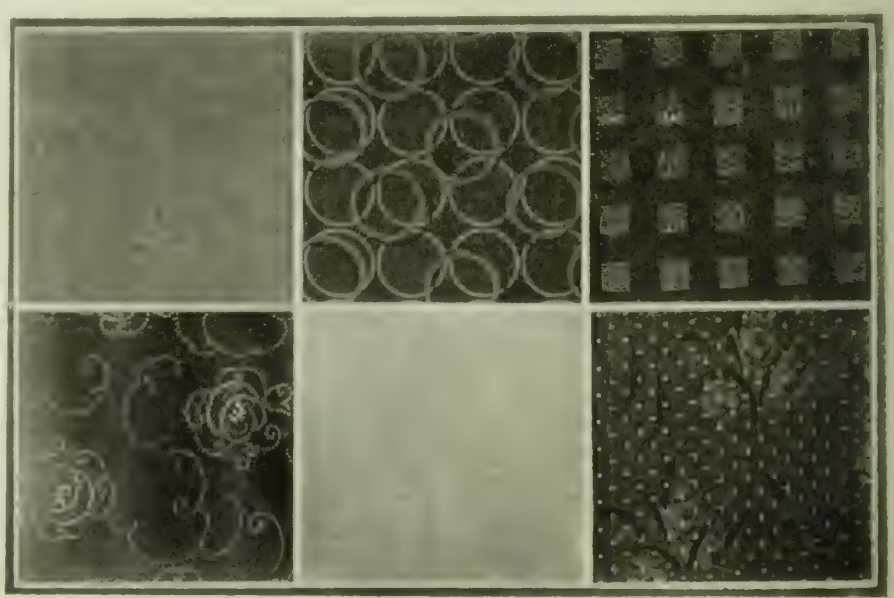
Dainty Marquisettes

I wrote you in a previous letter that veilings were becoming fashionable again. In patterns G you have two specimens of marquisette that would answer that purpose to perfection, for the effect is that of a pretty veiling, and as stripes have lost nothing of their vogue, they ought to find a ready use in the straight tea-gowns, long tunics, etc., that are wanted at present.

For ladies, always according to their complexion, such garments could be in royal ground and yellow, gold ground with black stripes, and for younger ones in champagne and white. The ribbon sash, which constitutes the only really fashionable belt, should be in the shade of the ground, and the lining could in every instance be white.

Young ladies could be provided with similar material, as shown in the two patterns H, which shades are suitable for their age. The blue pattern could have a white lining and be very light (almost white). If the lining was blue, the blue stripes would be deeper in shade, while the white ones would be of a very light blue. The mauve and pink effect would be obtained by means of a pink lining. The same disposition could be had with the pink sample. If one ventured to use both, one on the top of the other and crosswise, one would get a rather amusing pattern of checks, which, if made up into a very wide skirt, held up by means of wires, for a little girl, would remind one of the 1850 fashion with short checked skirts and long pantalettes.

For young ladies and girls again, are patterns I and J, both in silk muslin



Cottons For Spring

Six pretty new voiles shown in the lines for 1921 by the W. R. Brock Company, Montreal. Conventional designs and dark colors are pronounced.

white ground, with crowns here and there of embroidered silk of one shade in I, pastel blue, mauve, orange, saxe blue, pink, etc., but always in light shades, or in crowns of two colors as in J, pink and blue, mauve and orange, yellow and orange. Needless to say that the sash is in one of the shades of the embroidery. Flowers to be worn with them should also be of the same shade. For instance, I would wear a bunch of roses with the pink one, forget-me-nots with the blue, light violets with the mauve, nasturtium with the orange. With the pattern of yellow and orange crowns that last flower in the two shades would be most effective

For Dainty Lingerie

K is a most useful pattern of schappe silk. It will make dainty chemisier blouses with high neck, long sleeves with cuffs like those of shirts, and big mother-of-pearl buttons. In the lingerie department it will make some fancy sets, and if lined with white some ladies' pyjamas. Strong, yet light, it will wash beautifully. For Winter wear it is rather light, but for the Spring and in Summer it ought to be favored, for it is very neat.

L will be made up in blouses or dresses, but should only be chosen by those who want to have something entirely different from everyone else.

For Novel Furnishings

In the home, it will be found useful to make piano lampshades (the design shows it), or electric candle shades, to cover boxes, to make fancy cushions, etc., especially in boudoirs. As you see, it is made in various shades; therefore it may find its place anywhere; in red and blue, green and brown, purple and brown, in rooms of any color, in blue and purple, but mostly in a bright, cheery yellow interior.

A New Lining

M is a pattern of printed silk to be used as a lining on silk cloaks or jackets. It is rather elaborate, but would look effective. Fur coats would look nice, too, in any shade. Although plain linings are getting fashionable again, there is no doubt that printed silk will still be asked, for it is rather pretty to see a lady take off her coat which has a dainty showy lining.

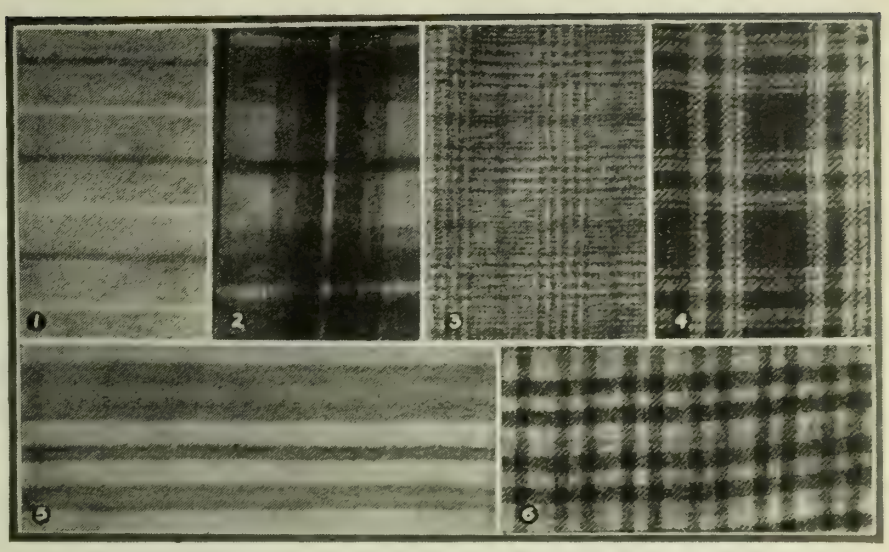
Voiles for Matrons' Frocks

N pattern of dark voile with printed flowers of a dark shade, too, is most suitable for old ladies' dresses, and ought to catch their fancy, for it is neat, yet up to date and not a bit extravagant. Apart from that use, they are often employed here as a lining for scarfs or muffs; over a flat satin lining one of these patterns may be deeply gathered and make a kind of veiling often much appreciated.

O would do for a similar purpose, since it is the same class of goods, and as the printed motifs are bigger they would mostly do for lining whole cloaks.

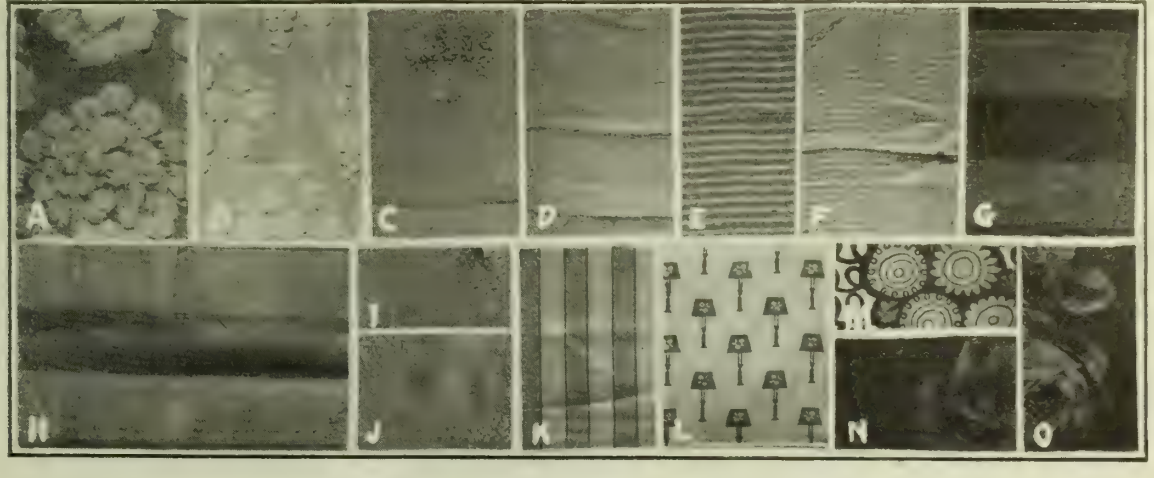
Yours truly,

Jeanne Gault



The Latest Importations of French Woollens

1. Striped Polo coating in three color combinations, with heavy brushed surface. Sample shows rose and white upon blue.
2. Large plaid sports skirting in dark shades. Sample shows nigger brown with black overcheck.
3. Large checked cap tweed in sporting pattern. Sample of gray and black check overlaid with green check.
4 and 6 show samples of cap tweeds in novel Scotch plaids in combination colorings.
5. Irregular striped Polo coating with extra heavy pile finish in combination colorings. Sample shows blue and white with black hairlines. Suitable for children's wear.



Novelties in Broches and Voiles

This group of fabrics includes a complete range of the new embossed and metal embroidered crepes, the striped silk voiles, novelty crepe silk weaves, printed Georgettes and figured crepe de Chines, which will be employed by the French designers in fashioning next Spring's advance styles.—Described in accompanying letter from Paris.

The Seal of Distinction



The Mark of the House of Sidney Blumenthal & Co.

Fabrics,—**woven** furs, which have every desirable quality of the richest animal furs—lustrous beauty, warmth, and durability. In addition, they have wider adaptability to stylish patterns. They combine comely style with economy.

The Shelton Looms labels sewn in garments made of our fabrics protect you and your customers from inferior imitations—and is assurance of the highest quality **woven** furs.

The labels and the **woven** furs they distinguish are nationally advertised in newspapers and leading women's publications—to intensify the demand for the fabrics—to emphasize the importance of the labels.

America's foremost garment manufacturers use Shelton Looms **woven** furs.

Profit by the advertising given these superior fabrics—the label and the trademark of The Shelton Looms—insist that garments which are made of these **woven** furs bear these "marks of distinction"—it's our guarantee to you and your customers.

The Shelton Looms

SIDNEY BLUMENTHAL & CO. Inc.

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RELIABLE SILKS

The real value of any piece of Silk in your store is in the service it gives. Selection from our range assures service of the highest order.

The happy combination of reliability and correct style distinguishes our range at all times.

BROAD SILKS
—Our Specialty

The Social Season has already commenced and we are ready to meet your demands for IMMEDIATE DELIVERY. Suitable Silks in all the popular fabrics, in a wide selection of the shades now in vogue.

Send for Samples.

Hamm & Riley Silk Co.
LIMITED

55 Bay Street, Toronto



A New Line of Fashionable JERSEY CLOTH SUITINGS

Our new line (No. 18) of Wool Jersey Suitings will find instant favor with your customers.

It comprises a variety of colors, lovat and heather tones predominating, and the usual Hawthorn high quality is consistently maintained.

HAWTHORN
JERSEY CLOTH
No. 18

is responsive to many different methods of treatment in cut and style, is always rich and fashionable in appearance, and drapes beautifully.

This new line will be among the most popular suitings of the season.

Ask your wholesaler for samples of our No. 18 line before ordering your stock of suitings.

Hawthorn Mills Limited

Carleton Place, Ontario

Canadian Made

HAWTHORN FABRICS

For Canadian Trade



"KINGFISHER" Silks and Linens

SILKS

Our assortment of Novelty Fabrics takes in the newest and most popular creations, rich Gold and Silver Embroidered Tissue and all the following elegant materials, in fact they represent "Le Dernier Cri":

SILK DUVETYNS
DUVETYN BROCHE
BABY SEAL
LIZARD VELOUR
CHARMEUSE EXCELLENT
FRENCH TINSEL RIBBONS

CHIFFON VELVET
CHARMANT SUPERIOR
BROCHE RADIANT
BROCHE TRIUMPHANT

SATIN DANSANT
SATIN GLORIA
SATIN GRENADE
SATIN CHAMOIS
SATIN MINUET
SATIN ARCADIA
SATIN LIBERTY
SATIN MARCHIONESS

LINENS

Our Linen Department comprises many valuable features for Christmas selling.

Of Fine Linen we have a varied stock of Scalloped and Hemstitched Table Cloths with Napkins to match, Tea Cloths, Tray Cloths, Towels, Scarves, etc.

Our line of Staples is complete, including Crashes, Terries, Damasks in mercerized and linen, Linen Table Cloths, Napkins and Bath Towels.

"Snowcrest" Madapolams, Longcloths, Sheets and Pillow Cases deserve special mention. Each piece bears the stamp "Snowcrest," which is the guarantee of highest quality.

MARK FISHER, SONS & CO.

Fine Woollens, Tailors' Trimmings, Silks, Linens

28 Victoria Square, Montreal

70 Bay Street
TORONTO

286 and 290 McDermott Avenue
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420 Cordova Street
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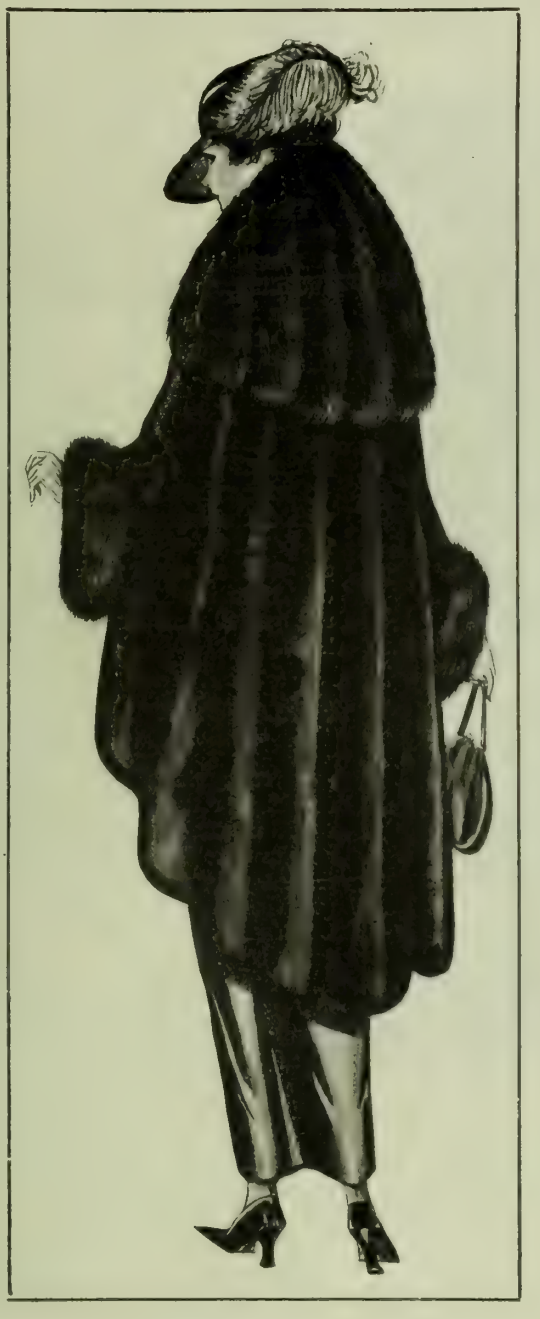
HAVE YOU RECEIVED OUR CATALOGUE 1920-21 ?

IT shows in actual appearance all that is NEWEST in
FUR JACKETS and NECKWEAR

JACKETS with combination Collars, Cuffs and Border
CAPE EFFECTS with combination Collars
SHAWLS with bordered ends are especially in demand

WE HAVE THEM IN STOCK
Write for Catalogue if you have not already received one.

JAMES CORISTINE & CO.
LIMITED
MONTREAL



HUDSON SEAL COATS

We have them in all lengths, plain and trimmed, in newest styles.

PRICES RIGHT!

Immediate Delivery

We have a large assortment of
RUSSIAN SABLES
SILVER FOX

CUMMINGS & CUMMINGS

ST. PAUL STREET WEST

MONTREAL

Holt, Renfrew Hold Elaborate Revue

Fashion Show of Unusual Merit Marks Opening of Elaborately Equipped New Department—Living Models in Sumptuous Costumes Pose in Silver Frame—Luxurious Furs and Gorgeous Fabrics Delight Large Throng.

SELDOM if ever in the Dominion of Canada has been enacted a scene of such magnificence with participants of such distinction, amid a setting so cosmopolitan in atmosphere as that which recently was held in the Rose Room of the Hotel Windsor in Montreal, under the combined auspices of the well-known firms of A. J. Alexander Ltd., Holt, Renfrew & Co., Ltd., J. Bourdeaux & Sons, Chas. Desjardins & Sons and also Henry Birks & Sons Ltd.

The pageant was staged in honor of the wives of the many distinguished medical men who are at present holding a convention in the city, and was arranged to show the best of the furrier's and the jeweller's art in conjunction with the rarest of gowns and hats just fresh from Paris.

In order that the visitors might the more enjoy the Fashion Show in perfect comfort, the beautiful ball-room of the hotel was transformed into a restaurant for the occasion, so that the guests might entertain at tea and witness the function at one and the same time. The tea hours of four to six were therefore selected, and an orchestra was present throughout the performance, half concealed amid a profusion of palms and flowers in a corner of the room.

Perfectly Arranged Revue

Every detail as to displaying the garments from the visitor's point of view was carefully thought out. The dressing rooms were arranged at the far end of the long hall so that the mannequins could appear at the head of the marble staircase leading down into the tea room, and one by one move about the tables, entering the Rose Room by one door and coming out by another, so that every point of their superb accessories might be seen by all. Little tables were placed down the wall on either side so that a wide space remained for the models to parade, and as may be imagined the effect was quite comparable to any of the New York shows staged in honor of the buyers of American houses, whose entertainments are a byword in the annals of pageantry.

About a score of pretty models, each bearing a dainty placard setting forth the name of the manufacturer of the particular garment or accessory which she was displaying, took part in the parade, and in alphabetical order showed furs, gowns, and jewels according to the house they represented.

Superb Showing of Furs

It is estimated that some half a million dollars worth of furs were exhibited during the afternoon, and included the famous silver fox skin, which is the largest and finest of its sort in America. Other sumptuous furs were featured, which were particularly notable on account of the elaboration of the linings. The majority appeared to be lined with the most sumptuous of pompadour and flowered satin linings, or else with the rarest of taffetas, veiled with silk net, upon which was caught here and there pompons of henna coq feathers, or else embellished with clever hand embroidery, shirrings, pipings, or appliqued motifs or fur and ribbon and silk. Some showed daisies and butterflies of gold or silver thread or silk, others were resplendent with Georgette crepe. Even beaded linings were not uncommon features of these luxurious outer garments.



Handsome Mole Cape

Canadian makers are continually illustrating their ability to furnish smart women with exquisite wraps. This is a very unusual cape, introducing a 13-inch yoke and nine graduated scalloped flounces mounted on crepe meteor.—Courtesy of A. J. Alexander, Montreal.

Costly Accessories

The jewels worn with the gowns and furs were estimated at a value of $110,000, and included ropes of pearls, jade and amber beads, as well as diamond pendants, rings, earrings and bracelets. Many beautiful fans of vivid colored ostrich were carried with the evening gowns, and other charming accessories such as vanity cases, hand bags, canes, and umbrellas were carefully selected to set off the effect of the costumes.

During the afternoon two vocal solos varied the interest of the function and were much enjoyed the entire pageant winning much praise from the visitors, to whom such an affair was an unexpected and much appreciated delight.

BORROWS $150 TO START BUSINESS

(Continued from page 61)

sales, and giving people value and service for their money. If a man keeps his stock in the proper condition he does not have to have sales. So many merchants plug themselves with stock and are then forced into sales." Mr. Primeau makes it a point to keep in personal touch with his stock and he carefully figures from season to season what his selling amounts to. "There are so many merchants who over estimate the amount they do sell," said Mr. Primeau. He gave an instance of this in his own business. One Christmas, it seemed to him that he had done a particularly large business in neckwear. He was asked how many dozens he had sold and, guessing roughly, he estimated it as so many dozens. In actually taking stock of what he had sold he discovered that the amount was considerably less than he had thought. Though he was for the moment disappointed, it taught him that it was wise to keep careful note of what was actually sold so that he could have a better idea of quantities to be bought.

Advertises and Avoids Sales

In advertising, Mr. Primeau uses the local paper and, in addition, does some direct personal advertising through the mails. He makes a point, however, of keeping in personal touch with his customers and is always seeking out new friends among the young men of the city. And he avoids sales. Since he has been in business, he has not had a sale, and to hear him talk, one is forced to believe that he will not have one for some time to come.

Fur Fashions as France Accepts Them

From the Ball Room to the Boulevards PeltryMakes Its Triumphant March This Season in Paris—It Graces Milady's Wraps, Suits and Coats and Dance Frocks and Also Enhances the Furnishings of Her Home—Wrappy Mantles and Supple Muffs in High Favor.

Paris, France,
October, 1920

EDITOR, Dry Goods Review,—The fur market in France, while it has felt the crisis like every other place, is far less affected than in other countries. This is due, strange as it may seem, to the adverse rate of exchange. When prices were high last Winter, the French dealers were still in a position to buy, because the American dollar was worth less than 10 francs. In March and April, when prices began to drop, the exchange rate of the dollar rose up to over 16 francs, and the decline on prices was not felt here to any extent. The dealers, therefore, tread on a sounder ground here, and people, knowing that prices will not go down to any large extent, go on buying, though cautiously.

Furs are, of course, very expensive, and, while they are still used on the whole there is less of them on garments.

The most common way of using them is in bands.

On Evening Gowns

On evening dresses we have some very narrow ones in the middle of ruffles, or one inch wide edging frills. If a little larger it will be seen at the waist line. But it is not in this department that furs are displayed extensively this Winter.

For Tailleurs

Tailored costumes have more of it: grey squirrel, grey astrakan, grey lamb, are seen almost in every large house. It is devised according to the style of the jacket, as follows:

Loose short jackets will have a band a few inches wide all around the bottom. In front it will be sewn inside and just show at the opening. At the sleeves, which are decidedly pagoda shape, as a rule, we have no fur. The collar is a rectangular band of fur folded very much like last year, unless it is a straight band closely fitting the neck. Such is the tendency this Winter. Whether in fur or in cloth, collars will be very high, and in some cases will even cover the chin.

When a long fitting jacket is worn, the fur band is wider; sometimes it has 10 inches in width, sometimes more, and in cases when people can afford it, the whole basque, cut on the cross, with one or two godets are in fur (I say one, because I have seen instances where only one godet was devised on the side, the other side being quite flat).

With such jackets we generally have no fur collar attached, unless the revers are shawl shape, but a band of supple fur, such as mole, is flounced on a glazed ribbon and fastened on the side or at the back by means of a big bow.



For Luxurious Wraps

These are a few of the exquisite silks that serve to line the cosy fur manteaux designed for smart French women this winter. There is a very pronounced vogue for satin broches with much black in evidence, but bright colors and gaudy stripes are very chic too.—Samples from Paris.

Enter the Muff

The sleeves of the jacket have no fur either, but a muff is part of the costume, and is thus devised: a huge supple muff, that looks very much like a Japanese lantern, is ended by two frills (flounced or flat) that cover the arm up to the elbow. These are nothing but the gauntlets of last year, but they are fixed upon the muff instead of being kept loose.

Therefore, whenever ordering a tailored costume for the Winter, an elegant lady should be sure to secure at the same time the collar and muff to match, and often, too, the fur toque that is fashionable this season. As a rule, this toque is made of the same material as the costume and is trimmed with the same fur as the said garment. Black monkey is very often used for such purposes.

Wrappy Mantles

In robes manteaux, which are always plain and neat, we either have a band of fur round the bottom, at the neck end and at the cuffs, or the separate fur band and muff are used to advantage.

While tailored costumes trimmed with fur are fanciful and may be adorned with fancy furs like grey astrakan, lamb, thibet, gazelle, etc., robes manteaux should have a more staple fur trimming: skunk, opossum, dyed skunk, Hudson seal, etc., which are bound to match dark shades as worn in Winter.

Tea gowns have little fur, but it is nice: ermine, marten, stone marten or fitch worked in narrow bands do very well.

(Continued on page 91)

POPULAR-PRICED FURS

French Seal and Beaver Trimmed Coats a specialty.
36 inches long $160
40 inches long $175
Small Furs at equal value.
Samples and prices upon request.

MANUEL LEVITT
Wholesale Furs
520 St. Lawrence Blvd., Montreal

HOLLANDER ELECTRIC SEAL

"The Acme of Perfection"

Hollander Furs are conspicuous for their lustre and pliability, their quality and endurance.

WHY? Because they are dyed to perfection by expert dyers, and finished by trained dressers.

The trade-mark, A. H. & S., Ltd., is the guarantee of good material and workmanship.

Discriminating customers ask for Hollanders because they know the value of high-grade products and appreciate the superiority and elegance of our various lines.

It has been our purpose to make more beautiful furs and the result has surpassed even our own expectations.

Hitherto Electric Seal was produced only in France, but now we are able to offer Canadian-made Electric Seal equal in all respects to the original French Seal.

□

A. HOLLANDER & SON, Ltd.

64 Queen Street, MONTREAL



MOOSE HEAD BRAND

FURS

MADE BY

THE PIONEER HOUSE OF CANADA

ESTABLISHED IN 1852

Perfection

IN

WOMEN'S FUR COATS

We demonstrate perfection in our showing of the latest style creations.

WORKMANSHIP and MATERIALS cannot be surpassed

VALUES UNEQUALLED

even after conceding competitive special discount offerings.

L. Gnaedinger Son & Company

90-94 St. Peter Street, MONTREAL

REDMOND FURS

ARE MADE FOR

SERVICE

They have all the QUALITY, STYLE, DURABILITY necessary to insure the most complete satisfaction to your customer.

They have the value for which the REDMOND lines are famous.

THE QUALITY is right
THE STYLE is right
THE PRICE is right

Have you received our new Fur Catalogue?
If not, write to

THE REDMOND COMPANY
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Montreal Winnipeg



ANNOUNCEMENT

The Only Seal

that has successfully met all the requirements of the Canadian Patent Office, known as Labraska Seal, made from selected Tasmanian Wallaby, finished under our patent process. Combining the rich lustre of the genuine Alaska Seal with wear and moderate price. The only seal that will not rip, tear nor crack, better than Seal rat at less than half its price. Guaranteed in all details.

SAMPLES ON REQUEST *SEE AND BE CONVINCED*



PRICES

Opossum Collar and Cuffs		No. 1 Alaska Sable Collar and Cuffs	
33 inches long	$250	33 inches long	$290
36 inches long	$260	36 inches long	$305
40 inches long	$275	40 inches long	$320

JAMES W. GRANT LIMITED

366 ST. PAUL STREET WEST :-: MONTREAL

LATEST STYLES, FINEST TRIMMINGS,
BEST VALUES IN

FUR COATS

CONSTITUTING

Ladies' Fancy Steel No. 1 WOMBAT Jackets, 42 to 45 in. length - - - - $240.00

Men's COON Coats - - $200.00 up

Men's WOMBAT Coat, Nice Steel Color - - - $137.50



DESPAROIS, GARNEAU & CIE, LTEE.

465 ST. PAUL WEST, MONTREAL

Mid-Season Hats Are Colorful

The Small Chapeau Dominates Stage For Street Wear, While Large and Graceful Models of Unusual Design Are Promised a Place in Winter Festivities—Draped Effects Are Lovely in Velvets and Broches.

A VISIT to one of the largest Montreal wholesale millinery salons this month did not reveal anything in the way of an unusual novelty in the realm of hats. Everywhere about the show-room were in evidence many modifications of the softly draped velvet toque, although several large picture shapes of panne with an over veiling of Chantilly or silk net were also noticed. But despite all the discussion and hubbub over the high cost of feminine headwear, one fact must not be ignored, and that a vital one to womankind, that this season hats are infinite in variety and there is not a single face which cannot find its own charming frame to set it off. Fashions may come and go in suits and frocks, but the hat may be small or large, wide and drooping, or narrow and dashing, one may wear flowers, feathers or ribbon just as fancy dictates or the purse permits. But one **must** have trimming, that is the one law which cannot be disregarded this season.

Chic Model Catches On

Vivid colors are preferred in New York just now, according to one designer interviewed by Dry Goods Review this month, and practically nothing but small hats are to be seen there, developed in velvets, gold and silver brocades, and also novelty combinations of striped beaver cloth, oilcloth, fur and velvet for more informal wear. The predominating color seemed to be the new shade of French blue, which combines with furs and metallic effects equally well, and is universally becoming to both brunette and blonde.

A Ribbon Conceit

One original model noticed had its upturned brim faced with closely overlapping rows of baby ribbon in reversible brocade, one side of which was blue, the other blue and black. The ribbon was turned over half way down the brim to show its reverse and so formed a pretty color contrast. No other trimming was necessary.

The Metal Influence

Among the newest of trimmings which are finding favor in New York just at present are large colored poppies with delicately gilded edges. These carry out the metallic note which will be more and more emphasized as the Winter advances. The plain tailored models have been entirely supplanted in the wholesale salons by these gay and insouciant creations. The exclusive hat is now known by its color as well as its quality and all shades of deep bluish pink are now in vogue, dark wine reds, rust and greenish blues—in fact, everything but the conventional shades to which we have been led to believe the color chart was limited. These latter tones are reserved for the less exclusive chapeaux this season. Panne and Lyons velvet vie equally for favor, and indeed, no richer and more beautiful fabrics will ever be found.



Charming Dress Model

A very graceful "drooping" effect is achieved in this handsome Malay brown velvet model with its crown completely covered with curling orange plumage. The model exploits the wide sweep at the sides with becoming droop.

Art Work from Paris

One or two Parisian importations show exquisite hand-painted flowers or birds done upon the satin or velvet of the hat, and all kinds of fine handwork, such as fine corded tucks or folds, are preferred by some buyers in place of the more vivid tinsel trimmings. Several French hats seen lately featured plaited velvet ribbon and one very smart hat in henna shade has this as its only trimming. Large crisp bows fastened on the side of the crown, giving the wearer height, are popular overseas just now, and one firm is trying out their success with Canadian women.

The ever popular ostrich, as a rule uncurled, is the favorite decoration for afternoon hats. What trimming there is is placed more often on the brim than on the crown, and the smaller turbans with over-hanging coq feathers are considered smarter than ever. Burnt ostrich is commonly employed to give softness, and pipings and soutache braid are still other style ideas which are growing in popularity.

Jets Are Selling

The veiled and draped hats are among the best sellers, according to another

(Continued on page 110)

Grey in Vogue on Fifth Avenue

New York Shops Featuring Smart Midseason Models—New Favorite in Color is Seen in Panne, Velvet, Felt, Duvetyn and Feathers, Matching Grey Squirrel — Elaborate Window Displays Featured.

NEW YORK. — Millinery departments in the Fifth Avenue shops and in the different departmental stores have been quite active during the past few weeks, and many attractive window displays have been held. Although the henna and capucine colors seem to dominate the greater part of the displays, as far as colors are concerned, there is a tendency toward the display of grey.

This is just the color for squirrel fur and is developed in velvet, panne, duvetyn and felt, generally trimmed in the same color. Russek's have grey hats displayed in their window, one made of wide moire ribbon folded back in points for the cuff, and trimmed with a silvered glycerine ostrich band. Quite a few grey velvet hats are seen trimmed in bands or tassels of the same color.

A great many of the exclusive shops on the Avenue are displaying grey hats and at present this color seems to be increasing in prestige. Stewart & Co. have in their window several hats made of a transparent striped metal cloth in silver and grey effect. This fabric covers all sorts of shapes in cuff and brim effects, some trimmed in jet bugles and others in silver bugles. Monkey fur also is used as a fringe around one of these shapes, while a small band of fur with flowers trims another.

Side Drape Effects

Joseph is showing a new red, much on the orange coloring, on small and medium shapes of velvet. These hats are trimmed in self coloring, in feather fancies or foliage. Maison Maurice show many black hats and some large ones of panne, trimmed with handsome laces draped over the brim edges, and finished in the irregular side drape effects.

The Lichtenstein Millinery Co. is displaying several grey hats, some large and trimmed in sashes of grey ribbon and bows. One, a soft dimple tam, is made entirely of the new French fur fancy called slinks.

Best & Co. are showing in their window a large beret made entirely of Australian opossum, and without further trimming. Franklin Simon & Co. on a table in the ready to wear department on the main floor have displayed hats for $10, one of these of a very good value, a cerise velvet off-the-face shape, with the front faced in a solid applique of tiny flower effects made from the velvet and in the same color. In this same department is a table devoted to the showing of felts and velours.

Interesting Window Display

Lord & Taylor have an interesting window devoted to the details of making either a man's soft hat of felt or velour or a derby. This also pertains to the making of women's hats of the same materials, and is very interesting. Large photographs show the processes through which the hats pass in the different factories, and the actual raw materials are shown in the window.

The new snake ribbon in Burgundy coloring is used for an entire toque of draped ribbon, in one of the shops, trimmed with two large branches of paradise in the same color.

Saks & Company have devoted an entire window to the showing of very elaborate hats in a Ming blue, jade, green and gold. A draped turban of cloth of gold is strung with jade green wooden beads through the folds. Ming blue velvet is trimmed in gold brocaded fabric and uncurled ostrich fancies.

There is also a brim of squirrel with a crown of jade velvet, while gold lace makes a brim with a jade velvet crown. All of the hats are for dress purposes and evening wear.

Furs Employed on Modish Hats for Mid-Winter

MANY of the wholesale millinery manufacturers have gone to considerable trouble to furnish attractive fresh mid-season stock for the retailer who is enterprising enough to see the possibilities of the Christmas season. Few women will resist a new hat at this time of year if it is effectively placed in their range of vision. There are functions close at hand that will require a fresh chapeau of a slightly more dressy character than the majority of women choose for the first few weeks of Fall. This is the time for the clever milliner to demonstrate her competency. If you have a small up-town store or a humming business on a busy down-town thoroughfare, your window is of equal importance. The up-town shop should strive for "exclusive effects," and the down-town one for arresting types of display. Feature your very best looking models in the next few weeks and keep in touch with the novelties being successfully introduced in the larger centres, so that you can reproduce them for your trade.

At the present time many new materials are being introduced by some of the wholesale houses—fabrics of novelty that are taking very well with the buyers. One of the new fabrics introduced in New York recently was the frog skin. This material is a dull finish satin impressed with a pattern to resemble a frog's skin, and is used to cover shapes entirely, and trimmed in embroideries of fruits and appliques of velvet. A handsome embossed satin is used in black for the most part, and has the effect of being quilted. This is employed for many of the smart off-the-face effects which are being shown.

The more exclusive models being created for this anticipated mid-season demand are characterized by richness of texture rather than brilliance of coloring, and are distinctive in dark tones of hatter's plush, panne and corded velvet effects. Peltry enters prominently into the general scheme where elegant hats for afternoon street wear are concerned.



A Saucy Model

This pert little turban was recently spied in an up-town shop window in Toronto and was noted for its simplicity and effectiveness. The brim is terra-cotta velvet embossed, and the crown is of matching ribbon applied in sections with the ends frayed to simulate feather trimming.

TORONTO HAT CO., LTD.

The Canadian House for Ready-to-Wears

76 Wellington Street West

Manufacturers of the Famous

BAKER HATS

Toronto Ontario

Style makes the Hat.

Baker Hats have Style.

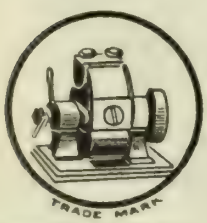


If you cannot reach our Show-Rooms drop us a line and we will reach you—with samples.

Branch:
Citizen Building
Ottawa
A. J. AYEARST

Having extended our factory we are in a position to give prompt deliveries.

Branch:
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Winnipeg
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DYNAMO BRAND

Wholesalers!

This Trade Mark is your guide to—

"Dynamo Brand" Maline

The Original Guaranteed Rainproof Maline

Ideal for Millinery and Scarves.

Resists rain, dampness, snow, sun, and perspiration.

Exceptional quality
Guaranteed
Economical

We are the only selling agents for Gros Million & Co., of Lyons (France) for the Dominion of Canada.

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(United Makers)

80 Wellington St. West Tel. Adel. 4184
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Room 705 Read Bldg. Tel. Main 6524
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B. C. Ladies' Hat Mfg. Co.

1039 Granville Street

VANCOUVER, B. C.

The House where you see the styles of to-morrow at moderate prices.



Only Pattern Hat Manufacturers West of Toronto

Pattern Hats from $7.50 to $10.50

We also carry a full line of Crowns and Shapes in Buckram and Wire

Write for our Fall Style Sheet

UNIVERSAL HATS

Every Hat has Smart, Appealing Style, Quality Materials, coupled with the Utmost in Value

UNIVERSAL HATS are made in all the season's best styles, including off the face, droop and smart models. Shown in the very high-priced hats.



K76

UNIVERSAL HATS are made of best materials procurable, with trimmings of Ostrich, Metallic Effects, Ribbons, Pins, Hand Embroidery Work, Gold Cloth, etc.



K 86

K76 Droop brim, soft crown, gold braid edge, sectional crown piped with gold, brilliant ribbon, an excellent seller in Black, Taupe and Goblin Blue. Made in Paon Velvet. Price $6.50 each

K86 Silk Velvet, soft crown, ostrich rosette trimmed, silver cord under brim. In Navy only. A beautiful hat. Price $6.50 each

K81 Silk Velvet, off the face, well trimmed in Ostrich all around. In Black only. Can be worn by anyone. Price $6.50 each

Terms on Universal Hats
6 per cent. 10 days, 5 per cent. 30 days



K 81

The above Universal Hats can be made up in three to five days

Universal Hats in Stock to Ship At Once

150 Universal Hats in stock in good selling models, including Velvet, Duvetyn, Paon and other combinations, all very attractive hats. Colors: Black, Brown, Navy, Taupe, Sand. Every hat suitable for to-day's selling. Price $4.50 to $6.50 each

S. F. McKinnon & Co., Limited

Toronto - Canada

Montreal Winnipeg Quebec Calgary Vancouver London Paris New York

Peerless Underwear is Favorably Known

The soft "feel" and well-made appearance of Peerless Underwear has made it favorably known in many homes throughout Canada.

If you have not already tested its selling qualities in *your* store—order direct from the manufacturer.

For WOMEN—CHILDREN—INFANTS

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. MOODIE & SONS, LIMITED
Hamilton, Ont.

WITHOUT A DOUBT

the most popular high-grade SWISS ribbed vests on the market for Women and Children are

"MOYER-MAID"

This mark stands for quality, first and foremost. We put into every garment a quality of material and workmanship that results in the entire satisfaction of the ultimate buyer.



WALTER W. MOYER
EPHRATA, PA.

Canadian Sales Office:
HAROLD F. WATSON, FOSTER LIMITED
208 Coristine Building
MONTREAL

A New Ballantyne Line



A NEW Ballantyne line is being shown for Spring—juvenile middies for girls, designed to fill the same needs as do the Ballantyne Boys' Jerseys. These trig little garments are sure to become as popular as the Boys' Jerseys, and for the same reason: they are eminently practical; and they go a long way towards solving the problem of keeping the children attractively dressed either for school or play.

THE BALLANTYNE SPRING RANGE

Smocks, Frillies, Novelty Coats, Shawlettes, Bathing Suits for Men, Women and Children, Boys' Jerseys, Young Men's Pullovers, Children's Smocks and Middies

R. M. BALLANTYNE, LIMITED, Stratford, Canada

Scotch Hosiery Firm Represented in Canada

Prominent Knitted Goods Manufacturer Compares Conditions in the Trade—Hand-made Garments of Rare Quality on Exhibit.

J. M. WESTWATER, Esq., of Lanark, Scotland, was a recent visitor to Montreal, in the interests of one of the largest Scottish manufacturers of knit goods, the Hyndford Hosiery Co.

Like many other British concerns which are progressive enough to realize the tremendous advantages to be derived from an extended development of commerce with the Dominion of Canada, the Hyndford Hosiery Co. has sent their special representative on an extended visit to the cities of Eastern Canada, in order to get a comprehensive and thorough idea of the needs and preferences of the people of Canada in knit goods of every kind. Mr. Westwater, when interviewed by a representative of Dry Goods Review, expressed himself as much surprised by the lavish displays and artistic arrangement of the large department stores of Canada. Such showings, he stated, were seldom seen in Great Britain, and in few cases could the English or Scotch shops stand comparison in this regard with stores such as are a feature of Toronto and Montreal.

Hand Made and Dyed

Mr. Westwater was an interested visitor to many of the knitting factories and he noted many differences existing between the Canadian styles and those native to Scotland. Knit goods, he said, can be made more cheaply in Scotland as regards the better grade varieties. Scotch "dry spun" yarns are world famous on account of their superior quality and as they are hand dyed in France in many beautiful colorings, they are to-day regarded as the world's criterion. In Lanark, the home of the Scotch knitting trade, all knitted garments are fashioned on hand machines, on which only the highest quality yarns can be used. In England the circular machine is almost universally employed, the shaping and fitting being done afterwards by hand. Such a process is by no means satisfactory in the end, as perfection of fit and finish can only be gained by the use of the hand machine. A feature of Scotch knit sweaters are the "racked" edges which provide an unusually neat finish, while the fact that only virgin wool is used ensures a remarkably soft and pure texture and quality.

Business Is Good

Business in Scotland, said Mr. Westwater, is excellent. People are realizing that prices cannot drop suddenly. Labor is now on a forty-four hour week, and in all factories is well cared for physically. Such flourishing conditions are no doubt responsible for the marked improvements in the finished products. Another feature of the progressiveness of Scotch knitters is the fact that they are quite prepared to make up garments to specification, as regards quality of yarn, color and style. Such concessions mark a radical change of policy and will without doubt tend to strengthen the interest of Canadians in the products of the Mother Land. Up to the present, the people of Canada have not been particular as regards the quality of yarn employed in knit goods of all kinds, but the time has come now when the trade will do well to insist upon standard products, untainted by poor workmanship or inferior yarns.

Those who were privileged to view the small exhibit of Scottish knitting manufactures as shown through the courtesy of Mr. Westwater were struck by the remarkable quality of the wool and the truly original designs of the garments. The children's exhibit was a notable one, embodying the newest ideas in style and comfort. Such exhibitions of British goods should be of great educational value, both to the trade and to the public at large.

New Blocked Effects in Spring Cottons

Dark Colorings With Small Neat Patterns Being Featured

The Spring range of patterns in voiles has just been announced and the samples displayed are particularly novel and attractive. The public proved very conclusively last summer that the new process of flocking suited the popular taste and so manufacturers are featuring this process in an unusually large assortment of designs, varying from the simple Swiss muslin effect to the more elaborate shaded patterns in beaded effects. The colorings also for next season are new and comprise all the conventional standbys as well as the darker shades of nigger, taupe, hydro blue, aero blue, seal and tobacco. Such dark grounds as these set off the blocking to better advantage than do the lighter ones, and although they do not require so much laundering, are perfectly washable and will give unlimited wear. It is some time since the textile manufacturers produced such attractive designs in wash goods at prices which compare favorably with those prevailing last season.



In Royal Blue and White

This model illustrates one of the attractive lines of men's and boys' sweaters shown this season by Jerseys, Ltd., Toronto.

Cotton Situation Is Encouraging

Linens Scarce But Prices Firm, According to Large British Firm's Recent Reports

An announcement of more than passing interest to the trade has recently been given out on behalf of the well-known British firm of Horrockses, Crewdson & Company, Limited, of Manchester, relative to the withdrawal of the reservation of July, 1919, referring to import orders of cottons, etc.

Orders are now being accepted on the old basis since this restriction has been removed "at fixed prices on receipt of order at Manchester, subject to any reduction on shipping date."

It is encouraging to note that deliveries in all cotton goods are now improving and dealers in general will welcome the news that this well-known firm is no longer obliged to charge current rates after the six months' period from date of order had elapsed. Retailers in consequence have nothing to lose on future importations of British cottons, since it is generally understood that prices have now reached their highest peak and a recession, albeit very gradual, is hoped for by 1921. Any sudden decline is quite impossible as prices which have climbed for six years are not likely to drop to a pre-war level overnight. Some buyers profess to believe that prices will not decline radically before 1922 or 1923 in cotton goods, and in the case of linens the situation is increasingly serious. In the latter case, the yarns were bought at high price levels, and as manufacturers are now only setting to work on these stocks, the cost of the finished products cannot decrease for a long time yet. Pure linen is now becoming exceedingly difficult to procure and retailers are advised to secure it at any price against the future shortage. Retarded shipments of linen damask are the present essential cause for its scarcity on the market, and until some sort of stability prevails in Belfast, it is unlikely that any orders will be filled.

Canadian wholesalers are well supplied with good stocks of fancy linens in embroidered and lace trimmed lines, including Cluny, Bruges, Florentine laces, and Madeira work. The latter range is somewhat scarce as the native workers have been diverted to other industries and not re-established owing to the scarcity of pure linens. The fancy lines are expected to be strong sellers during December for Christmas gifts, and the new combinations of Cluny and Madeira, and also the filet effects, typical of the best form of the lacemaker's art, are expected to commend themselves strongly to the trade.



Picturesque Hosiery Display

This window caused a goodly amount of comment in Montreal when Almy's, Ltd., showed just how fetching a maid could be attired altogether in vari-colored silk stockings. Edward K. Lummis was responsible for this clever display, which was much admired.

FUR FASHIONS AS FRANCE ACCEPTS THEM

(Continued from page 79)

Evening Wraps

Cloaks are different according to the use they are intended for. Evening cloaks are either in cloth with fur trimmings or entirely made of fur. In the former instance they will have the shape of a "mante," with a yoke imprisoning the shoulders, and a very big straight collar, often made of a wide band of fox, grey, blue, silver, etc., which is sometimes continued all around the bottom. This is very nice with a silk mantle, which is then lined with fancy silk.

Velvet evening coats, which are always so handsome, are often trimmed with a monkey fringe, and are lined with plain velvet. The collar is then either a bouillonne or a fraise, which look extremely dainty.

When entirely made of fur, in which case long narrow skins with hair not too high are used, the shape is a cape, with or without a yoke, generally a wide band is placed at the bottom where the skins are worked across. The collar is invariably a very big band-square or rectangular, deeply flounced at the neck, and may be worn either draped around the face which it covers almost entirely or let hang down on the shoulders like a pelerine. This way of wearing it is most graceful. For such purposes, mink (which has decidedly replaced sable), ermine, kolinsky or squirrel dyed sable are mostly used, as well as mole, which is also a great favorite of the season.

Travelling Modes

Travelling and motoring coats are of two kinds: The first is the real coat, composed of a straight long jacket with sleeves, thus devised: the skirt is made of fur up to the hips (generally beaver or nutria), where the bodice, made of silk, is gathered. The sleeves are also made of silk, and have fur cuffs. Over this is a pelerine with a fitting yoke and collar all in fur, and lined with the same silk as the bodice. The effect is that of a Scotch "carrick cloak" and is rather nice. Needless to say that the silk must be plain and of a shade matching the fur. Hudson seal would do as well, and the silk should be black. Coney could also be used but the price is so high that it has almost entirely curtailed the sale of this article. Kid, black or grey, makes some nice coats in this style. It is also one of the most staple articles for everyday wear in cold countries.

For travelling we also have the real cape, made of tartan stuff, cut slanting, very wide so that one can wrap oneself cosily in it. It is entirely lined with fur, and a very high collar is in the same material and fur. As grey is the best shade for that purpose, natural squirrel, which is comfortable and strong, is generally used to match it.

Herewith are a few patterns of lining for fur garments such as are used this year. You will notice that the shades are rather dark, for even the showy designs are on a dark ground, black, grey, or brown, and there is a strong tendency towards returning to the plain one shade linings. Many instances are shown, however, of a plain brown or black satin lining crossed by a white band from top to bottom, or sometimes it is a striped lining that is used, with lines horizontally displayed.

Yours truly,

Jeanne Gsell

CLIFT & GOODRICH INC.

328 and 330 Broadway - New York City, N.Y.

COMMISSION MERCHANTS

To the Jobbing Trade exclusively.

We represent leading Manufacturers of the United States making:

Men's Summer Balbriggan and Mesh Union Suits.
Men's Summer Balbriggan and Mesh Shirts and Drawers.
Men's Summer Ribbed Union Suits.
Women's Summer Straight Vests.
Women's Summer Union Suits, in various finishes.
Men's, Women's, Boys' and Children's Nainsook Underwear.
Men's and Boys' Winter Heavy Cotton Ribbed Union Suits.
Men's Flat Fleeced Shirts and Drawers.
Men's and Boys' Flat Fleeced Union Suits.
Women's Winter Cotton Ribbed Union Suits, in various styles.
Children's Winter Cotton Ribbed Union Suits.
Children's Winter Cotton Ribbed Sleeping Garments.

SAMPLES ON REQUEST

Canadian Representative:
Mr. R. Reade Davis, 31 Melinda Street, Toronto, Canada

Your Customers, and You

WHEN a customer asks you for Hosiery, do you show Circle-Bar? Do you establish with her, or him, the reputation for handling hosiery which excels in quality, style and durability, and which gives utmost comfort?

CIRCLE-BAR HOSIERY

For men, women and children

is featured by many of the most careful merchandisers in the retail trade. It gives satisfaction. If you are not pushing it, you are missing steady, profitable trade, and an opportunity to strengthen your hold on the people who buy in your store.

The Circle-Bar Knitting Co.
Limited
Kincardine, Ontario

A TAPERING toe prevents the clumsy lumping of material inevitable with the usual rounded toe. A deeper heel prevents wrinkling over the instep. The narrow ankle is glove fitting, and the elastic top adds to comfort. Your customers will appreciate these points.

Stockings for Winter Sales

Buster Brown Stockings make splendid winter sellers because they are specially suitable for cold-weather wear.

Closely knit from extra-long yarn—with double-ply legs and feet—they keep boys warm and resist the strain of winter sports.

Then the triple-ply heels and toes give **longer** wear and save mending.

These three features—durability, comfort and more freedom from mending—are the strongest selling points you can find.

Display Buster Brown Stockings on your counter—explain these features to your customers—and learn yourself how readily they sell.

Buster Brown Stockings may be obtained from your wholesaler.

Chipman-Holton Knitting Co., Limited

Hamilton, Ontario

Buster Brown's Sister's Stockings are excellent for the girls. Knitted from fine two-thread English mercerized lisle, in Black, Leather Shade Tan, Pink, Blue and White. Well shaped and moderately priced.

The BUSTER BROWN STOCKING



SUNSHINE HOSIERY REGISTERED

JERSEYS, LIMITED

455 KING ST. WEST
TORONTO

Manufacturers of

BOYS' JERSEYS

Pullover and Dome Neck Styles

ALSO

MEN'S
V NECK AND
PULLOVER
JERSEYS

ALL-WOOL garments that will prove ready sellers all the year round. Built to give warmth, comfort and hard wear—in addition to a most attractive appearance.

Plain and combination colors.
Prompt Deliveries

REPRESENTATIVES:

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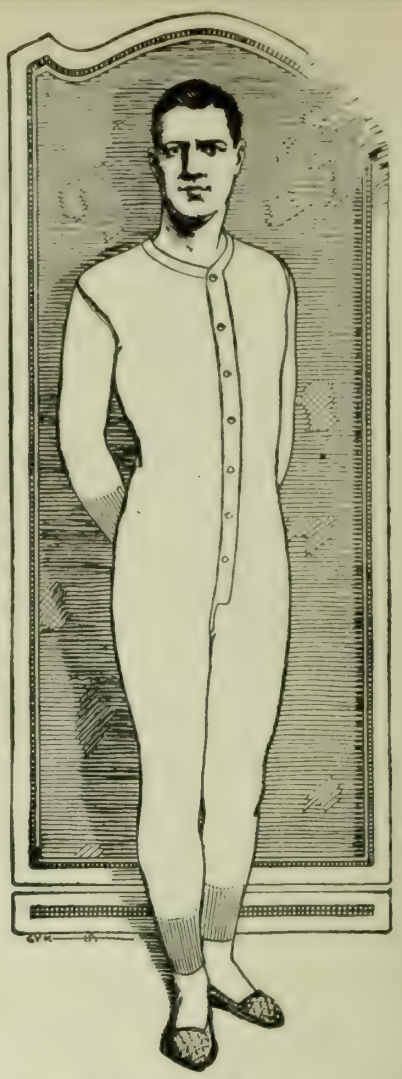
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Prized By Dealer And Customer Alike

UNDERWEAR—to fulfil its mission and bring satisfaction to both dealer and consumer—should be of lasting satisfaction to the first, and productive of ample profits for the second.

Dealers everywhere are learning that Atlantic Underwear admirably fills both these requirements.

Sold in five different weights and qualities. Each line is guaranteed to be the best value of its class.

ATLANTIC
UNSHRINKABLE
The UNDERWEAR *that Overwears*

ATLANTIC UNDERWEAR, Limited
MONCTON - - N.B.



IT is not only in smoothness of seam, perfection of fit, and quality of finish that Penmans Underwear excels. The fabric is produced from the finest of materials and the knitting is so perfect and uniform that the maximum of durability and comfort result. And in the long run durability,—genuine worth,—is the only sure foundation for a permanent trade connection.

Penmans can fill every requirement of your trade, for all classes of persons, all occasions and all seasons.

Penmans Underwear

"THE STANDARD OF EXCELLENCE"

Penmans Limited, Paris. *Also makers of Hosiery and Sweater Coats.* 2T

CANADIAN-MADE

COTTON BATTING

Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



Packed in shipping Cartons or in Bales

The best value for the price.

Can be had in 125, 100, 80, 67 or 50 rolls to the bale or 124, 96, 80, 64 or 48 to a lot of four cartons.

Any Wholesale House

Dominion Wadding Company.

Genuine

HUDSON'S BAY

Point

BLANKETS

THE SEAL OF QUALITY
HUDSONS BAY POINT BLANKETS

We are offering the genuine Hudson's Bay Point Blankets of long fibred Australian wool red, blue, green, white and striped—listed as follows, subject to special discount to the trade:

Point	Size	Weight	Price
3	60″ x 72″ dble.	8 lbs. 5 oz.	$26.50
3½	63″ x 81″ "	10 "	32.50
4	72″ x 90″ "	12 "	39.00

These are the best blankets made.

THE D. PIKE CO. LIMITED

123 King St. E., Toronto, Ontario



The kind of "woollen things" you are looking for—

MITCHELL BRAND

lines will end your search for merchandise of solid value.

Wide range of Elastic Rib Underwear, Fine Cashmere, Jerseys, Sweaters, Heavy Wool Socks, Tweeds, Etoffes, etc.

Be sure to see them!

MITCHELL WOOLLEN CO., LIMITED
MITCHELL, ONT.



This Trade Mark sells

"CEETEE"

THE PURE WOOL
UNDERCLOTHING
THAT WILL NOT SHRINK

Remember—there is no low grade or cheap "CEETEE"—only the very highest grade and best quality underclothing bears the famous "CEETEE SHEEP" trademark. If you are catering to the best trade in your district you must sell "CEETEE"—for ordinary underwear you will find TURNBULL'S brand at least the equal of any made in Canada.

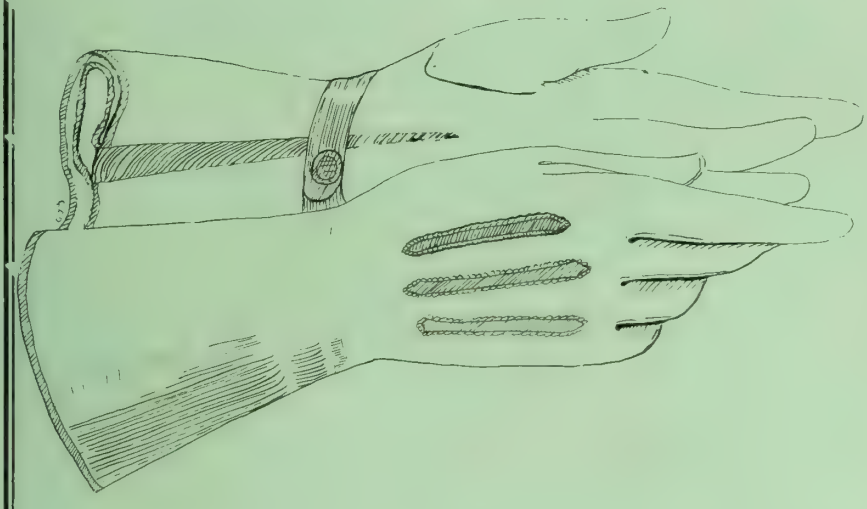
MADE BY

THE C. TURNBULL CO. OF GALT, ONTARIO

Also manufacturers of TURNBULL'S Ribbed Underwear for ladies and children, and TURNBULL'S "M" Bands for infants

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

The Glove that Leads— —"Perrin's"



The task we set ourselves was indeed a difficult one—to produce a glove that would surpass all others, whose individual excellence would stimulate the merchant to sell, and the consumer to buy — to the advantage of both.

Public opinion acclaims we have more than succeeded.

Perrin's Gloves are made with that splendid attention to detail that marks all "P.K." products, and no care is spared to render them of perfect fit—tailored to the hand.

Sought by those who want the utmost in glove satisfaction, bought by those who know what is best, they are distinctly a quality product.

The CLUB BRAND
REGISTERED

Your every need is anticipated in the "Perrin" line.

PERRIN'S GLOVE

PERRIN KAYSER COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, Montreal

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

BEAUTY PLUS QUALITY
IN

Kayser Silk Gloves
Kayser Chamoisette

No substitute will suit your customers. They want the genuine Kayser gloves.

Kaysers are great favorites because they add the correct finishing touch to the attractiveness of the attire.

In our wide range you will find gloves to suit every occasion and every individual taste. We have excellent quality in quiet designs as well as in distinctive and even bizarre effects.

PERRIN KAYSER COMPANY, LIMITED
Successors to Perrin Freres et Cie
Sommer Building, Montreal



Oxford Underwear for Ladies

WHEN you see an exacting customer come into your store you take special pains to see that she gets exactly what she is after. You know that when she is satisfied she is the best booster you could have, because she will invariably refer to your store as "the place where she always gets suited."

That is the class of customer OXFORD Underwear is designed to please. In it she finds a delightfully fine, soft finish, form-fitting lines that ensure neatness and comfort, also special features to give extra wear and greater comfort—and withal a dainty finish in every detail. No woman could ever hope to find more. Show her OXFORD Underwear!

We invite your inspection of our

FALL SAMPLES

of Light Weight

Combinations
Drawers
Vests

The Oxford Knitting Company, Limited

Woodstock, Ontario

Western Representative: T. H. WARDELL, 24 Aikins Block, Winnipeg
H. R. BLADE, Carleton Chambers, Ottawa
F. W. McLEAN, 5 Paddock St., St. John, N.B.



Distributed through the wholesale trade only.

O.V. (Ottawa Valley) Velvoknit underwear is manufactured by

BATES & INNES, LIMITED

Carleton Place, Ontario.

Sales Agents
C.E. Winks
44 Aikin Block
Winnipeg Man.

E.S. Bates & Co. LIMITED
35 St. Nicholas St.
Montreal Que.
8-10 Wellington St. E
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Identifies exactly the same qualities today as it did before the war.

Which is more than can be said for all underwear brands. While some have been made down to a price,

"St. George"

UNSHRINKABLE
UNDERWEAR
FOR MEN'S WEAR

is now being made even better than ever.

With your knowledge of underwear qualities and values your critical comparison will convince.

For those of your customers who still want the best recommend St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece.

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R. COPPING & SON - 31 Melinda St., Toronto
A. R. McFARLANE - - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA



Burritt Silk Hosiery

A new Burritt line—with the well-known reputation of Burritt boys' and men's worsted Hosiery in its favor. The confidence of the Trade is warranted in this new line with its many splendid selling features—

Best grade of Silk.
Exceptionally close weave.
Special reinforcements.
Elastic garter top.
Anti-ravel course.

A new line of fine Burritt Lisle Hosiery is also being made with the same special features.

COLORS

White, Black, Navy, Tan, Cordovan, Grey, Beaver, Champagne.

All Silk and Lisle Hosiery attractively boxed. Can be put up in attractive boxes for Xmas trade.

Our range of Knitted Goods will also interest you.

A. Burritt & Co., Mitchell, Ont.

Established 1875

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques, Boys' and Men's Ribbed Worsted Hosiery.

MAPLE LEAF | **DR. NEFF'S**

Look for these TRADE MARKS

This Trade Mark identifies these two Waterhouse Brands of

Men's Underwear

Combinations and Two-piece

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Every man who **examines** one of these garments is at once impressed with the splendid value offered — in the obvious superiority of the garment, yet at a moderate price.

Sold only to Jobbing Trade

Every man who **wears** one of these garments soon decides that he could not wish for a better garment from point of comfort, warmth, and economy. They will bring you customers!

THOS. WATERHOUSE & CO., LTD.

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BENTRO KNIT
THE WEAR IS THERE
KNIT GOODS
COMFORT APPAREL
for Winter Sports

Warner's Rust-Proof Corsets—

To The Corset Department

WE have on hand for immediate delivery certain styles of Warner's Rust-Proof Corsets, Made in Canada.

These corsets are made on the same patterns as our American models, of materials part purchased in Canada and part imported from the United States.

Samples for your consideration will be forwarded on request.

Style	Price	Sizes			
*41	$15.00	20-32	Low bust	Slender figures	Batiste
18	15.00	19-30	Low bust	Slender figures	Coutil
51	18.00	19-32	Medium bust	Average figures	Coutil
65	18.00	19-28	Rubber top	Slender figures	Batiste
113	21.00	22-34	High bust	Full figures	Coutil
109	21.00	20-28	Medium bust	Average figures Graduated Clasp	Coutil
343	21.00	19-32	High bust	Average figures	Coutil
12	24.00	20-32	Medium bust	Long skirt Graduated Clasp	Coutil
361	27.00	20-32	Medium bust	Full figures Double skirt	Coutil

All above styles white only.
*Style 41 packed 6 to a box.

Samples of these styles, listed above, will be forwarded on request.

THE WARNER BROTHERS COMPANY, INC.
OF BRIDGEPORT, CONN.

Canadian Factory and Sales Office :

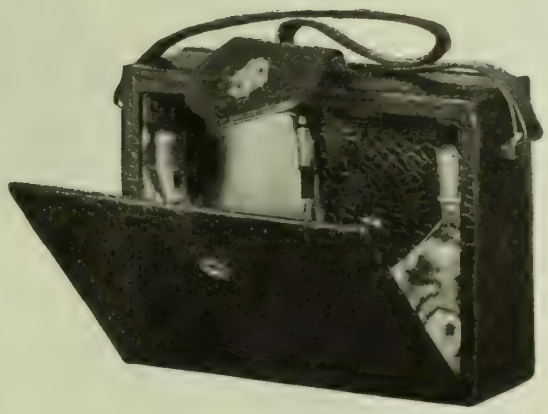
St. Ambroise and Turgeon Streets, Montreal, P.Q.

(New York, Chicago, San Francisco, New Orleans)
American Factories : Bridgeport, Conn.

LEATHER CLP T GOODS

Buy Direct from the Manufacturer

BEST VALUE IN CANADA



NONE BETTER MADE ANYWHERE

Latest Beauty Box

Strap Back Purses	$ 8.50 to $ 36.00 Dozen
Top Handle Purses	15.00 to 108.00 Dozen
Lucille Bags, Kodak Style	27.00 to 108.00 Dozen
Beauty Boxes	40.00 to 96.00 Dozen
Velvet and Silk Bags	24.00 to 96.00 Dozen
Children's Fancy Purses	4.00 to 8.00 Dozen

Ladies' Belts and Music Rolls
Men's Collar-Boxes and Bill-Folds

MANUFACTURED BY

Canadian Leather Products Limited

144 Front Street West
Toronto



For Spring

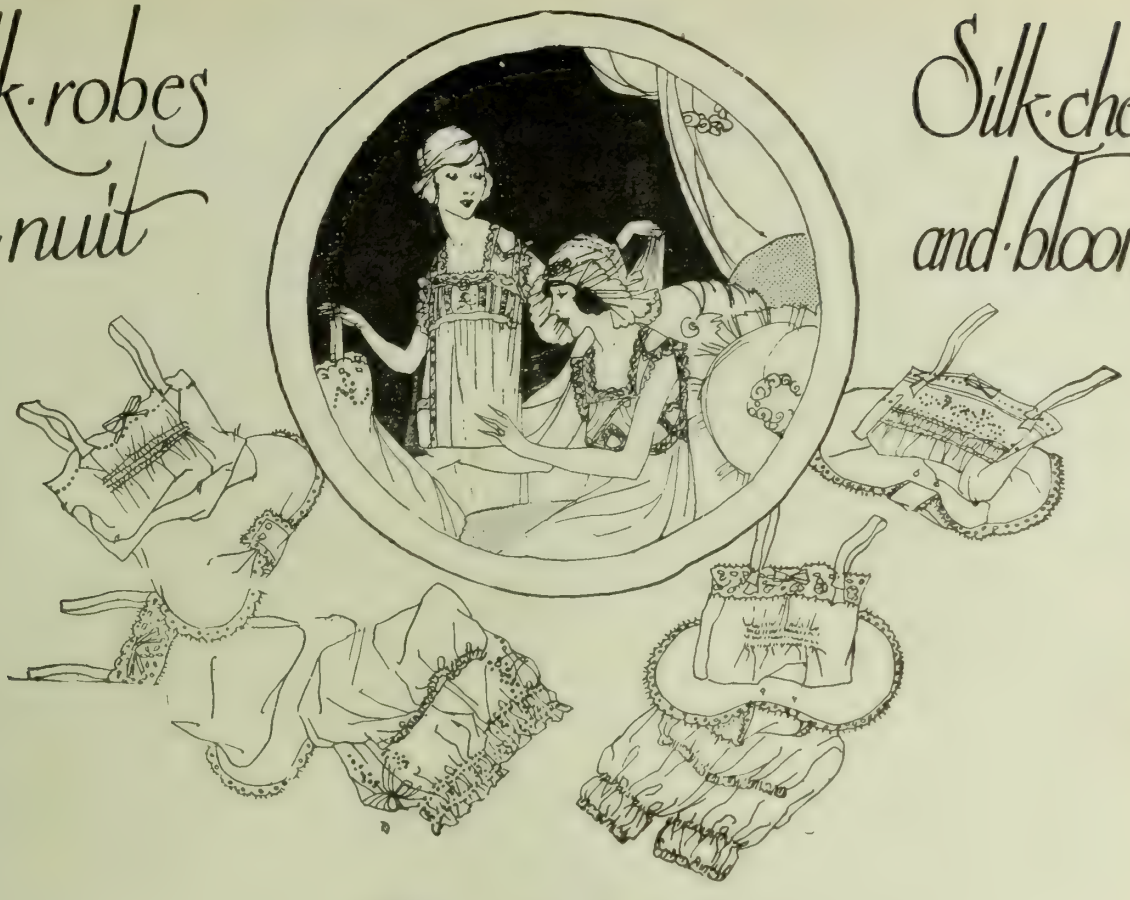
Exclusive!

Ladies' Washable Cape stiff cuff Gauntlet. Cuff is interlined, and lined with white cape. Made P.X.M. and finished with roller strap and pearl button. May be had in shades of Field Mouse, Ivory, Tan, Havana Brown and Gray. Known in our sample range as No. 7957.

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MONTREAL By
ACME GLOVE WORKS, LIMITED

Silk·robes de·nuit

Silk·chemise and·bloomers



Why not an early

Christmas Suggestion Window

of

dainty RITCHIE Lingerie?

The practical utility and delightful appearance of Silk "underthings" has won staunch devotees for all time to come. Nothing could be more appreciated and more popular for Christmas giving. We will be glad to assist you with any necessary additional sample pieces to make your window display attractive. Early Christmas selling will mean greater satisfaction for everybody.

Handkerchiefs

Ritchie-made Handkerchiefs combine artistic effects, quality and reasonable prices.

Laces

For every use, in every conceivable style. A Made-in-Canada line of special merit.

H. P. RITCHIE & CO.

Manufacturers

38-42 Clifford Street

TORONTO

Decline Reaches Hosiery Mills

Canadian Hosiery Makers Endeavoring to Keep Full Staffs Working—New Spring Prices Likely to be Announced—Mills Facing Possibity of Dumping of American Goods—Overproduction During War Leaves Huge Supplies in Mill Owner's Hands

COTTON hosiery and underwear are in line for reductions at wholesale in the near future. Dry Goods Review visited one of the largest mills in Ontario this month when it was found that preparations were being made for the decline in silk hosiery as well as cotton.

"We have been expecting the drop for some time and have not been taken by surprise," said the mill owner. "We are faced with the problem of overproduction in the U.S., and the American hosiery manufacturers' effort to place their goods in the Canadian market. During the war hosiery mills have sprung up in great numbers all over the United States and additional plants have also been built in various Canadian centres. With the drop in the raw silk and cotton markets Spring prices on cotton and silk hosiery will undoubtedly be quoted considerably lower. We are making every effort possible not to lay off any of our employees, although we understand that some of the Canadian mills have already been obliged to cut down owing to the lull at the present time. We expect to keep all our operatives reasonably busy through the Winter and have at present enough orders on hand to do so."

The knit goods manufacturers find that the American declines and the disorganized state of the United States market constitute a menace to their business, and they will resist the inroads that the American industries are understood to contemplate. The runaway market that prevailed in the United States from the beginning of 1919 until a few months ago no longer exists, and since business was not forthcoming prices were slashed. The pre-election period is one of uncertainty in the United States; in the interval it is known that quite a number of American firms are seeking Canadian business.

U.S. Would Sell Here

One Canadian manufacturer's agent stated recently that American makers of knit goods prefer not to face their own market just now, and that business is being sought elsewhere, particularly in cotton hosiery and underwear. A considerable amount of business in hosiery has been booked by the Canadian mills for Spring delivery. A readjustment in prices is understood to be forthcoming by November 1. A declaration was issued by one Canadian mill to its customers in which it was stated that all those who have already ordered goods for Spring will be protected against price declines; that is, they will receive the benefit of any reductions.

In explaining the policy on prices, it was stated that a considerable amount of Spring business in cotton hosiery is already booked and that all who have made purchases will get their goods at the same price as those who place their business after November 1. American hosiery has not been seen in this market in quantity for some years. Canadian interests are not alarmed about the outcome, and their assurance is fortified by the possibility that the American market will improve after the election campaign is over and that the United States producers of hosiery will not thereafter pay any more attention to this market.

American Market Listless

"It may not be out of place to remind you that a market was sought for American textiles early in 1919," said a mill representative, "and that the purchasers are still waiting for deliveries. The Canadian reductions on cotton hosiery will vary according to quality. The minimum is estimated at approximately 10 per cent. on cheaper lines, and a commensurate decline is proposed on better grades. We do not admit that the American prices are now on a basis of cost. The different producing interests there have been reducing their Spring quotations without bringing out any buying. Sellers are competing with each other without apparent result, so far as new business is concerned."

The cotton underwear situation is mixed. New prices will probably be fixed a few weeks after the announcement on hosiery. The following comment on the state of the American market by The New York Commercial is interesting, showing the listless conditions prevailing there:

"Trading in underwear is restricted because of lack of confidence on the part of buyers and sellers. The hosiery market continues considerably demoralized, and buyers continue to purchase from hand to mouth. Jobbers and large retailers are complaining about Spring goods, and report that their tours in the hosiery market do not assure them that deliveries of stockings will be extended to the Spring, 1921, lines.

Would Deliver Without Delay

"Some report that they had been told that in order to get advantage of the lower prices named for foot coverings they must accept delivery before the end of the present year. Prices for Spring lines have not been generally named, but, judging from the refusals to deliver Fall goods after the holidays this year, many are of the opinion that the mills and selling agents will try to revise prices slightly upward for Spring shipment.

"Both mills and jobbers of stockings and socks are being flooded with cancellations from their customers, and jobbers particularly are said to be surfeited with merchandise, which must be greatly reduced in price in order to stimulate trading. In many instances the price reductions do not provoke sales and that is one of the reasons why the Spring selling season is being pushed back as far as possible.

"Manufacturers and other first-hand distributors of hosiery are talking a scarcity of merchandise for Spring. Production is being curtailed, and efforts are being made to preclude a congested condition such as some branches of the industry experience at present. Some lines of silk hosiery are offered at less than half the price asked not many weeks ago, and $3 to $5 cuts in cotton stockings are common. Some lines of hosiery are now obtainable at slightly lower prices than ruled a year ago, and other lines have been reduced to opening prices of twelve to eighteen months ago. The advances made for hosiery during the early months of the present year were tremendous.

Buyers Look for Concessions

"A few more lines of underwear for Spring are being shown buyers, but a number of manufacturers will not exhibit their merchanadise until later. Prices for some lines are satisfactory to the buyers, while other lines are considered too high. Balbriggans continue to be marketed by some sellers at $4 a dozen for short sleeve two-piece suits. The unions are obtainable at $7.25 a dozen. Other lines of Balbriggans range up to $4.50, and one mill is said to be making a grade that can be purchased for 3.67½. Some buyers consider Spring underwear prices irregular and say that the variations in quotations tend to unsettle the market."

TRADE COMMISSIONER OVERSEAS

The British Government Trade Commissioner in Ontario, F. W. Field, left Toronto on 8th October on an official visit to the United Kingdom to confer with the department of Overseas Trade, London, Chambers of Commerce, and manufacturers and merchants throughout the British Isles. He will be overseas three months or more.

The New Novelties in Neckwear Have Achieved a Practical Note

Changed Fashions Now Reflected—Satin and Organdie Find New Favor For Winter—Outlook For Christmas Business Good—Laces Continue Strong.

VERY few unusual ideas have been presented thus far in the domain of women's neckwear, and such a situation is not to be wondered at when the fashions in women's ready-to-wear show so little change. There are, however, various rumors about the return of high necks, which are influencing the manufacturers to consider the presentation of a few high and semi-high novelties in their Winter lines. Such models will undoubtedly add interest to the season's offerings, but unless there is some wholly unexpected development, styles which accord with the V-neck in low and oval outlines have the best chances of success.

Neckwear has always thrived when there was a tendency toward getting the maximum of service out of dresses and suits, and it is believed that the present season will witness this condition.

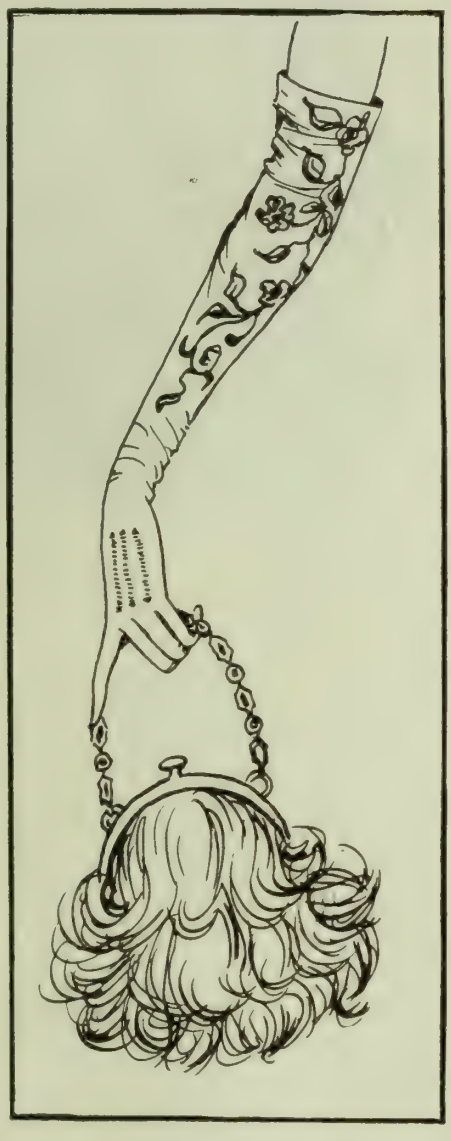
There is noticed at present a growing tendency for neckwear which will give real service. The consumer is no longer content with a collar or vestee which is attractive only, but it must be also able to withstand rigorous wear and the consequent tubbing or cleaning. Perhaps this is one of the reasons why exceedingly simple trimmings and fabrics promise to prevail. Even hand-embroideries will be used in moderation to harmonize with this ideal of simplicity of style and workmanship. The vogue for navy blue street frocks in different materials which has taken such a strong hold upon Canadian women has stimulated interest in a wide variety of dainty neckwear accessories.

Organdie in the Lead

Of the many types of neckwear now being used to brighten the dark frock, organdie novelties are the most favored, and prominent among these is a new upstanding effect closely resembling the well-known "Medici" collar. This may be termed the most radical innovation in Fall neckwear fashions, and is best when developed in white organdie, knife plaited in tiny fine tucks and edged with Val lace. The back of these new collars is double, thereby ensuring sufficient stiffness to keep the back erect without fear of being crushed.

Interest in satin neckwear is extending the demand in neckwear to a large degree. For some time this vogue has struggled to obtain a foothold, and now, as the Winter months are close upon us, the satin novelties are assured of a career throughout the entire season.

As the tailor-made suit is more generally adopted, collars and vestees in satin will increase in popularity. There is a richness and a substantial quality to satin neckwear which makes it pre-eminently suitable for wear with the soft, exquisitely colored Fall and Winter materials now dominant in coats and in suits. One big neckwear manufacturer is showing a line of rich satin collars with cuffs to match, daintily pleated and suggestive of the Medici lines, which although suitable for wear with low V-necked frocks is so arranged to stand up in the back without wiring. All such lines as the above are further embellished by the use of miniature bows of black silk, which provide the smartest of finishing touches. Sometimes minute black satin buttons are used to vary the effect of the dainty pleated accessories. All these lines will be particularly becoming to their wearer when used underneath furs, as they are particularly designed to be worn outside the enveloping neck piece, and are not only a protection to the neck of the wearer, but are decidedly more becoming to the average complexion.



Christmas Tips

Illustrated are two of Fashion's extreme novelties—the embroidered kid glove for wear with short-sleeved afternoon frocks and the ostrich feather hand-bag, suitable for many Winter social functions. The bag is jade, of course, and the gloves white, embroidered in black.

In other lines, exquisitely simple fichu effects and vestees are well liked developed in the sheerest of georgettes, nets and satins, and such lines are expected to sell exceedingly well as the Christmas season approaches. Manufacturers state that the square effects are passée, and the preference is shown to the lines just mentioned.

The Vogue for Laces

In pleatings by the yard there is a decided call for georgette in delicate colorings on account of the vogue for this accessory as a trimming for the new Fall and Winter gowns. Nets and laces are also in strong demand, in fact, according to a prominent importer, these two have entirely superseded the once all-popular organdie pleating for use in the development of all types of neckwear accessories. Among the popular designs are the Van Dyke, Point and Venetian laces which come in different widths and designs. Guipure is among the best sellers of the present season, and comes in fascinating combinations. Another line much admired of late is a filet and Venise combination, which has sold remarkably well. Ecru or ivory, which was so popular last Spring, promises to be even more so this year. This is to be expected because these shades blend so beautifully with the rich autumn shades prevailing in millinery and in ready-to-wear.

In practically all of the finest neckwear so much of the individuality of these dainty accessories is a matter of a quaint ruching, a miniature pleating, or a bit of unusul hand embroidery, that it is difficult to describe them.

When all is said and done, however, it should not be forgotten that the more comfortable and more becoming low necklines have taken such a strong hold upon the fancy of the average woman that attempts to revive closed neck styles have up to the present proved futile. There is just a possibility that the high collar may take this season since the style is at present pre-eminent in Paris, and at any rate it is refreshing to note a change in the somewhat monotonous range of low-neck accessories.

Pretty Things From Paris

Lovely Laces Continue to Garnish Smart Modes for Winter – Ribbons Employed in Great Profusion The Ostrich Plume Reigns Supreme as Decorative Feature of the Dress Hat—Veils Are Costly—Being Made of Real Lace.

PARIS: We are living indeed in the lace age but in reality very little real lace is noticeable except, perhaps, in Chantilly. The laces preferred are of silk texture, such as ecru Spanish, and the heavy guipures and Venises, but most often they are dyed the same shade as the material of the dress and such tints as rust, green or blue are seen, made into gowns as though of any other materjal.

Embroidery still holds first place among trimmings, but it is varied continually and one might write pages and pages upon the subject. Bead embroideries are always the most elaborate—in steel or in iridescent effects they are delightful even upon woolen frocks. Pearl, crystal and coral beads are preferred on evening gowns, the latter in pink or red appear to be the most characteristic novelty, along with jade which is the only rival. Jade is not only used in embroidery but in long chain effects of very large beads arranged as girdles or shoulder knots, as long neck chains or bracelets, and which make a pretty sound when the wearer moves. Such adornments are not for one's energetic hours, as can easily be imagined!

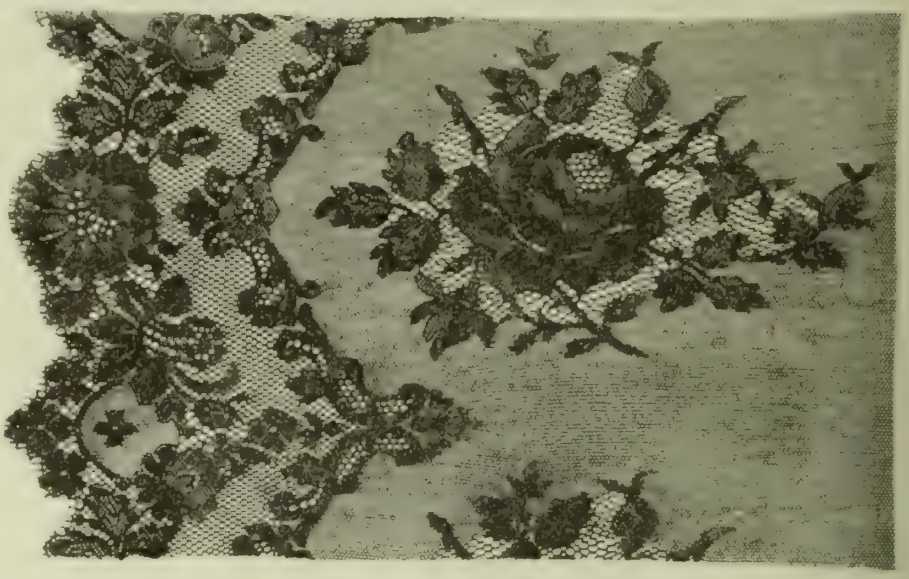
Ribbons

Ribbons are more used than ever as trimming; they are used either as long loose panels, as large knots to catch the drapery of a dress or to make the sashes or loops which form so pretty a feature of the present fashion. Waxed ribbons have not as yet lost any popularity and are even used in embroideries. Egyptian effects in lotus, ibis, or sphinx designs seem to have tempted designers of embroideries to a great extent, for a large number of such motifs are noticeable.

What can not one achieve with a pretty ribbon? Knots, cockades, bows and even trains upon the newest evening gowns, for trains are coming back!

Pretty Hats

Ribbons are not only used as trimmings but are even employed to make whole hats. Turbans are developed of wide draped ribbons; charming little walking hats are made of narrow ribbons worked with colored or metallic threads; tam effects of velvet ribbon with a touch of fur or a feather fringe. Hats are made entirely of metallized ribbons, of foille and embroidered ribbons, of waxed or double faced velours ribbons—all types are equally successful this year. The most picturesque effects in chapeaux are attained by the use of uncurled feathers of all sorts, especially the single flues which almost mingle with the hair beneath, lending a wonderful softness to the silhouette.



Chantilly Is Used

Black Chantilly lace in handsome rose design for evening wear. Shown by courtesy of Muser Bros., Montreal.

The trimmings are always placed in a downward sweep so that the tips of the feathers caress one's ear or even one's shoulder. This rule decrees that no trimming shall overtop the crown and the latter is by no means high this season. The cascade effect has not ceased to please the average woman and this idea is carried out in coq feathers, ostrich, little wings and, as a basis for these adorable decorations, there are offered many styles of charming toques and turbans for wearing with the "tailleur." With the afternoon gown the large hat is de rigeur but the latter must not descend too low over the back of the neck or the silhouette will be completely spoiled. In general, this season's hats are very short behind and some project quite far in front; still others show an increased width on the sides.

The Ostrich Plume

The ostrich plume, so marvellously popular, assumes a variety of aspects and milliners continue to torture it into a million shapes until it is scarcely recognizable; it is painted, glycerined, twisted and singed, and even cabochons or floral effects are often made of it. Nevertheless we often see it in its natural fluffiness, quite as attractive as in its bizarre variations.

Lace continues to play an important role where hats are concerned, having the admirable quality of conveying width without heaviness. Two-faced effects, velvet and lace of one shade, are much worn. As for the lace veil which adorns every hat, large or small, it has not lost a whit of its vogue, but the latest idea decrees that it must fall back, not behind, but to the side, rolling about the neck or draping itself in soft folds on the shoulder. One milliner proposes, mark you well, an ostrich plume veil! It is in reality a long transparent fringe, which falls from the edge of the hat, in shade fashion all round; a hem is simulated in the lower edge by doubling up the flues. As a novelty it is new decidedly, but as for being pretty, well, that is another thing. Considering the fact that one almost suffocates and can hardly see through it, suffice it to say that much in its favor.

The Coquettish Veil

The veil of Russian tulle or Chantilly will in no wise be dethroned from public favor by this freakish novelty, and we are far from living in a time when such luxuries can be indulged in at will. They are usually far too costly.

BECAME GENERAL MANAGER

Thomas Warren has been appointed general manager for the A. A. Fournier Company, Limited, Bank and Laurier Ave. West, Ottawa, having secured an interest in that firm. Mr. Warren is no stranger to the Ottawa public, having been for many years with L. N. Poulin, Ltd., Sparks Street, and also with the late firm of C. Ross Co.

Holt, Renfrew Hold Elaborate Revue

Living Models in Sumptuous Costumes Posed in Silver Frame — Luxurious Furs and Gorgeous Fabrics Delight Large Throngs.

ALL previous efforts in the way of Autumn fashion revues were eclipsed by the recent undertaking of the Montreal branch of the firm of Holt, Renfrew & Co., Ltd., which occurred on the afternoons of September 16 and 17. In accordance with the traditions of the firm the keynote of the revue was a lavish richness of effect both in the ensemble and in every detail of all the items of the toilettes exhibited. From the all-enveloping wrap of ermine which typified the furrier's highest art, expressed in materials worth a king's ransom, to the diaphanous lace-trimmed negligee, the idea was conveyed that the finest materials and workmanship possible to command had been called upon to bring together the wonderful exhibit.

The occasion marked the opening of the new salon of the store in which in future, millinery, street costumes, house frocks and evening gowns will have their special habitation, and therefore the double significance of the display added to its importance, and throngs of interested spectators availed themselves of the opportunity to view the exquisite importations as well as the beautiful salon which is to be their future setting.

The new show-room, which occupies the entire top story of the building, has been decorated after the style of the New Empire, the walls of deep cream blending with the tints of the black walnut panellings. An ingenious lighting system controls both the daylight and artificial light, which comes from above, so that no awkward shadows can detract from the effect of the garments shown. A raised cupola provides all the illumination in daytime, and is supported by Corinthian pilasters finished in cream enamel. A fresco in bas-relief of Canadian fur-bearing animals surmounts the wall space above the pilasters and is noteworthy on account of its artistic execution. The entire floor is further beautified by the use of leaded glass windows and the floor covering of rich taupe velvet.

The Millinery Salon

To the right of the elevator is the millinery salon, which is entered through a mahogany archway flanked by glass cases enclosing the creations of Paris designers of repute, such as Maria Guy, Lucie Hamar, Odette, Ceboux, and others. This section is entirely finished in French gray with mahogany fittings and the severity of the setting is admirably enhanced by the introduction of huge vases of roses and hollyhocks at intervals about the department. A new idea in stock cases has been introduced, namely, double push drawers in tray style underneath the wall cases, which display their contents at one glance and prevent crowding and mussing of the hats. A sliding top drops over the openings when the drawer is pushed back. Four rooms for trying on hats are found at the far end and are also finished in French gray.



Black Coat Dress

A stunning street costume of Poiret twill exploiting trimming bands of cerise, which permit the generous employment of fine black soutache with a view to subduing this very daring tone. Mink is the becoming shawl collar. Just to be different the feather hat is grey with two cerise roses nestling close to the coiffure at the back.

Unique Arrangement of Rooms

A special word regarding the show cases and fixtures is due, since the salon embodies the latest and most modern ideas in equipment as well as expressing the best artistic effort. Some twelve full length glass wall cases are disposed about the length of the salon and cleverly lit from inside to enhance the beauty of the waxen model enclosed within. Stock rooms of generous dimensions alternate with fitting rooms and are capable of holding unlimited quantities of garments neatly ranged on racks, distinct as to variety from room to room, and intended for the use of the sales staff only. The fitting rooms are enhanced by the use of double cheval mirrors and overhead lighting for the comfort of customers. Nothing in the entire floor is shown except under glass and sliding panels of the plate glass move at the merest touch to permit a closer view. All the fixtures, including the millinery display cases, are made on the interplaceable unit plan which permits of change whenever desirable from one department to another.

A Brilliant Stage Setting

Such was the background of the revue presented in honor of its opening, and further enhanced by the stage setting, placed at one end. A silver portal, not unlike a huge silver frame, set against a background of palms was flanked on either side by masses of American Beauty roses. A silver pathway led from the frame through banks of palms and at the end two steps joined the improvised stage to the aisle reserved between the rows of spectators.

The revue itself was semi-theatrical in nature and was directed under expert management. An orchestra rendered a carefully chosen programme of popular airs in keeping with the theme of the revue which might well have been named "La Journee de Madame" or "Miladi's Trousseau."

The Plot

A fine old grandfather's clock was placed in the foreground and after the opening overture of sprightly music had ended, its silvery tones chimed eleven times to signify that Milady was awake and ready to appear. The curtains parted and the audience waited in expectancy a second or two, until two bewitching young girls clad in lacy and diaphanous boudoir robes of mauve and pink appeared and posed rhythmically in charming posture to the accompaniment of the orchestra. Still others in satin pyjamas appeared and a captivating tableau was made.

Costumes for the Street

After the matinee girls came the stroke of two o'clock and simultaneously models in street apparel made their appearance wearing suits and furs featuring the newest ideas. The costumes were designed by such fashion creators as Premel, Madeleine and Bernard and the colorings and fabrics elicited prolonged murmurs of wonderment from the audience. The new fabrics shown included Delvyne, Corduval, Elama, Shameslyn, Velours, Charmeuse and Chiffon Velvet.

Holt, Renfrew are deserving of especial commendation for their initial effort, not only for the magnificence and artistry of the showing, but also for the consideration and service shown for the benefit of the visitors who will not soon forget an opening of such distinguished merit.

Continued on page 159

The Julian Sale Leather Goods Company Limited



39

Thirty-nine—that is the number of the new "Julian Sale" Catalogue which is just "off the press" and is being mailed out to all customers of the house—So that when you are sending in your request for one—and everybody in the trade is welcome to one—just say **"Catalogue No. 39."** It's an excellent book—a useful buyers' guide—and it will be well worth your while to have one on fyle.

The Catalogue—No. 39—has 44 pages—it has nearly 250 illustrations made from direct photographs of the "Julian Sale" goods themselves—there are about 500 lines described and priced—and altogether it is a most comprehensive catalogue—one of the best we have ever issued.

The New Catalogue and The Christmas Trade

Catalogue—No. 39—is a very timely messenger because it carries to you information on lines that you'll be needing to order right away so as to have them in time for the big holiday trade you are hoping to do this season—and everything "illustrated" is so lifelike that youcan select just about as satisfactorily as though you were buying from "Samples"—Let us have your name **Now.**

When you get your copy of No. 39—do not multilate it when you wish to place an order—**Always order by number**—safest for you—best for us.

When you come to the city pay a visit to our new enlarged and fitted sample and sales rooms—Everything we make is sampled there.

The Julian Sale Leather Goods Company Limited

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New Drummondville, Que., plant where Gossard Corsets and Brassieres are being produced for Canadian, Great Britain, Australasian and other British Possessions trade.

Our new, large Drummondville plant is unusual in many ways. It is one of the youngest and largest of our many extensive factories. The quality of the work performed by our skillful French-Canadian young women is equal to the high standard of excellence demanded by our Designing Department.

From the new large factory in Drummondville, Gossard Corsets are now being supplied in exactly the same high quality of materials and workmanship as were formerly sent out from the United States factories to all parts of Canada, Great Britain, Australia, New Zealand and other parts of the British Empire.

Since this large and thoroughly modern plant has started manufacturing its full quota of Gossard merchandise, it is now possible to fill our orders in Canada and in other British possessions over 75% full for immediate shipment, enabling our giving a service to our dealers that was never possible before.

Two huge factories, as represented by the new spacious quarters at Toronto and the recently opened Drummondville plant, mean for Gossard dealers a quality of product plus a type of service that only modern and adequate manufacturing facilities can assure.

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Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company

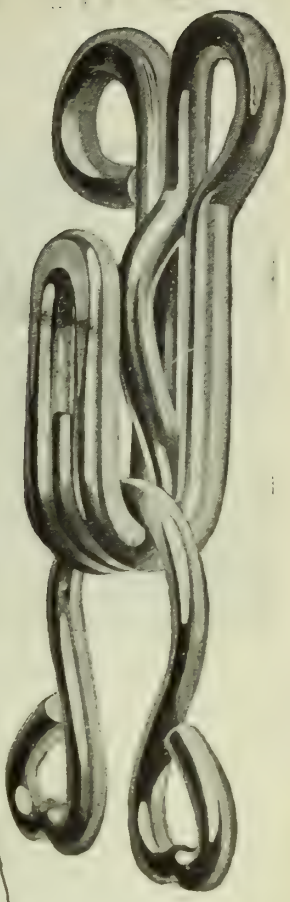
THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
501-13 E. 55th St.

NEW YORK
145 W. 45th St.



This De Long full-page advertisement appears in the leading women's magazines.











20 Million Eyes on De Long Hooks and Eyes

EVERY month ten million pairs of eyes see and read De Long advertisements in women's publications. Do you realize what that means to you?

This big De Long advertising does all the work for you, selling, subconsciously, every woman magazine-reader on De Long Hooks and Eyes, by reminding her of the "See that hump?" slogan she first met years ago.

Are you planning to get the biggest possible results from our efforts? Are you placing De Long Hooks and Eyes where customers can "See that hump?"—and buy?

DE LONG Hook & Eye COMPANY

OF CANADA, LTD. ST. MARYS, ONTARIO

Lessons from the West in Doll Displays

How to Promote Prestige for a Store as Headquarters for Toys— A Big Idea Worth Adopting.



Wall case doll displays in the Nixon Store at Moose Jaw, Sask.

THE illustration herewith shows the fine doll displays seen by a representative of Dry Goods Review upon a recent visit to the Nixon Bookstore at Moose Jaw, Sask.

Elsewhere in this issue will be found reproductions of photographs of window displays which he obtained along with this one.

It will be observed that made-in-Canada dolls are played up prominently. This naturally appeals to the patriotic instinct of customers, and pleases them by affording proof that Canada need never again look to Germany to supply first class dolls. Several large doll factories are now being operated in Canada and are producing goods that compare favorably with [illegible] made anywhere in the world.

This method of displaying dolls is one that might well be adopted in other stores, because in the Nixon store the experience is that sales of dolls are greatly multiplied by reason of these effective display cases. It also serves to stamp on the public mind that this store is to be considered in the light of headquarters for dolls. This naturally leads people to associate a general line of toys with the dolls.

It would be well for those dry goods stores that have not as yet got into the toy business in as large a way as warranted by the possibilities of this line, to adopt some such idea as this and to put it into practice without delay, so as to share in the toy trade harvest of the ensuing season.

It is folly to allow this business all to go to book, toy and hardware stores, as is the case in some towns. In the majority of dry goods stores toys are being given better attention than ever before, because of the vastly improved potentialities of the line, accounted for by the higher grade and consequently higher priced items that are now embraced in it.

There are, however, still quite a number of these stores that are lagging behind the procession in this respect. It is up to the proprietors of these stores to seriously consider this question of paying adequate attention to toys. If they will do so, it will be brought home to them that the improvement in this trade in the past half dozen years has been most remarkable and they will then realize that they are missing opportunities every day for profitably increasing their volume of business.

THE LULL IN TRADE

Veteran merchant believes daily press has created false impression with regard to drop in prices. Indignant over effect on business. Big plants laying off help.

"A grave injustice has been done the trade through the unsubstantiated reports made for the past few months in the daily press," said a veteran retail dry goods merchant this month to Dry Goods Review. "I think I am expressing the opinion of the whole retail trade when I say that the press drive for lower prices at the present time is doing a great deal of harm and very little good. People have been induced to hold off purchasing their Fall requirements because the papers have declared that they should wait for the big reduction in prices that is bound to come. As a consequence business has been seriously affected and in the larger centres the big retail concerns are already commencing to lay off help. What is the use of lower prices if people are to be in such a position that they have not got the money to buy even at lower prices? In my opinion it would be better for prices to remain high if everyone can be kept employed."

This merchant said that he was reducing his stock because he felt forced to. "When people once get it into their heads that prices are coming down, nothing but continued firm prices will convince them otherwise and in the meantime business is being disrupted, orders are being cancelled, the manufacturers are getting it hard and the whole trade is at sixes and sevens.

"It may be that the approach of Christmas will be the salvation of the retailer and the manufacturer, however, for, if business picks up as we all hope it will do, it will put new life in the trade, and help to counteract the trying setback for which the papers have been largely responsible."

This dealer was of the opinion that it would be a matter of years before a lower scale of prices would be permanently in effect, and to his very best knowledge he said he could not see a general decline as early as Spring nor for a considerably later date in view of the world shortage, the slowing down of production and the unsettled labor conditions.

"I think prices will come down somewhat and in some lines by Spring," admitted this merchant, "but what I do think absolutely criminal at the present time is to make people think that they will come down with a rush. It would be the worst thing that could happen to Canada."

How Holland's Prepare for Christmas

Well-known Montreal Store Turns Department Into Toyland, Imports a Live Wire Santa Claus and Builds Up Wonderful Child Patronage.

EVEN the most sedate and conservative of institutions are known to unbend upon special occasions and enter wholeheartedly into the spirit of the event, relaxing from the accustomed conventionality and decorum of every-day life into a state of joyous, reckless abandonment. Christmas is universally recognized as the proper time for such delightful periods of respite from the every-day drudgery of life, and it is small wonder that the holiday season is a merry one, when grown-ups are so eager to spread happiness and to enter into the spirit of the children themselves. Christmas and toys seem synonymous, since all the accoutrements of a self-respecting Santa, trees, stockings, etc., must necessarily comprise those delights of childhood, such as dolls, trains, carts, animals, games and a multitude of others.

Few stores to-day understand just what Santa Claus means to the child in the way that G. A. Holland & Son, of Montreal, do, for they have made a special point for years past to make their store a perfect Paradise for children all through the month of December. Through the courtesy of Miss Clarke, manager of the toy department, Dry Goods Review is enabled to reproduce the accompanying photograph showing an interesting corner of the section in its Christmas dress. No trouble was spared in order to make the store as attractive as possible, and from windows to roof the atmosphere was redolent of the spirit of the time.

In one of the windows, a living room effect was arranged, with a realistic brick fireplace in the background in which a fire glowed cheerily. Christmas trees beautifully trimmed stood in the corners apparently awaiting the coming of some fortunate little person, and a row of stockings hung temptingly from the mantel-piece. A wide chimney led up from the fireplace overhead to an upper window in which a grotto had been erected representing the home of Santa, who appeared there several times every day preparatory to descending the chimney in the approved fashion.

An Expert in His Line

Last year Holland's were fortunate enough to secure the services of a celebrated English conjuror to impersonate Santa, and throughout the three weeks prior to Christmas he held daily sessions in the store, alternating his appearances in the windows with afternoon receptions in the store itself. His descents from the chimney were so enthusiastically enjoyed that he was forced to make them as quickly as possible as otherwise congestion of the traffic outside the store would have caused serious trouble. Therefore Santa Claus would appear only when the streets were least crowded, spending the rest of his time in the reception rooms where children were privileged to come in and talk to him. Whenever they told him their names and addresses, he wrote them a letter or a card, and usually there was a lengthy procession lined up waiting for the treat of shaking hands with Santa himself.

The entire store was decorated, of course, with foliage and greenery, but the most important feature was the huge twenty-foot tree erected upon a stand in the centre of the floor, over the stairway, hung with all sorts of glittering and colorful toys, and illuminated with colored electric lights. Even in Santa's reception room there were no fewer than ten trees lavishly trimmed, and everywhere else were tiny trees in pots, so that the store fairly breathed the spirit of the forest and the kindliness of the holiday season.

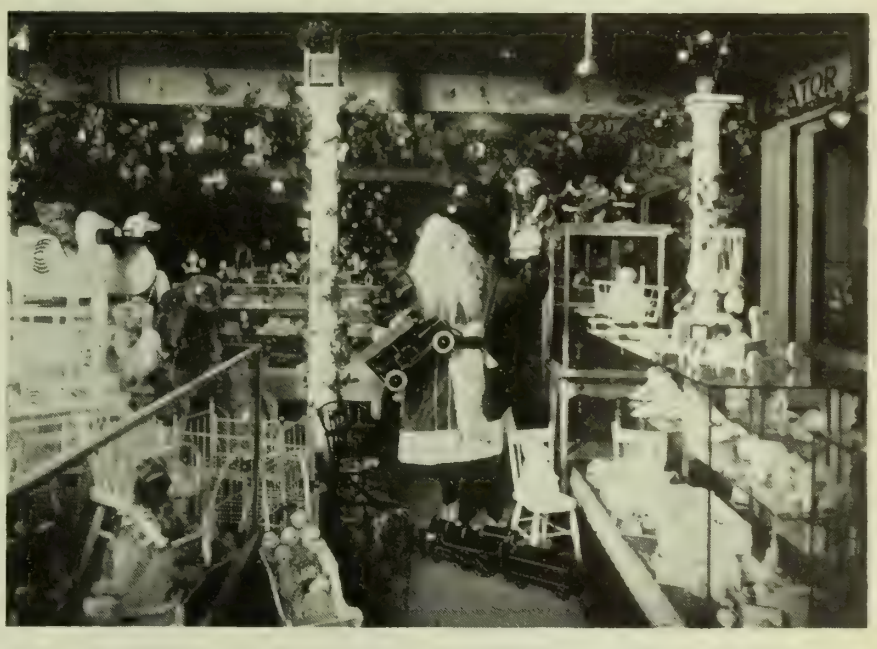
The 1920 Stock

This season, stocks of toys are larger than ever and great advances in the variety and quality of the lines are noticeable. Among the novelties noticed this month are educative toy outfits suitable for boys and girls of ten to fifteen years of age which comprise complete materials for the construction of such apparatuses as telephone, telegraph and wireless systems, laundry and first-aid or hospital outfits, knot and splice and clock construction outfits for boys, also card trick sets and a multitude of other things, such as mechanical sand toys, musical instruments from Switzerland and England, and the new war-ship push cars.

An important feature of the present display is an air-ship, about four feet in length, which although made of wood and run on wheels, reproduces faithfully the mechanism of the original and is a source of intense interest to youthful pilots in consequence.

A visit to toyland nowadays inclines one to believe that the younger generation is composed of scientists, so complicated and instructive are the products of the modern toymaker's art. Nevertheless, the doll and its appurtenances are among those present in greater numbers than usual, and many small maidens this season will be gladdened by the sight of the newest furnishings for doll's houses, including dishes, furniture, carriages and tempting cardboard food. Every want of the up-to-date doll has been anticipated and the range of wooden and cloth toys as well is well worth studying. Teddy bears are selling as freely as are the dolls, and practically every species of animal is represented in the menagerie of toyland.

The tiny tots are not forgotten either this year, and dainty and hygienic playthings are another delightful feature of the department. In fact, the Saint will find that the Christmas of 1920 will require his utmost attention if he is to make an equal distribution of the many toys put out in honor of his coming.



Holland's Christmas Display

This is how Holland's of Montreal won the kiddies' interest in 1919. An imported Father Christmas kept the children in ecstasies for days with his chimney-climbing antics and jolly conversations—incidentally Holland's did a record business.

Story of the Canadian Toy Trade

Substantial Progress That Has Been Made is an Indication of Further Enormous Development That Will Surely Follow.

TOY MAKING in Canada has reached proportions, placing it among the considerable industries of this country. Up to the time of the war Canadian toy-making did not amount to much, although in the matter of such products as wheeled goods, board games, shoo-fly rockers and card-board games, Canadian-made products were even then quite in evidence.

Since then, not only have these goods been manufactured on a greatly increased scale, but many toy lines, notably dolls and construction toys, have been added to the Canadian-made list and the largest of these concerns now does a business of over half-a-million dollars a year. This concern exports largely to Britain as do certain other Canadian toy-making firms. These Canadian products have been well received in the British market and the demands from that source this year are far in excess of the supply. Part of this is, of course, attributable to the fact that practically all the toy factories in Britain are behind in their orders, being unable to cope with the demands of the home market. A few of them have made some effort to fill export orders, and the total of toys imported from Britain by Canada for the last fiscal year, figures for which are not yet available, will show an enormous increase over the $28,000 worth of toys which represented Canada's imports from Britain for the fiscal year ending March 31, 1919.

Imports from Japan have been falling off but it is estimated that imports from the U.S. now reach a million dollars for the year as compared with $708,459 in 1898.

The healthy state of the toy trade in Canada is indicated by the fact that notwithstanding these considerably increased imports, the volume of Canadian-made toys is showing an appreciable increase each year. In 1908 it was reported to be about $800,000, which would represent at least $1,250,000 retail value and for 1920 the slogan for retailers is $2,000,000 for Canadian-made toys this year.

In reviewing the development of Canadian toy-making, men in the trade are not lacking who attribute a big share of the increase in Canadian toy making to the widespread effects of the toy shows held in Toronto in 1916 and 1917. Much has been heard of the numerous failures of toy ventures that followed as a result of these exhibitions and the propaganda of the Department of Trade and Commerce. It is true that a large number of mushroom concerns burst into being and were soon back in oblivion, but such things are inevitable and are true of every other industry. They are the "no-account" concerns. Why should they be considered at all either pro or con? The ones that do count are the toy-making concerns that are actually in business, including the producers of other goods, with whom toys are by-products. The total represented by the trade done in all these Canadian-made toys is significant not only on that score alone but viewed also in the light of the good big increases in the volume of these Canadian by-products because of the reasonable assumption that as great, if not greater increases in this respect will be shown in each succeeding year.

That is the theme of this article: the probability of "made-in-Canada" toys being manufactured in increasingly large quantities and the probability of each year seeing new toy lines added to the Canadian-made list. The writer has in mind one new toy-manufacturing firm that is just now getting into shape to market its product. The line is not as yet extensive but a good start has been made and many good new items are in train for manufacture, some of which will materialize this year and others next year. The efficient manner in which this concern is proceeding gives every assurance that their toys will be much in evidence in the retail stores this year, taking their place with the other Canadian toys which are so secure in the favor of the trade and so deservedly popular with the Canadian people generally.

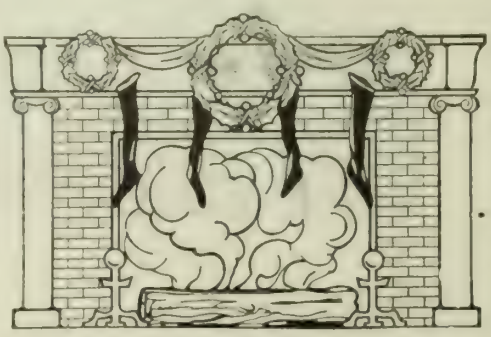
It will be appreciated by the retail dealers that there is every reason to believe that further important additions to Canadian-made toys will continue to be made. Existing concerns will increase the variety of toys they produce and new ventures will bring out toys of classes not at present made in Canada. The slogan, "Two Million for Canadian-made Toys This Year" will then have to be advanced to a still greater objective.

The toy trade is a live and growing one. The profits are good. The goods themselves are more substantial than in the old days. Toys, consequently, should receive the increasing intensified attention of the merchants selling books and stationery with whose interests toys and games are so closely identified.

BUYING TOYS

"The selection of merchandise to be handled in a toy department" says a U.S. trade paper, "is something that is usually not given as much consideration as it deserves. The demand for a particular stock of toys will vary with climatic conditions, local conditions in the city in which the store is located, and a thousand and one other things. As a result, the successful toy buyer must have a thorough knowledge not only of toy stock but of his local community."

Some towns are located in hilly country where coasting on wheel goods is one of the most universal playtimes of the young boys and girls. Other local conditions affect trade in other cities and towns, and for this reason discrimination must be observed as regards toys of a special nature.



Prize Shop Windows During Safety Week

Ottawa Kiwanis Club Awards Prizes to Leading Shops Depicting Most Vivid Warning

For the first three best windows advocating the "Safety Week" campaign running from October 10 to 16, under the guidance of the Ottawa Kiwanis Club, Fleetwood Wilson & Co., Bank Street, won first prize with a street scene showing an ambulance busy after an accident. Murphy-Gamble, Ltd., Sparks Street, won second prize with a nurse and child in a street accident, while A. J. Freiman, Rideau Street, won third place with a rural scene, children playing in the street unmindful of the oncoming motor car.

The Kiwanis Club's slogan was "Be Careful," and very few fires were reported during the week, but one that amused the public was owing to an electric iron being left "busy" at the home of the president of the club when the family retired. The damage was slight but shows that accidents will happen even in the best regulated families.

CHEAPER LACES IN VOGUE

It is said that medium-priced laces are constantly gaining in favor as opposed to the expensive goods which have held the spotlight for so long. There is still a market for the high priced goods, but it is giving way to cheaper lines.

Novelty Gifts Selling Well

Wholesale Houses Doing Brisk Business in Toys and Fancy Goods — Toilette Ware, Hair Goods and Leather Novelties in Vogue—Lovely Imported Perfumes Are Selling Well.

THE majority of the large wholesale houses are well stocked still with special lines of goods especially chosen for the Christmas trade, and although in most cases prices are slightly higher than those prevailing at the season last year, yet according to the buyers interviewed, there is no indication whatever that the retailers are holding off from buying in their accustomed quantities, and in so far as quality is concerned, the demand appears to be stronger than ever for the better grade goods.

The first department visited by Dry Goods Review was the toy section, where the representative was informed that the British, French and Japanese dolls are about as numerous as the Canadian made kinds. As might be expected, however, the domestic dolls are not nearly so attractive as are the French and English, though the prices are considerably lower.

Next in popularity to dolls and teddy bears come the iron toys such as trains, etc., which have sold this season better than for years past. Among the newer toys for gift giving were noticed electrical outfits, moving picture lanterns, motor toys, cash registers, mechanical toys, constructive and educative sets, laundering outfits complete with glass wash-board, wringer, drying rack and clothes basket, lead soldiers representing every branch of the British army and featuring many phases of camp life from trench dugouts to Red Cross hospitals. Besides these, the more novel lines, there were seen the old stand-bys such as rubber balls, blocks, stuffed animals, musical toys and games, such as must be part of every regulation toy department.

In the novelty department were noticed some extremely attractive lines of papeteries, in which many dainty pastel shades were featured, all beautifully boxed with gift cards enclosed. Very little American letter paper is being imported this season, as the Canadian mills are producing many very fine lines at prices considerably lower than those prevailing for the imported varieties.

Next to papeteries in popularity come the perfumes, and this season the manufacturers of France have outrivalled their previous efforts and sent out the choicest odors and the most exquisite of containers. The latter are almost exclusively designed in a flask shape, which is cut or chiselled in a manner which makes the bottle itself a memento of value. All the French perfumes are duplicated in a large range of other toilet accessories, such as creams, lotions, powders and sachets.

The lover of ivory and ebony ware will find much to delight his soul in this department, for this year are to be found even finer showings of all types of sets, both for men and women, including outfits for manicuring and sewing. Even the hitherto prosaic shaving set is this season displayed in an ivory case, the extra blades being encased in a dainty ivory envelope. When a gold razor accompanies these outfits, the effect is truly unusual.

Another effective novelty in the ladies' gift section were the nests of boxes, sometimes four, sometimes eight together, each covered in the same fabric, and ranging in size from the huge hat box to the minute jewel case. One set of boxes much admired was of dark green satin with a spray of velvet flowers caught on the cover. Other sets in French chintz are particularly attractive when matching the color scheme of a room.

Silver, cutlery and chinaware are as usual taking a prominent place in the displays for Christmas, and tea trays of mahogany also are constantly called for. Clocks and wrist watches are even being included in the range of one dry goods wholesaler on account of the large demand from his customers.

Leather goods of all kinds, including hand bags, music rolls, purses, albums, and writing sets, are stronger than ever despite the prices which show little tendency to come down. Statuary, also, in bronze and plaster is especially good this year, and many excellent reproductions of world-famous sculptors are noted.

Hair goods, both plain and jewelled, are in enormous demand, and the high Spanish comb is being featured in many different shapes and sizes. Handkerchiefs in boxes are being asked for more than for the last few years, and in view of the scarcity of these lines it is feared that supplies may not hold out.

All the regular departments in the wholesale establishments are well stocked with seasonable goods as well as those enumerated above, and from present indications it would appear that the coming season will be a prosperous one for both retailer and jobber.

Don't Neglect Your Fancy Work Stocks

The enterprising needlewoman will welcome new suggestions from your embroidery or art needlework department. Are you carrying a good range of wool yarns and silk embroidery thread so that you will be ready for the holiday rush?

Have you studied the possibilities of your department even if it only occupies one tiny corner in your store?

The manager of the G. W. Robinson Company, large departmental store owners in Hamilton, Ont., says: "There is money in the art needlework department in every store if it is given a chance. It is a department, however, which must be properly run to make money." Other merchants have found the same thing, and by locating their fancy goods circle in a good location brought increased business to their store. If possible a few weeks before Christmas get novelty in the department. Make it look like a cosy meeting place; have one of the saleswomen who knows something about sewing or knitting or embroidery work demonstrate to your customers a certain stitch that they have found difficult. If possible have an expert on hand right along to give helpful suggestions. Have pretty bags and novelties made up out of ribbons and materials in your own stock and displayed in the fancy goods department. Soon your customers will want to copy them and your clerks will be able to direct them to the counters where the exact materials are sold and will offer to help with the bag if it looks tricky. Be sure that the knitting yarns in stock are fashionable colors and display them freely. It will not be very long before your art needlework department is a hive of industry. Try it.

If you handle any Fancy Goods lines for Christmas you should have a copy of our Christmas Catalogue.

Your name on a post card will bring a copy promptly.

Pugh Specialty Co., Ltd.
38-42 Clifford Street, TORONTO, Canada

French Ivory

Our New Catalogue

This season's catalogue now ready. If you have not received a copy, write.

Carl Austin & Co.
Manufacturers
357 College St. Toronto



Let Her Know You Carry Fashionettes

Fashionettes are the superior hair nets, specially processed, super inspected—the hair nets that appeal to the well-dressed woman of your high-class trade. And at 15c—it is highly profitable for you. Other items that she identifies by the Colonial Quality mark are:

Baby Dimples Safety Pins
Also Baby Dimples Neverlost Pins and Baby Dimples Cradle Pins.

Lady Dainty Celluloid Hair Pins
All shapes and sizes, in shell, amber and grey.

Myman's Collar Bands
Accurately sized — shrinkage allowed.

Gold Medal Bias Tape
True, even bias in white or black.

Tulip Snap Fasteners
Reliable, rustproof.

Vassar Elastic
The elastic that lasts.

Canada Needle & Fishing Tackle Co.

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76 WELLINGTON STREET WEST - - TORONTO

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The TAPE of Finest Quality and Longest Wear is



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SUPER INDIA SHRUNK TAPE
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Tailors and others who use tape extensively want reliable tape, the kind that will not stretch nor shrink.

"Super India Shrunk" suits them.

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WALTER WILLIAMS & CO., Ltd.
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IMPORTERS *and* MANUFACTURERS

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"Peri-Lusta" Mercerized Cottons — *"Crystal" Artificial Silk*
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932-938 Broadway New York Cor. 22nd St.

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Buttons

Stock Carried of
PEARL BUTTONS:
IVORY BUTTONS:
CELLULOID BUTTONS:
COMPOSITION BUTTONS:
BELTINGS:
HOOKS AND EYES:
FASTENERS, ETC.
BEADS OF ALL DESCRIPTIONS.

The EUROPEAN NOVELTY Co.
46 St. Alexander St. Montreal

Our New Color Card is ready for you

We have now on the press a new card showing our complete color lines in

WRIGHT'S BIAS FOLD TAPE

and

WRIGHT'S E-Z-TRIM

This card will be supplied on application to merchants and notion buyers who will find it very convenient for reference.

Colored Percales

These fast colored percales are furnished in 12 colors as follows:—

Lavender	Red	Linen Color
Pink	Brown	Reseda
Light Blue	Navy	Gray
Alice Blue	Black	Old Rose

In boxes 12 6-yd. pieces to the box, or in cabinet assortment No. 2236 containing 36 6-yd. pieces.

Striped Percales

In 6 colors on white as follows:—

Lavender	Red
Pink	Black
Blue	Navy

In boxes 12 6-yd. pieces to the box or in cabinet assortment No. 2436 containing 36 6-yd. pieces.

WRIGHT'S E-Z-TRIM

The convenient ready-made trimming for middy blouses, sailor suits, etc., gives absolutely parallel rows without the trouble of basting. In White on Red, Navy, Alice Blue, Light Blue, Pink, Black. In No. 2824 cabinets assorted 24 2-yd. pieces to the cabinet. A two (2) yard piece is sufficient to trim any middy style wash garment.



Our convenient counter display cabinets are very compact, taking up only the depth and width of a single box of tape and length of two boxes. These cabinets keep the stock in perfect condition and enable the department to offer an assortment of Tapes or E-Z Trim without carrying a heavy stock of colors.

Drop postal for the new color card to-day to

Wm. E. Wright & Sons Co., *Mfrs.*
315-317 Church Street New York

Stocks carried at all Agencies

CHICAGO
R. C. TAFT CO.
223 W. Jackson Boulevard

ST. LOUIS
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In U. S. Pat. Off.
Look for Trademark and signature of Wm. E. Wright on every package



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FURS

include a wide range of Fur Neckwear, Muffs, Sets and Coats, in all the fashionable pelts and styles.

Popular-priced Furs predominate here.

Yonge & Wellington Sts. : : Toronto

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for

Complete Range — Buttons of the Better Sort — *For Every Use*

Write us for prices.

also

Tailors' Smallwares and Fancy Trimmings

See the Button Man

Whittemore's Shoe Polishes

FINEST QUALITY — LARGEST VARIETY



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CREAMS, PASTES, COMBINATIONS

for every kind of leather in all the popular colors

DRESSINGS

for Canvas, White Leather; Self-Shining Dressing

WHITTEMORE BROS. CORP.

Cambridge, Mass.

BRICKENDEN & McCRIMMON

Manufacturers and Jobbers

LONDON - ONTARIO

THE TOWEL HOUSE:

Huck Towels,
Bath Towels,
White and Colored,
White with assorted colored borders.

FLANNELETTE GOWNS

Our stock is large and well assorted.

We make Infant Dresses in silk, lawn and embroidery, Camisoles, Boudoir Caps, Tea Aprons, etc.

See our line and be convinced.

Now is the Time to Order

Christmas Goods

OUR range of Holiday lines in all departments is now at its best, and under present market conditions we urge early buying to avoid disappointment when, later in the season, assortments will be badly broken up. By ordering now you will receive the benefits of immediate shipments.



FANCY GOODS
DOLLS, TOYS
GAMES
DECORATIONS
NOVELTIES
SMOKERS' GOODS
TOILET SUNDRIES
LEATHER GOODS
SMALLWARES
FANCY CHINA
PLAIN AND DECORATED GLASSWARE
DINNERWARE
CROCKERY
RICH CUT GLASS
ELECTRIC FIXTURES
PORTABLE LAMPS
FLOOR LAMPS

240-page catalogue to dealers upon request.

NERLICH & CO.

146-148 West Front St., Toronto

(OPPOSITE UNION STATION

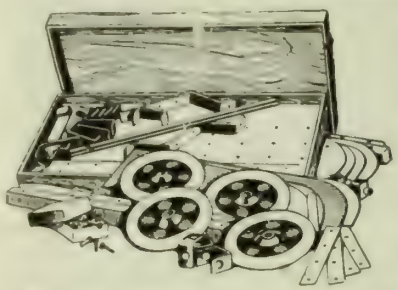
The Power of Advertising

is well demonstrated in the wonderful success of

GILBERT Toys

You need not have a Toy Department in order to cash in on this proposition. The goods are so well advertised that they sell wherever displayed.

GILBERT New Wheel Toy



This is 9004 set—retails at $9.75.
Constructs Scooters, Dog Carts, Coasters, etc.

A great success. On right hand we illustrate one of the models (a Geared Racer) that a boy can make with the 9006 set that retails at $15.00.



Best Known Toy [in the] World

No. 4 Erector Set (with motor) retails at $10.00

Since its inception seven years ago Erector has been the most widely advertised, most talked about toy for boys, and this year our advertising is being increased to an enormous extent.



ERECTOR

The Toy Like Structural Steel

are "the" for real boys. A display of Erectors this year will bring a sure stream of customers to your Toy Department.

No. 1 retails at	$ 2 25
No. 2 retails at	3 75
No. 3 retails at	6 75
No. 4 retails at	10 00
No. 6 retails at	15 00
No. 7 retails at	22 50
No. 8 retails at	37 50

Other Gilbert Toys are—Chemistry Sets, Telegraph Sets, Electrical Sets, Miniature Machinery Outfits, Toy Motors, Magic and Magic Sets, Mechanical Toys, Bell Toys, Reins, Chimes, etc. Parcel Post Toys, Machine Guns, and the new Scientific Toys listed below

Wireless Sets

Every wide-a-wake boy between ages of twelve and seventeen wants a wireless set. Hundreds of parents in your neighborhood will buy a set—if you have them.



We know what you will need.

Give us an order for Wireless no matter what else you may pass up.

Write for particulars of our assortment order.

The new Scientific Toys are: Hydraulic and Pneumatic Engineering, Magnetic Fun and Facts, Light Experiments, Civil Engineering, Weather Bureau and Gilbert's New Outdoor Wheel Toy.

Write To-day for Catalogue and Full Particulars.

The A. C. Gilbert-Menzies Company, Ltd. 439 King St. W. TORONTO

Manufacturers of Gilbert's Toys, Agents Gilbert's Polar Cub Fan, Toy Motors, Transformers and Electrical Specialties

CREX
GRASS RUGS
TRADE MARK REG·U·S·PAT·OFF·
MADE IN AMERICA

THE BIG THREE OF GRASS RUG-DOM

WE are now showing our complete 1921 line, comprising 37 patterns with a wide range of solid and combination colors in three weaves:

De Luxe
Herringbone
Imperial

The latter a new and startling innovation in grass rugs.

Write
for color plates
and price list

Crex Carpet Company

212 Fifth Avenue - - - New York

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

New Notes in Drapery Fabrics

Eighteenth Century Period Featured in Velvets, Voiles and Silks—Vivid Hues in Vogue—Exquisite Quilts and Good Blankets Suggested as Christmas Gifts in the Family Circle.

NOWADAYS when one talks of draperies, it is necessary to specify very exactly for what purpose or what color scheme it is destined, since the choice of one single pattern among the bewildering assortment displayed would inevitably leave one puzzled and tantalized. History is repeating itself when the mode once again offers us fabrics for decoration which are more brilliant in color and more daring in design than anything we have seen for many years. After every war this tendency is strongly noted, and this year we have outstripped all previous efforts.

Very new are the printed velvets which come with designs of the kind we have hitherto felt suitable only to linens or chintzes. Solid backgrounds are favored, not only by the futurists, but by the most conservative manufacturers, and this, perhaps, is the dominating note of the new fabrics. Glazed chintzes are more popular than ever, and like the damasks and brocades, follow closely the style of the eighteenth century. Most of them are copies or adaptations of the patterns of the period.

Now Domestic Products

It is interesting to note that many of the rich and elaborate draperies that have always been associated with France and Italy are now being made in this country. Our local manufacturers are turning out materials that compare more than favorably in workmanship and design with anything we are receiving from the other side. The museums are co-operating with the manufacturers, giving them the use of their large collections of fabrics, and artists are constantly engaged in adapting these designs for use on new materials. The extraordinary interest in period furniture has, of course, stimulated this art to a great extent.

Almost as varied as the designs are the fabrics on which they are printed. Fabrics originally intended for clothes or household purposes have been borrowed by the decorators, during the last few years, and voiles, organdies, muslins, silks, velvets, and even Terry towelling, all serve as hangings or as upholstery fabrics.

Terry Towellings

The Terry towelling is worth a special word on account of its very beauty of coloring and design this Fall. Many rich sombre color combinations are featured in floral patterns, reminiscent of hanging gardens sometimes carried out in trellised effects or else boldly in conventional motifs. Futurist patterns in reps are particularly clever and will be exceedingly good for Christmas handi-crafts.



Special Showing of Bedding "de Luxe"

When people talk of the wisdom of practical gift giving they usually end in buying something much more luxurious than their ordinary gift would have been, and so defeat their own purpose. Such a proceeding is, however, not to be openly criticized when the occasion warrants the expenditure of something more than the usual outlay. There is no reason why bedding should not occupy a more prominent place in the list of family gifts at Christmas, for never before have such wonderful showings been displayed in the wholesale houses.

The down puff, for instance, will undoubtedly be the gift, par excellence, this season, for the new designs are calculated to make every housewife's mouth water, figuratively speaking. There are wonderful shot taffeta silk puffs, which radiate emerald or copenhagen blue or black, and seem as light as thistledown. These will be retailed for somewhere near $70, and will therefore not be selected by everyone, although their beauty will cause them to attract much comment.

More reasonable in price and in every way more practical, though quite equally as pretty, are the new cretonne puffs, with satin stripes, which are designed to be carried out in the same fabric as the hangings of the bedroom. Puffs of this description can be made to the customer's order, and are said to outwear two ordinary satin ones. These warp-printed cretonnes are usually developed in Dresden or floral effects in shadowy designs, which are extremely beautiful as well as practical.

The Vogue for Black

There is a strong demand for the dark finished puffs and even black is now called for more than ever. One beautiful quilt was entirely developed in black, the back being rich sateen to prevent it from slipping from the bed, and the front in black satin of lustrous quality with wide French stripe in dull blue. The same idea was also carried out in rose.

Other novelty effects were in sateens simulating beaded effects and large floral patterns carefully harmonizing with the panels of a different color.

Even cotton filled quilts are noticeably better in design and quality this season, and come in many pretty effects quite similar to the best down-filled sorts.

One wholesaler told Dry Goods Review that in the case of the cotton filled puffs, it was advisable that retailers should take special pains with display, since such goods are apt to look crushed and unattractive unless well beaten up with two yardsticks or some other light supple instrument before they are put in a window or on view in the store. After being treated in the manner described the quilts are scarcely distinguishable from the finer down-filled puffs, and are well worth featuring.

The same wholesalers displayed some very fine pure wool blankets from three different manufacturers, one of whom was Scotch, another English and the third Canadian. The three blankets were each made of the finest softest yarns and were supposed to be similar in quality. The British sample was a novelty in that it had no colored striping whatever, and the effect was extremely good. The Scotch blanket had a slightiy rougher pile, but was in no way inferior in quality. The Canadian made product was quite as fine as the others and can be purchased more reasonably. The comparison of the merits of the three products was interesting and enlightening.

In cotton bedspreads, the newest development is the embossed Marseilles quilt, which improves when laundered and has the rich appearance of solid embroidery. The patterns are large and bold, worked in a lustrous finish which makes them especially handsome.

A FUR OFFER

H. Bass & Company, 106 Sparks St., Ottawa, opened the store recently occupied by R. McGiffin Ltd., as men's furnishers, as a high class furriers with an entirely new stock of furs bought when the market was most favorable and manufactured in the latest modes as seen by Mr. Bass during several months' residence in Europe. In announcing the opening the firm also promise that their prices will save patrons from 25 per cent., and they offer to refund cash if prices can be duplicated elsewhere.

Believes Drapery Prices Will Continue to Advance

Buyer Returning From Five Months' Visit to British and European Markets Describes Conditions Abroad—Many Obstacles in Way of Production.

ARCHIBALD McCUAIG, domestic and foreign buyer for Geo. H. Hees Son & Co., Ltd., of Toronto, has just returned from the European markets after spending five months there, from May to October. The object of his visit was to expedite shipments on British, French, Swiss and Italian purchases, as indications regarding orders placed in January and February of this year were that merchandise would be hard to obtain. Speaking of conditions as he found them, Mr. McCuaig said to Dry Goods Review:

"Buyers from all foreign markets placed large orders in Britain especially, with no definite date of delivery. Fortunately we had specified delivery dates and fixed the prices on all our purchases as we felt that it was not sufficient to simply have orders on our books. We feel comfortable in the fact that we were covered for our requirements and the result of my visit is that we have been able to secure shipments, and will, therefore, be in the fortunate position of having sufficient merchandise in all qualities of draperies and upholstering for the Canadian trade.

"A special feature of the work in which I was engaged was the converting of cretons, casement cloths, repps and poplins.

"Conditions in the Old Country somewhat changed during June, July and August, largely due to the British and European political situation, the Irish question, the Russian-Polish situation and, latterly, the threatened coal strike. Coupled with the unrest amongst the working classes of Great Britain, these had a marked tendency to retard production. The Excess Profits Duty which was raised from 40 to 60 per cent. and the curtailments of credits by British banking institutions had also a depressing influence on trade. The cotton market at Manchester has been affected by these conditions, and in some instances certain printing cloths could have been purchased cheaper, but on the finished drapery goods in such designs and colorings as are required by the Canadian trade, these could not be purchased for less and showed no reduction in price.

"Wholesalers and retailers, those accustomed to import their own goods, would be well advised to consider the values we are able to offer in all classes of merchandise and on furnishings.

"There has been large newspaper publicity given to the public stating that prices must come down in this country and similar announcements have been made in England. Special 'Do Without' Campaigns are being featured. Several large department stores offered their goods at discounts for a period of days but most of the reliable houses refrained from doing so. The only explanation for others taking this step was, no doubt, due to the fact that they were financially pressed. Reduction in prices can only be temporary. Merchants desiring to place and repeat orders for similar merchandise as they possess will require to do so at higher prices than formerly.

"So far as Canadian conditions are concerned there should be no scarcity of money with such a splendid showing of her soil and tree production. Money should be in circulation and a demand for goods should continue. The present feeling is for the public not to buy, and these conditions have been largely brought about by the action of the United States and with the attitude of the banking institutions regarding merchandising credits. The industrial conditions in England and other countries compared with the prosperous condition of this country will mean that many desirable people from those countries will emigrate to this land, and sufficient stimulation will, thereby, be given to justify our preparedness to meet their requirements. We would advise all Canadian merchants handling drapery fabrics to keep this matter well in mind and to place their business without fear that similar goods can be purchased cheaper."

Pretty Cushions and Lamp Shades for Christmas

THE drapery departments in the retail shops are en fete already as part of the scheme to encourage early Christmas shopping.

There has been a marked tendency in the past few years towards saner giving at the Yuletide season, and the practice of presenting friends and relatives with some absolutely useless bauble is fortunately fast becoming one of the dead arts. Practical gifts are legion in the up-to-date housefurnishing department, and easily found to possess the added charm of beauty. Surrounded by tastefully-draped fabrics and curtains, the gorgeous cushions, lampshades, tapestry footstools and cretonne boxes especially designed for the Christmas of 1920 acquire an added interest, and the stores have apparently one and all realized the success with which these articles can be sold if the proper "homey" atmosphere is felt by the shopper.

The mere arrangement of a soft toned floor lamp in the drapery department often suggests a gift to the woman who may be just purchasing household essentials at the time. The placing of a vivid cushion in the corner of a comfortable Chesterfield where your store patrons are accustomed to sit when viewing their choice in cretonnes or wall papers may secure many orders for your art needlework department where the making of lovely cushions from remnants collected in the drapery department may become a big feature towards supplying your Christmas trade with novelties of fine workmanship at reasonable prices.

The quaintest lamp shades are also being featured this season in every conceivable design and size, and are made of all sorts of pretty, plain and figured silk fabrics, frequently ornate with trimmings of gold and silver galoon, tassels and fringes. Metal and silk flowers, fruits and odd little figures are applied to cushions and lamp shades alike, while popular among the newer furnishing novelties are the painted boxes and small pieces of furniture designed for the modern maiden's boudoir. These odd painted furnishings have been in vogue in England for some time and are now gradually making their appearance in the specialty departments and exclusive housefurnishing shops here.

Lace-making Lessons at Exhibition Daily

Refugee Gave Demonstrations at Exhibition—Does Trick Photography

A new feature in the Women's Building this year was a demonstration of lacemaking each day by Damade Leguillon, a refugee from devastated France. After the war, she, with her husband and five children, came to Toronto to make a fresh start, and she is making and selling her lace. Her husband is a worker at vitrified photography, which means a miniature or photograph impressed at 1,600 degrees Fahrenheit on enamel and therefore lasting. Many miniatures of this sort of soldiers in France who had lost their lives, were obtained by their relatives and placed on the gravestones. This work is now becoming known in England, and Leguillon is starting it here.

ANNOUNCING SALE

A. J. Freiman, Ladies' Wear, Rideau Street, Ottawa, is offering special values to celebrate his 20th anniversary sale. Two full page advertisements made the opening announcement showing many bargains in all departments.

OVERTAKING THE RISING COST OF SELLING

EVERY month sees travelling expenses mounting higher. Passenger fares and increased hotel bills have doubled and trebled salesmen's expenses during the past two years. Every company faces increased selling cost far beyond provision made at the first of the year.

There's one solution to this perplexing problem: You can increase the productiveness of your selling force by telling your merchants what you have,—reminding them of the sales possibilities of your lines, and building goodwill between your sales calls. You will save your salesman's time—and increase his efficiency by keeping your merchants in touch with your products through regular announcements in his business newspaper.

Many salesmen report merchants have orders saved up for them as a direct result of advertising in MacLean Trade Newspapers. Their time is saved and their business has been increased.

Advertising in trade newspapers builds business for the salesmen and co-operates with him in the very valuable work of preparing the ground for his call. In every village and town in Canada—in places where salesmen go regularly and in many where they seldom reach, there you'll find the MacLean trade newspaper building business and goodwill for your products—if you use it.

MacLean business newspapers go direct to the man who buys the very goods you sell. He relies on them for markets and prices of all the goods he buys.

The advertising pages are his newspaper, the editorial pages are his business advisers, for they deal directly with the very things he wants to know about—

As one enthusiastic subscriber told us in to-day's mail: "We find your price list one of the most convenient things in our office."

Let us show you how you can use trade newspapers to lower your yearly cost of selling.

The MacLean Publishing Company, Limited

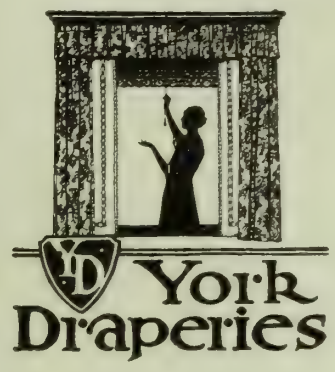
Publishers of the Following Specialized Trade Newspapers:

Hardware & Metal — *Bookseller & Stationer*
Druggists' Weekly — *Dry Goods Review*
Canadian Grocer — *Men's Wear Review*
Sanitary Engineer

GEO. H. HEES, SON & CO. LIMITED

Manufacturers of

The well-known *Alberta, Colonial, Acme* and *Royal Standard Shade Cloth* and *Mounted Shades*



VELOURS

Plain Velours—the Most Staple of Drapery Materials

We have in stock three qualities of Plain Velours, and from 16 to 22 colors in each. This assortment will assure your being able to get the color and quality you want immediately. As an aid to window dressing, Velour is invaluable. We have a range of colors made especially for this purpose.

WRITE TO US FOR SAMPLES

GEO. H. HEES, SON & CO. LIMITED

TORONTO and MONTREAL

GEO. H. HEES, SON & CO. LIMITED



MADE IN NOVELTY CURTAINS CD LIMITED CANADIAN DRAPERIES Ltd. *CANADA*

Behind This Trade Mark

will be found our best efforts concentrated on the exclusive production of CURTAINS—NOVELTY CURTAINS in Marquisette and Scrim being our Specialty. We don't ask you to take our word for it that our Curtains are exceptionally fine. We want you to see them for yourself, for we are confident that you will agree with us.

Visit us or write for samples.

The panel Curtain illustrated is one of our original designs.

CANADIAN DRAPERIES LIMITED

145 Wellington St. West
TORONTO

"BILTMORE"

The Curtains of New and Exclusive Designs

Place your order with us for your Spring assortment of new and lovely draperies. Our stock comprises the latest and most novel ideas in tasteful decorations.

Make your curtain department the attractive feature of your business. Biltmore curtains will do it.

These dainty fabrics renew their original beauty with washing, as they are hand-shrunk before leaving the factory.

Our men are now on their respective territories with a full range for Spring

Made by

The Biltmore Curtain Company, Limited

332 Craig St. W., MONTREAL

NOVELTIES

PETTICOATS FOR XMAS



JERSEY PETTICOATS

Made In Canada

TWO SPECIALS

Colors: Black, Navy, American Beauty, Paddy, Folly, Gray, Purple, Peacock, Tan, Flesh and White

IMMEDIATE DELIVERY

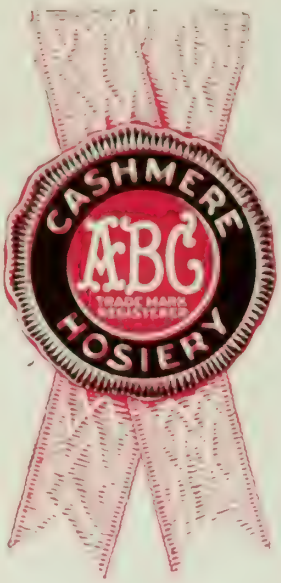
$60.00 Doz. IN 5 DOZ. LOTS

If we are not represented in your territory, write for samples

The Canadian Underskirt Company, Limited, Toronto

Also Manufacturers of the Registered Brands

Billie Burke Dresses — Beauty Bloomers — Cucie Underskirts — Mermaid Bathing Suits



Meet Their Needs

You can meet your customer's demands for sturdy stockings for the whole family with

A.B.C. HOSIERY

for Men, Women and Children

The best yarns, combined with care in manufacture, provide quality, appearance and durability.

Reinforced heels, soles and toes.

Children's Hosiery–1 & 1 rib, sizes 4 to 10.

Women's Hosiery—Flat stitch, perfect fit.

Men's Half Hose–All sizes, elastic cuff.

ALLEN BROS. CO. LIMITED

883 DUNDAS STREET E.
TORONTO

Selling Agents for Canada
WM. G. EVIS & COMPANY, 28 Wellington Street West

"Canadian Goods Are Better"



Women's Choice

We are selling more Winsome Maid Pure Thread Silk Hosiery to-day than ever. Women looking for style, quality and durability have found that Winsome Maid fills their needs, and the Hosiery that women want is the hosiery it pays you to carry.

Special features are:—Perfect weave; neat-fitting ankle; elastic top; reinforced heel, toe and sole; anti-ladder stitch to prevent garter-runs.

Sizes 8½ to 10

ALLEN SILK MILLS LTD.

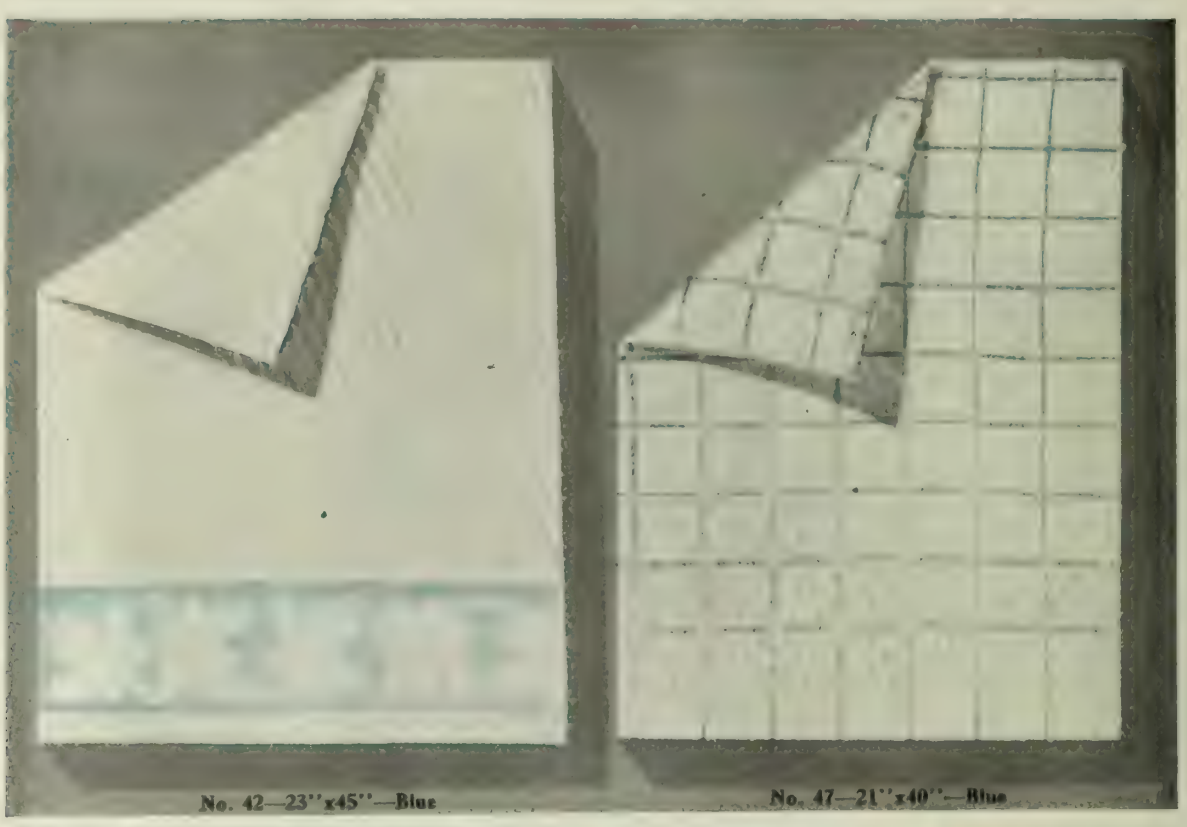
43 Davies Avenue, Toronto

Selling Agents for Canada: Wm. G. Evis & Company, 28 Wellington St. West, Toronto, Ontario.

"CANADIAN GOODS ARE BETTER."

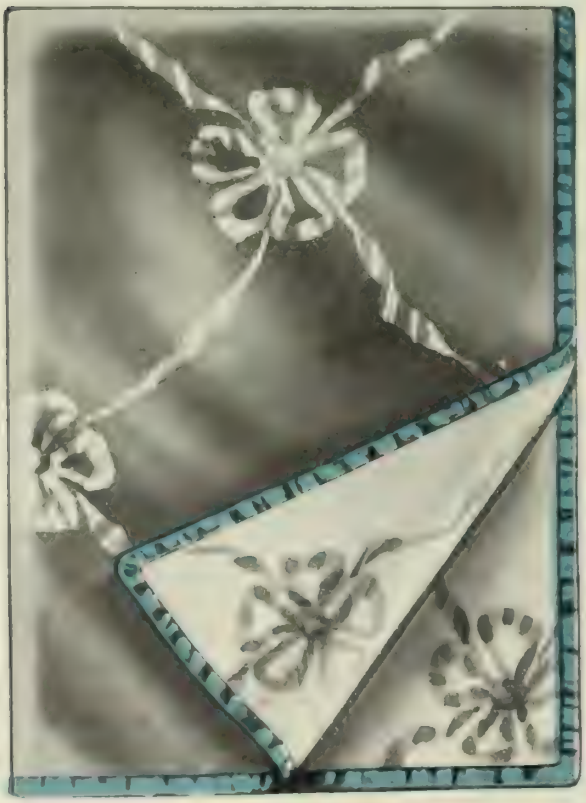
STAUFFER

Galt,



No. 42—23"x45"—Blue

No. 47—21"x40"—Blue



GALT TOWELS

Appealing in design, proven for their worth in long wear, they offer you a line of Towels that cannot be surpassed for beauty and value.

One feature worth mentioning to your customers is the fact that Galt Towels are made of 2-ply Yarn instead of the usual single thread pile—hence they are twice as sturdy as the ordinary Towel

The designs will speak for themselves. The long wear in every Towel is your warrant of repeats.

Place now for SPRING. Travellers now out.

"BONNIE DOWN" COMFORTABLES

Our newest line—and we are proud to say, one of our finest.

Comfortables, Couch Throws, Baby Blankets, in wide range of pleasing patterns, colors, and convenient sizes.

Beautifully soft and downy in finish, yet most substantial, they provide the necessary warmth and comfort for all Seasons. Your customers will appreciate them.

Representatives:

Western Agent: T. H. Wardell, 102 Hammond Bldg., Winnipeg.

Montreal: M. R. Bricker, 43 St. Sacrament Street.

-DOBBIE Limited
Ontario

Successors to
Galt Robe Co.

Galt Couch Hammocks



Spring Range Now Ready

The range of GALT couch and plain Hammocks now being shown includes several new designs in better colorings than ever.

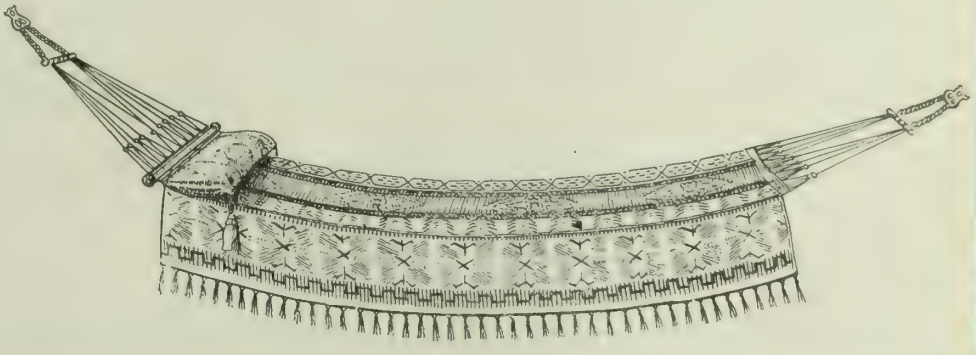
Samples of materials for your approval are now in the hands of our Travellers. GALT Hammocks will make an attractive display for you and the wide selection in designs allows for every taste.

Last year sales in GALT Hammocks showed an increase of 150%. Sales possibilities for next Season are obvious.

Place your order for Hammocks now.

Representatives now on the road.

We guarantee to protect you as to any decline in price.



VAN RAALTE *Veils*



Our Service Department Is At Your Service

Having built up the biggest veil business in the world—having taught women that Van Raalte veils are the newest, smartest, and most serviceable veils—we have installed a service department to help *you* secure big profits.

If you need display cards for your counter—if you want suggestions for window trims or store displays—if you want ideas for your local advertising, write us and our service department will supply you with practical helps which are proved business-getters.

VAN RAALTE COMPANY

NEW YORK
16th STREET AND 5th AVENUE

CHICAGO
105 SOUTH DEARBORN STREET

BOSTON
12 WEST STREET

Silk Gloves *Silk Underwear* *Silk Hosiery*

MONARCH-KNIT

SWEATERS

HOSIERY



MONARCH-KNIT

SWEATERS, HOSIERY, YARNS

The standard for style, quality and workmanship

OUR range for Spring now showing includes the newest styles in Silk Sweater Coats and Pullovers for Women and Children; Worsted Sweater Coats for Men, Women and Children; Jerseys for Men and Boys; Men's and Women's Hosiery in Silk and Mercerized.

See also our well-known fingering yarns, "Monarch Floss," "Monarch Down" and "Monarch Dove," high-grade yarns in three weights, with 40 shades in each weight.

MONARCH KNIT
THE MONARCH KNITTING COMPANY LIMITED
MADE IN CANADA

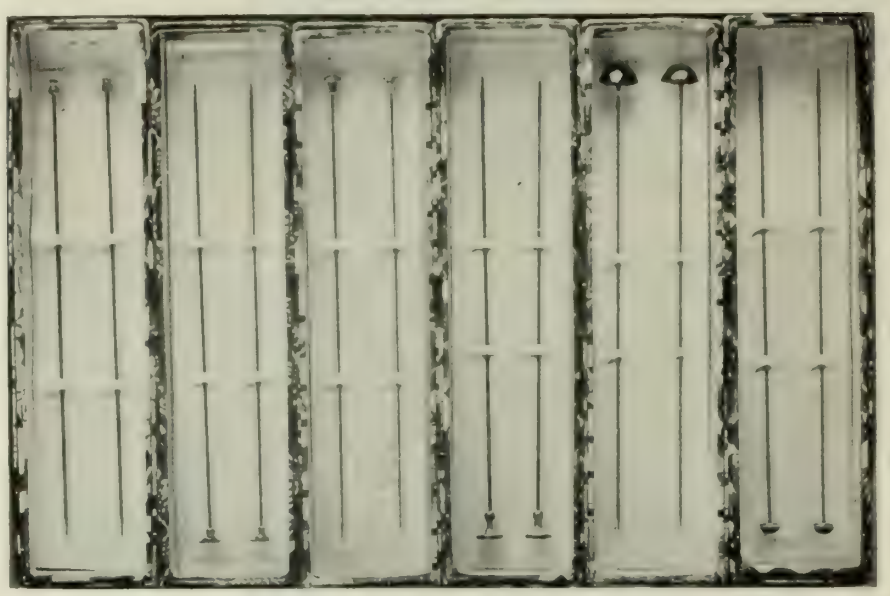
MONARCH KNITTING COMPANY LIMITED
HEAD OFFICE DUNNVILLE, ONT.
FACTORIES: DUNNVILLE, ST. CATHARINES
AND ST. THOMAS, ONT. AND BUFFALO, N.Y.

YARNS

Popular Christmas Novelties

Beads

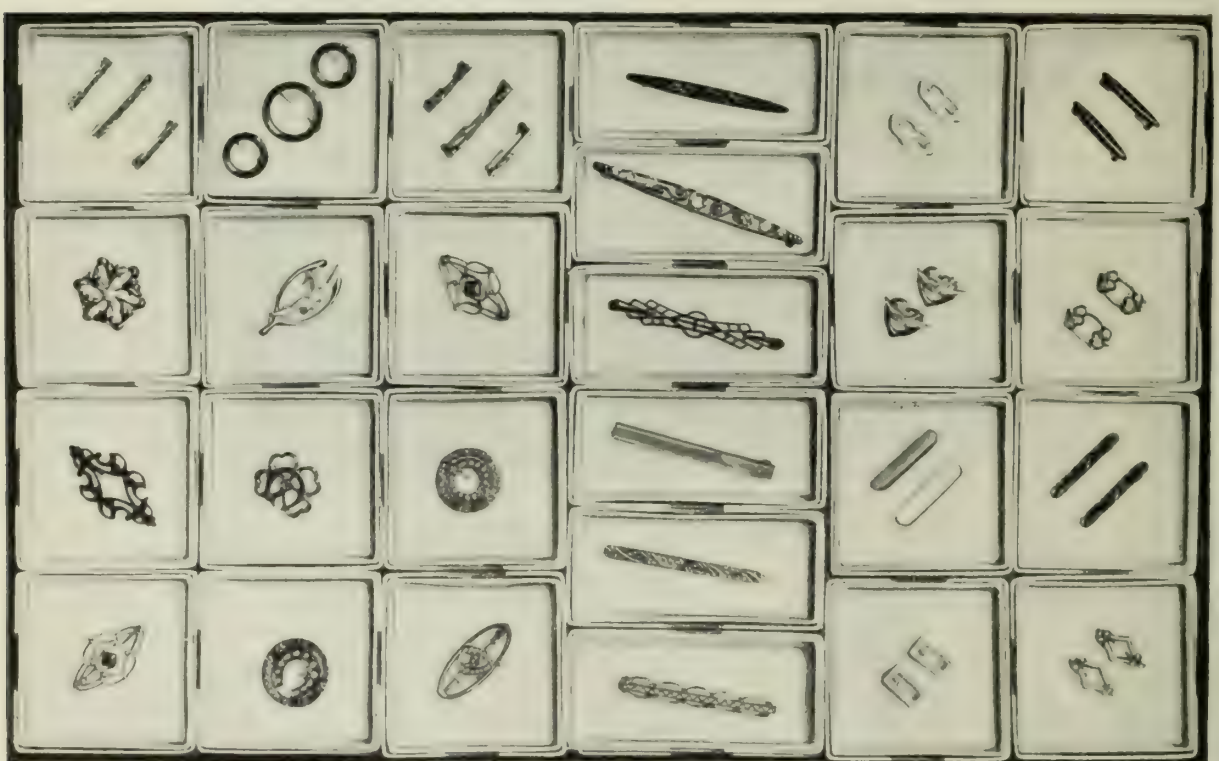
Beads are still holding the fancy of the buying public. We have a range to select from covering practically everything shown from $2.00 to $30.00 per doz.



Hair Ornaments

Our full line of hair ornaments for the holiday trade is now in stock. Back combs, side combs and top combs in brilliant mounted and pearl encrusted, casque and Spanish effects. This is always a big selling line for the Xmas trade.

No. 200 A cabinet of three dozen pairs hat pins, assorted designs in rolled plate, sterling silver and jet tops, one pair on card and each pair in a Holly box .....Price, $2.50 per doz.



No. 6 A six-dozen assorted carton of three dozen brooches, two dozen collar pins and one dozen bar pins, each article in an individual box, a specially good Xmas line .....Price, $2.50 per doz.

Wrinch, McLaren, Limited

77 Wellington St. West, TORONTO

ADMIRAL

COSY COMFORT UNDERWEAR

THE HEIGHT OF SATISFACTION



MADE IN CANADA

GUARANTEED UNSHRINKABLE

SALES AGENT TO WHOLESALE TRADE

C. O. PATON

23 FOY BUILDING

TORONTO



RIGHT NOW

You need merchandise that will increase sales and make a quick turnover. WE are supplying that want with goods that bring repeats.

"MONA LISA" VEILS

5,000 dozen just received.
Black, Navy, Taupe, Nigger, Purple.

This is the biggest seller in Veils to-day.

A three-cornered Veil that wears well, looks smart, fits snug, pleases everybody. An order for these Veils will put "pep" in your Veiling Department.

METAL FLOUNCINGS and BANDINGS

Dainty, exclusive patterns
4", 5½", 9½" Banding—6", 10", 18", 27", 36" Lace.

METAL CLOTH

Silver, Steel, Gold, Old Gold.

ROSEBUD TRIMMINGS

BLACK AND COLORED SILK NETS

ORENBURG SHETLAND WOOL SHAWLS and SCARVES

BABY VEILS

We Aim to Please

Canada Veiling Co., Limited

84-86 Wellington Street West
TORONTO

CLATWORTHY & SON, LIMITED

Established 1896 **TORONTO** **Incorporated 1908**

Manufacturers of the most complete line of DISPLAY FIXTURES and artistic WAX FIGURES made in Canada.

Something New For Your Christmas Displays!

As always, this new "DUR-ENAM" line represents the *newest* and *best* in display fixtures. Finished in our hard "DUR-ENAM" egg shell or flat tone in Copenhagen Blue, French Blue, Ivory, Brown, Mahogany, and Walnut.

All our "DUR-ENAM" finishes can be cleaned with soap and water or gasoline.



AGENTS:

Vancouver, B.C., M. E. Hatt & Co., Mercantile Bldg.

Montreal, Que., S. J. Barley, 210 Park Ave.

Winnipeg, Man., O'Brien Allan Co., Phoenix Block.

Halifax, N.S., D. A. Gorrie, Box 273.

Quebec, Nap. Debigare, 205 Rue Des Fosses.



Write for our new Catalogue or call at our Showrooms 161 King St. W. TORONTO

The LACE GOODS CO., Limited



Specially Boxed Handkerchiefs

We have them one in a box, two, three, four and six in a box.

The ready gift packages for quick Christmas selling are becoming more popular each Season. The live Merchant will make due provision by having an assortment for his customers when the demand comes.

WE SELL EVERYTHING IN HANDKERCHIEFS.

The above are actual photographs from some of the numbers we sell.

The LACE GOODS CO., Limited

"The Handkerchief House of Canada"



For Christmas Selling

If you find yourself understocked at this time in this class of merchandise for your Christmas selling, your order for a $25, $50, $75 or $100 assortment will be sent you on short notice, for your approval. Then you can make your selection of the line you wish to keep from such an assortment, and return the balance to us.

The quality of Handkerchief in our boxes is REAL MERCHANDISE and attractively boxed.

The above are actual photographs from some of the numbers we sell.

79 WELLINGTON ST. WEST, - TORONTO

Veils

Fancy, "Made" and Slip-Ons, etc.



All colors and meshes

Veilings

Wide range of yard goods.

Laces and Embroideries

Laces for every use from fine Vals. to Metallic effects. Embroideries of unusual merit.

Splendid Showing of

Handkerchiefs

from which you can select a most comprehensive stock. Staples and Novelties in large variety.

Don't lose prestige with your customers and miss profitable sales by being short of merchandise waiting for lower prices. Our goods were well bought, and our prices are right.

WESTLAKE BROTHERS
LIMITED

24 Wellington St. West Toronto

HAVE YOU LOOKED THROUGH YOUR STOCK OF WINDOW SHADES RECENTLY?

Ask us to show you our different "Dalmor" Lines

Recognized the Best Value in Window Shades On the Market

Arrows--Untrimmed edge, water colors

Dominions--Trimmed edge, water colors

Regals--Machine made, oil opaque

Eurekas--Hand made, oil opaque

Peerless--Best hand made, oil opaque

DeLuxe--Hand made, oil tints

WRITE FOR COLOR BOOKS AND PRICES

Manufactured by

DALY & MORIN, LIMITED

SALES ROOM:
55 ST. SULPICE ST., MONTREAL

FACTORIES:
LACHINE - MONTREAL



Princess Pat
Real Hair Nets

Sterilized
Hair

Every Net examined by hand and absolutely guaranteed perfect in every respect.

For the Fall Season

We have a wonderful assortment
of
DRESS TRIMMINGS
FLOUNCINGS
and SEQUINS
also
GEORGETTE CREPES
and NINONS

My Lady

The very best Silk Hair Net
on the Market



VEILS and VEILINGS
in the new French
Fashions

HANDKERCHIEFS
from Switzerland and Ireland
in an excellent assortment

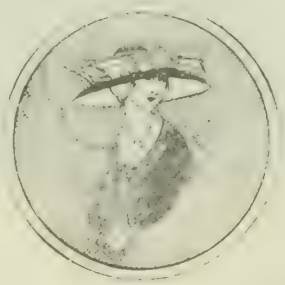
Thompson Lace & Veiling Co., Ltd.

111 Wellington St. West
Toronto

Phoenix Novelry Company

TO know Phoenix Neckwear is to know a safe buying name for Neckwear

Boudoir Caps Camisoles



Distinctive Correct Dependable

154 Pearl St.
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DOMINION OSTRICH FANS

Wide variety of fascinating styles and beautiful shades
Special fans to match any gown DELIVERED IN THREE DAYS

Dominion Ostrich Feather Co., Limited

78 Wellington Street West, Toronto

Representatives: H. B. Taylor, Mappin Bldg., Montreal; J. G. Marton, Hammond Bldg., Winnipeg; Geo. Stacey, Weldon Block, Vancouver

Hambly & Wilson

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Children's Knitted Goods

Silk Pram Covers

Bibs, Feeders, Diapers

Fancy Knitting Wools

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Flossell Royal Artificial Silk

J. B. HENDERSON & COMPANY, LIMITED

ESTABLISHED 30 YEARS

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"In the Heart of the Dry Goods District"

Toronto Manager : W. G. McJANNETT

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Nottingham Curtains · Novelty Curtains
Shadow Cloths Muslins
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Mixed Color Madras Self Color Madras

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Now showing
wide range for Spring 1921

Representatives :

Eastern Ontario
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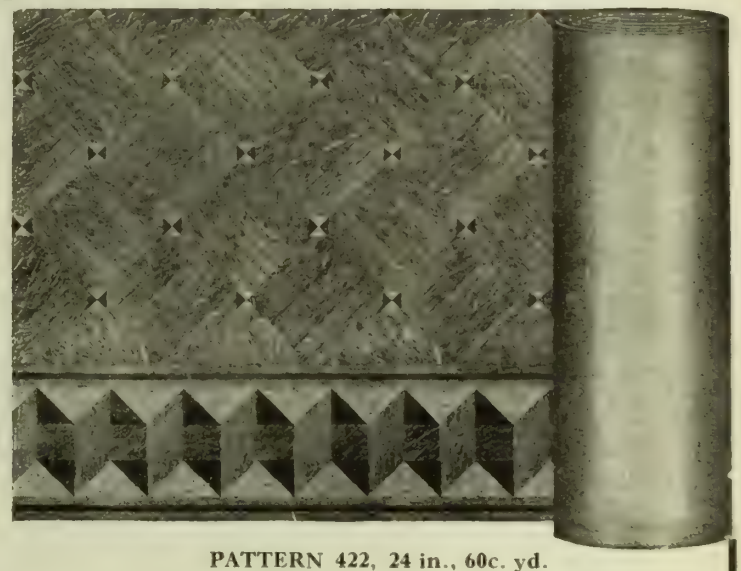
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Cott-A-Lap Rug Border

Floor and Surround also Mats

In stock, sizes 24 in., 36 in. and 72 in., ready for immediate shipment.



PATTERN 422, 24 in., 60c. yd.

An exclusive range of Cott-A-Lap mats of excellent designs.

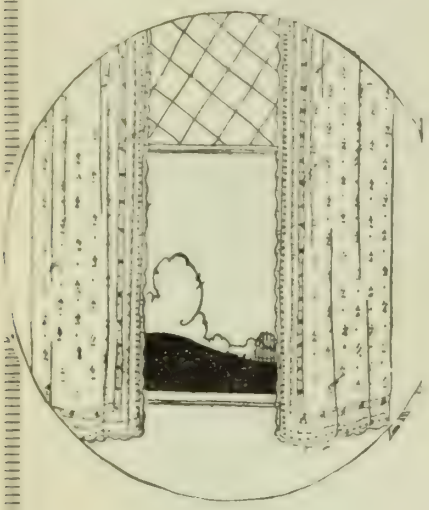
We are sole Canadian Agents for Cott-A-Lap products. Sampled with all our travellers. Inquiries solicited and samples cheerfully submitted.

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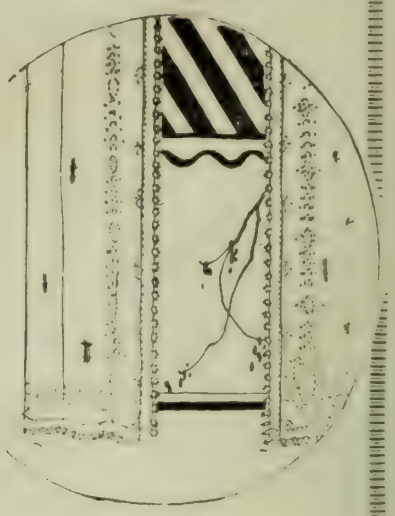
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MONTREAL

PRIME AND RANKIN, LIMITED



CURTAINS AND DRAPERIES



We have enjoyed the *CONFIDENCE* of our customers throughout Canada for many years.

They expect from us *DEPENDABLE MERCHANDISE* at the best price possible.

They expect, and will receive, any advantages of market conditions. In fact, whatever situation may arise, we are determined to keep up the—

STANDARD OF SERVICE

We solicit their usual orders.

Established 1892

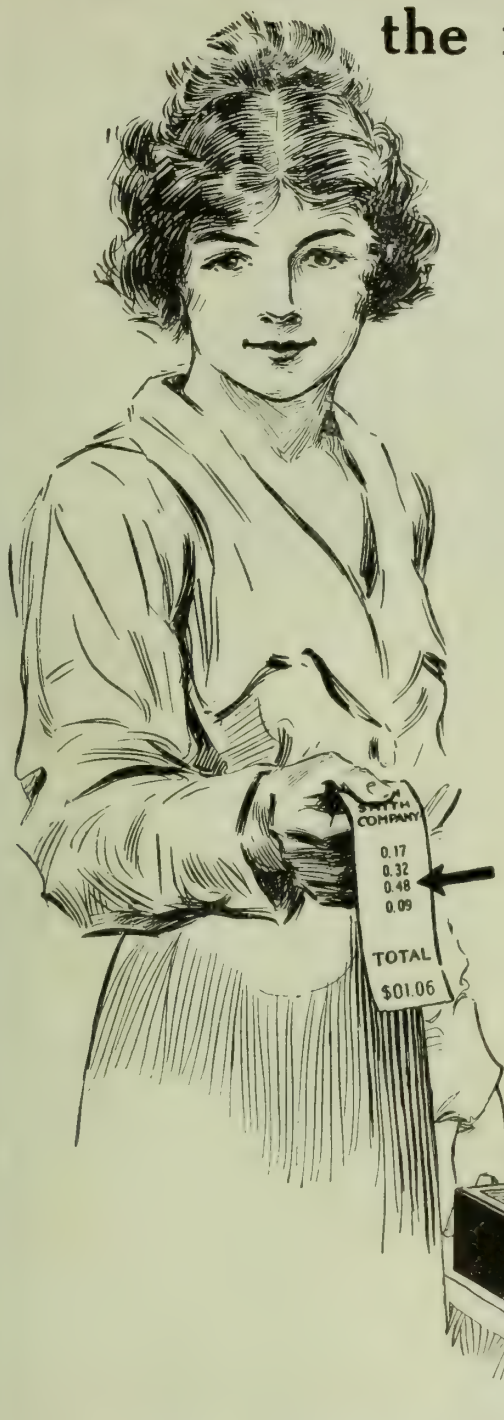
PRIME AND RANKIN, LIMITED

IMPORTERS AND MANUFACTURERS

74 York St.,
Toronto

22 Warser Gate
Nottingham, England

This clerk makes no mistakes in adding the items of a sale



SHE records the price of each article on the new kind of National Cash Register. The register does the adding. The total always is correct.

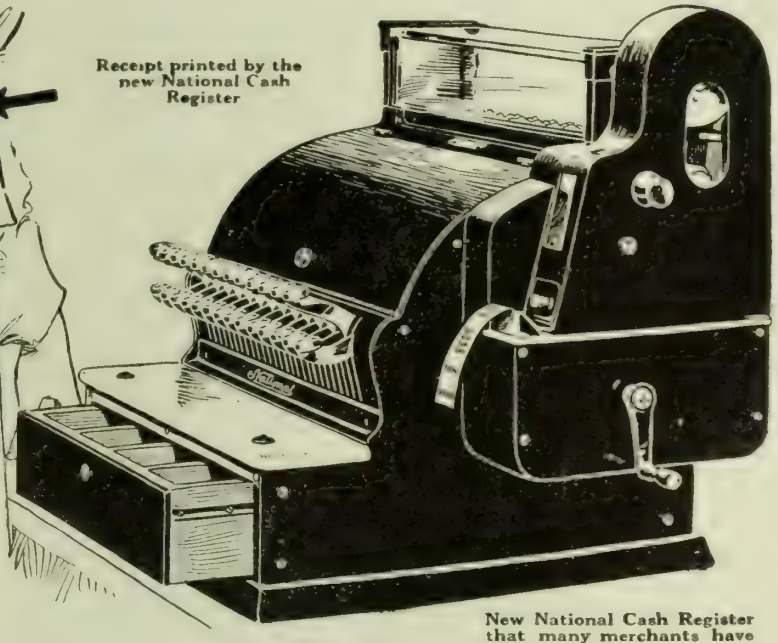
No mental addition, and no mistakes.

The register also does many other important things for merchants, clerks, and customers.

Every merchant should know about this new cash register.

Let our branch manager explain it to you.

Receipt printed by the new National Cash Register



New National Cash Register that many merchants have been looking for

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED
TORONTO, ONT.

Where to Buy Store Equipment for Christmas

A Classified Directory of Equipment and Fixtures

ARTIFICIAL FLOWERS
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.

ARTIFICIAL PALMS
Delfosse & Co., Montreal

ARTISTS' SUPPLIES
Artists' Supply Co., Toronto.

AUTOMOBILES
Ford Motor Co., Ford, Ont.

BRASS RAILINGS
Clatworthy & Son, Toronto.

BUST FORMS
Delfosse & Co., Montreal.

CASH CARRIERS
Gipe-Hazard Store Service Co., Toronto
Lamson Company, Boston, Mass.

CASH REGISTERS
National Cash Register Co., Toronto.

CHARACTER WAX HEADS
Clatworthy & Son, Toronto.

CHILDREN'S WEAR CABINETS
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

CLOTHING HANGERS
Dale Wax Figure Co., Toronto.

CLOTH MEASURING MACHINES
Clothometer Sales Co., Winnipeg.
Measuregraph Company, Toronto.

CLOTHING WARDROBES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

COAT HANGERS
Clatworthy & Son, Toronto.

COLLAR CASES
Kent-McClain, Ltd., Toronto.

COLLAR STANDS
Clatworthy & Son, Toronto.

COMMERCIAL TRUCKS
Ford Motor Co., Ford, Ont.

CONVEYING SYSTEMS
Lamson Company, Boston, Mass.

COSTUME CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

CREDIT REGISTERS
National Cash Register Co., Toronto.

DECORATIONS
Botanical Decorating Co., Chicago, Ill.
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.

DELIVERY ROOM SYSTEMS
Lamson Company, Boston, Mass.

DISPLAY FIXTURES
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.
J. R. Palmenberg, Inc., New York, N.Y.

DISPLAY FORMS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.

DRESS FORMS
Adjustable Dress Form Co., Toronto.

DRY GOODS FIXTURES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

"DUR-ENAM" WASHABLE DISPLAY FORMS
Clatworthy & Son, Toronto.

ELECTRIC CABLE SYSTEMS
Lamson Company, Boston, Mass.

FLORAL DECORATIONS
Clatworthy & Son, Toronto.
Delfosse & Co., Montreal.

GARMENT RACKS
Dale Wax Figure Co., Toronto.
J. R. Palmenberg's Sons, Inc., New York

GIRLS' FORMS
Clatworthy & Son, Toronto.

GLOVE CABINETS
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

HAT STANDS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York

HAT CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

HOSIERY CABINETS
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

INTERIOR WOODWORK
Kent-McClain, Ltd., Toronto.

LACE CABINETS
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

LADIES' WEAR WARDROBES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

LIGHT ELEVATORS
Lamson Company, Boston, Mass.

MANUFACTURERS' FORMS
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
J. R. Palmenberg's Sons, Inc. ,New York

METAL DISPLAY FIXTURES
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York

METAL STORE FRONTS
Consolidated Plate Glass Co., Toronto.

MILLINERY CABINETS
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

MILLINERY TABLES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

MIRRORS
Delfosse & Co., Montreal.

NECKWEAR CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

NEW WAY SYSTEM
Jones Bros. & Co., Toronto.

PAPER BALERS
Climax Baler Co., Hamilton.

PARCEL CARRIERS
Gipe-Hazard Store Service Co., Toronto
Lamson Company, Boston, Mass.

PNEUMATIC TUBE SYSTEMS
Lamson Company, Boston, Mass.

REVOLVING CLOAK RACKS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., New York

REVOLVING WARDROBES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

RIBBON CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

SHIRT CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

SHOE FIXTURES
Delfosse & Co., Montreal.
J. R. Palmenberg's Sons, Inc., New York

SHOW CASES
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

SKIRT HANGERS
Clatworthy & Son, Toronto.

SPIRAL CHUTES
Lamson Company, Boston, Mass.

STORE EQUIPMENT
Jones Bros. & Co., Toronto.
Kent-McClain, Ltd., Toronto.

STORE FRONTS
Consolidated Plate Glass Co., Toronto.

TEE STANDS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., N.Y.

TRIPLICATE MIRRORS
Clatworthy & Son, Toronto.
Kent-McClain, Ltd., Toronto.
J. R. Palmenberg's Sons, Inc., N.Y.

UNIT STORE FIXTURES
Jones Bros. & Co., Toronto.

WAIST FORMS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., N.Y.

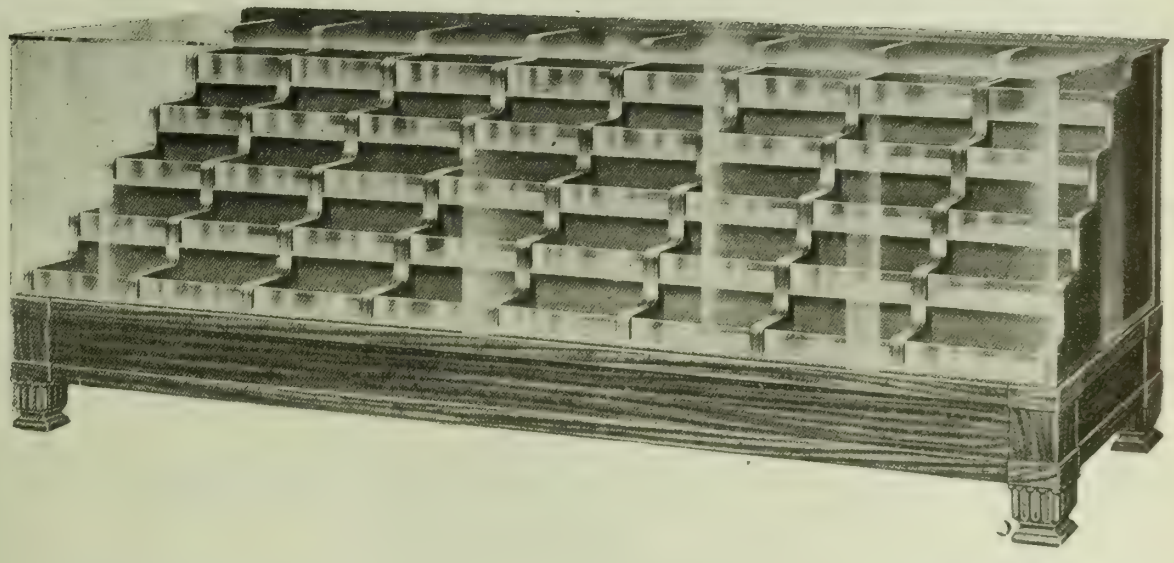
WAIST HANGERS
Clatworthy & Son, Toronto.

WASHABLE ENAMEL FORMS
Clatworthy & Son, Toronto.
J. R. Palmenberg's Sons, Inc., N.Y.

WAX FIGURES
Clatworthy & Son, Toronto.
Dale Wax Figure Co., Toronto.
Delfosse & Co., Montreal.
J. R. Palmenberg, Inc., New York, N.Y.

WINDOW VALANCES
Delfosse & Co., Montreal.

Store Equipment for Christmas



Would another Silent Salesman, displaying attractive Christmas Novelties, prove a profitable investment for you?

Children's Wear Cabinets
Clothing Wardrobes
Collar Cases
Costume Cases
Display Fixtures
Dry Goods Fixtures
Glove Cabinets
Hat Cases
Hosiery Cabinets
Interior Woodwork
Lace Cabinets
Ladies' Wear Wardrobes
Millinery Cabinets
Millinery Tables
Neckwear Cases
Revolving Wardrobes
Ribbon Cases
Shirt Cases
Show Cases
Store Equipment
Triplicate Mirrors

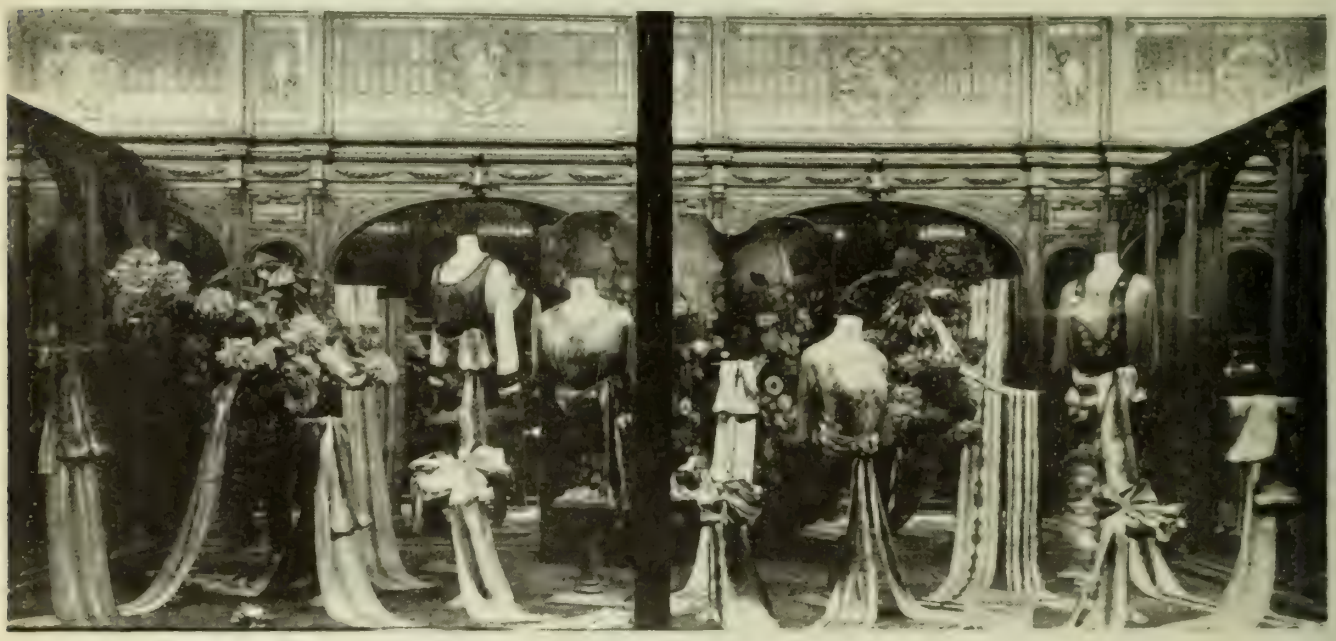
Kent-McClain
(TORONTO SHOW CASE CO.) Limited

181-199 CARLAW AVENUE
TORONTO



A Typical Cressman Window

To announce their formal showing of the new Fall and Winter modes the Cressman Company of Peterborough showed this handsome and tastefully arranged window, revealing Fashion's latest caprices in charming afternoon gowns and children's smart toggery. Note the dignified treatment of the back draperies, the natural attitude of the figures and the appeal created in the presence of the child in out-of-door attire. Spaciousness is also successfully conveyed by careful choice of furnishings and accessories.



Superb Ribbon Display

This is how Frederick Loeser and Company of Brooklyn, N.Y., introduce the last word in exquisite ribbons. The ribbons trail across the foreground, spreading rainbow hues across the window, mount tall pedestals and tie themselves proudly in large bows, only to finish around the waist line of the handsome blouses displayed.

MID-SEASON HATS ARE COLORFUL

(Continued from page 84)

house interviewed, and long jet spike-headed hat pins form generally the only trimming on such models. The novelty crush hat with bag and scarf to match are selling in Montreal as fast as they can be manufactured or imported. One model, which is particularly pretty, is shown in fawn duvetyn in a crushed crown effect with rolling brim. The whole hat is embroidered with dull gold thread combined with stencilling in darker brown. The same design is repeated on the scarf and bag.

Some of the more extreme novelties which are expected to sell for the coming Winter festivities are worth describing, such as one large model of black faille silk with a mushroom crown and wide brim with a deep edge of shirred panne velvet in reindeer shade. Big coin spots of the same velvet are scattered over the crown.

Another soft turban shape in platinum gray silk beaver has a lace veil draped over it and caught at the sides with flowers in dull mauves and powdered silver.

A third model in Zanzibar, trimmed with a wreath of berries of shellacked chenille in burnt orange and henna shades, is delightfully appropriate for Winter sports wear.

The bird of paradise has always been the "ne plus ultra" of feather trimming, and one model features it in an exquisite color scheme. The shape is a warm brown duvetyn, turned up off the face, and across the front arranged like aeroplane wings are two perfect paradise plumes shading from brown to pheasant.

Several manufacturers expect to begin on their Spring lines during the coming month, and therefore the models herewith described may be considered as indicative of the trend of fashion for the next few months at least.

Ontario Dealers Claim Fair Season

Dry Goods Review Finds Merchants Optimistic Over Business in Many Centres — Sales Active in Spite of Warm Fall—Engaged in Christmas Preparations, But Holding Back on Spring Orders to Some Extent.

THERE is no doubt as to the attitude of the Ontario dry goods merchant towards his Christmas trade. He is keen, and in ninety-nine cases out of a hundred contemplates a bumper season.

Dry Goods Review sent a representative to interview the leading retail merchants in Hamilton, London, Brantford and other centres this month, and there was scarcely a dealer who was not enthusiastic over the business outlook. This was rather surprising in view of the lulls said to characterize business in Toronto and Montreal during the same period of Fall trade, but the merchants in the smaller cities and towns had the proof on their sales sheets of a fair season.

G. W. Robinson & Co., of Hamilton, reported a very excellent Fall business and Mr. Robinson himself stated that the week before the representative visited his store they had made their biggest luxury tax return since the order was imposed.

Robinson's had been showing average good sales in all of their twenty-seven departments, and it was stated that the imposing of the tax had hardly been noticed.

One of the stock room floors had recently been converted into the furniture department so that the enlargement of departments right through the store could be accomplished in time for the Christmas trade which is expected to be very heavy.

"We had a quiet period as all the rest of the trade had earlier in the year," Mr. Smith, manager of the store, stated, "but since our Fall openings the public's buying is noticeably better. At the present time we can say that business is good although there is a marked tendency to reduce all stocks."

Robinson's are already commencing to execute their Christmas plans. The second floor is being converted into a special department and the rear section is being cleared for a monster toy exhibit. A Santa Claus workshop is to occupy one corner, flanked by boys' toys on one side and beautiful dolls and playthings for their little sisters on the other. Santa himself will preside in the workshop where the marvels of his handicraft will be created before the wondering eyes of his fair young admirers, and every child will have the opportunity of consulting him on the matter of presents for themselves—and in the case of thoughtful boys and girls—for their parents, and the other members of the family.

Special displays will be arranged as guides to prospective shoppers, and every department will commence throwing out useful hints in this big store as early as November 1.

"We believe in establishing our 'specialty Christmas display' two months before Christmas," said Mr. Smith. "This presence of the Christmas spirit fosters early shopping and results in better service, better satisfaction, and discourages unsatisfactory last minute purchasing."

The Smallman and Ingram Co., Ltd., of London, reported good business in spite of the warm Fall, declaring that sales had improved splendidly in the past few weeks. The tax had caused a certain amount of bother until the regulations were properly understood, but for some time past had scarcely been noticed. Smallman and Ingram's devote particular care and attention to their window displays, believing them to be one of the surest and best selling factors in their business. This firm has recently acquired considerable additional space and now occupies a solid block with the exception of a very small corner section. Alterations are rapidly being completed so that everything will be in readiness for the Christmas season.

Similar preparations were being made in Brantford, where the E. B. Crompton Co., Ltd., has a splendid store. All the retailers refrained from speculation as to Spring prices, but invariably admitted that their buying policy for the next few months would be strongly characterized by caution.

One retailer made the flat statement that he had bought absolutely nothing for Spring.

"If your sales are as active through the Winter as they have been to date this Fall, how will you be off for stock?" this merchant was asked.

"We are pretty well stocked," he replied. "But if we need additional goods we will be able to buy anything we require at any time." This merchant, who owns one of the biggest departmental stores in Ontario, was of the opinion that there would be an inevitable decline in prices before very long. "It has come in some lines and it is only natural that it will come in others," he declared, "but to what extent it would be very foolish of any one to surmise."

It was the opinion of a prominent Hamilton merchant that most businesses were overstocked on many lines and that the uncertainty of conditions at the present time was causing many dealers to get rid of what they had on hand, to a large extent, before going further into the market.

New Brunswick Firm Features Fine Display

St. John Concern Occupies Prominent Corner in Big Maritime Fall Exhibition

During the month of September the annual Fall exhibition was held for the Province of New Brunswick at St. John, at which many noteworthy displays of all branches of commerce, both agricultural and industrial, were featured. The dry goods section was among the finest of the many exhibits shown, and chief among the displays was that of the firm of Manchester, Robertson & Allison, of St. John, a view of which appears elsewhere.

The large display case was glazed in, and revealed a background of massive pilasters with an archway in the middle. The color scheme was a rich ivory and gold, relieved by a deep border and interior scene of blended blue and green. Large ornamental urns and vases of flowers artistically arranged were in the same harmony of colors. The floor was covered here and there with small Oriental rugs, and on opposite sides were fine tiger and bear skins. The contents of the case were some of the firm's choicest importations for the Winter season, and included many beautiful models of gowns and furs, so arranged that no matter from what angle the display was viewed, every garment was in full view with an equally attractive effect.

The most admired features of this exhibit were a very luxurious coat of Alaska seal, with collar and cuffs of real sable, which cost $2,250; several wrappy capes of nutria, Hudson seal, and mole; also several smart and original hats imported from New York designed by such well known houses as Sanby and Schwalbe.

This enterprising firm also exhibited a fine display of men's wear in which the latest Fall models in fur coats, evening clothes, top coats and suits, also boys' clothes were greatly admired.

Getting the Window Across

Clever Ideas Seen Here and There in Ontario and Quebec and the West During the Past Month With Suggestions for the Christmas Season.

THE Fall season has been noticeable for good window displays. Some of the following brief descriptions should provide a new idea for one of your Christmas windows. Don't leave them too late. Get all your "properties" ready, see that your artificial trimmings are fresh and your equipment in good condition. It will mean money to you when the real shopping rush starts. Keep your windows full of new ideas, and change them as often as you possibly can—and note the following:—

Catching the Early Train

The Hudson's Bay Company, Winnipeg, Man., devised a novel way of attracting attention to their early morning specials. The background to one of their show windows was that of a typical rural scene, with painted trees, an occasional house and tilled land. A miniature railroad track was laid over the green crêpe paper covered floor and an electric train ran round and round the track. The items comprising the special sale were announced by price tickets on standards, while a large sign down in front advised one to—

"Take the train to Economyville. Tickets good only from nine until ten."

"Never More" Bargains

The Giant Clothing Store, London, Ont., decorated their sale windows with long streamers, each containing the picture of a raven. The caption to each streamer was "Never More," but beneath this was a different message, as per the examples given below:—

"Unloosed with terrific suddenness."

"To bare walls and empty counters."

"The beginning of the end. We quit. No sham."

The Purpose of Stocktaking

Almy's, Montreal, heralded their quarterly stocktaking sale with a large window card, cut out to form two open pages of a large ledger. Across the ledger was the title of the sale in question, visualizing, of course, the particular purpose of their quarterly stocktaking sale.

The Golden Anniversary Setting

Bryson, Graham, Ltd., Ottawa, Ont., celebrated their fiftieth anniversary with a big sale. Each show window at the rear was enclosed with a blue cut-out, bordered with narrow gold panels. The middle of the cut-out was devoted to a suitable inscription pertaining to the sale, while drooping down from either side were chains of trailing orange blossoms.

The Parrot as Mouthpiece

Sheldon's, Edmonton, Alta., called attention to their low prices by a sign outside their store, between the window and the doorway. The painted sign was that of a small boy coaxing a parrot to say, "At Sheldon's It Costs Less. Anything You Need."

Blacksmith on the Job

Grafton & Co., Ltd., Peterborough, Ont., employed especially attractive show cards to put across their semi-annual sale. Each window card depicted a blacksmith working at his anvil, with the following apt caption below: "Grafton's Semi-Annual Sale Smashes the H.C.L."

Surprise Bargains in the Store

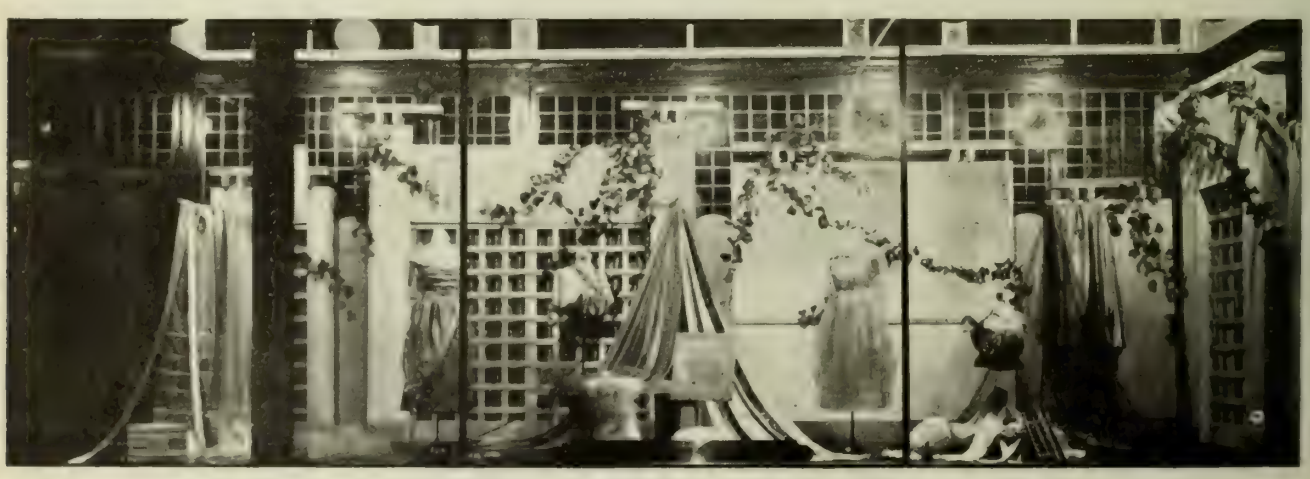
Eaton's, Toronto, Ont., advertise their chief bargains in the daily papers, but each day there are small odd lots that are not worth while advertising. Visitors to the store are encouraged to search through the store for surprises by way of price reductions. This pleases the natural feminine bargaining instinct. Each odd lot is placed in a conspicuous position on the counter of the department in question, accompanied by the following explanatory card: "Not advertised in the daily papers."

Bargain Counter at Rear of Store

Woolworth's, Hamilton, Ont., decorated their show windows with streamers recommending one to "Save Money by Buying at No. 7, Our Bargain Counter." As she entered the store and looked around for the magic number, she discovered that she would have to walk the full length of one of the wide aisles in order to reach counter Number Seven. It was a dandy stunt in that it got people to see what things the other counters—there are twenty-eight of them—had to offer.

Grab Boxes

Wegner's, London, Ont., devised an original way of disposing of a vast quantity of surplus small goods. A heap of these articles were piled into the middle of the window, surrounded by the 25c grab boxes. Each box was guaranteed to contain merchandise to the value of fifty cents, and one could buy as many boxes as she cared to. The element of surprise, tempted by samples of the kind of goods they would find, soon cleaned up the five thousand 25c grab boxes that were offered. Patrons were tactfully asked to refrain from opening the boxes in the store in order to prevent confusion. Liberal space in the local dailies was also employed to push the unusual offer.



Lattice Effectively Used

A handsome window showing the new shades for Winter in evening dress shades. The window shows a yellow lattice with lavender back drapes and Autumn foliage artistically employed. Shown by Doig, Rankin and Robertson, Ltd., Brandon, Man.



On View at Maritime Display

Handsome exhibit of Manchester, Robertson and Allison Company of St. John, which was prominent in the dry goods section of the New Brunswick Exhibition recently.

Are You Playing a Fair Game?

Time Has Come When Public Insists Upon Good Values—Don't Shirk Your Responsibility When It Faces You

Dry Goods Review has received an unusual request from a retail merchant. It is to administer a mild warning to the retail trade in general with a view to setting everybody on the right track. We have always had the interest of the retail trade at heart, and endeavored to help in all problems presented to us. At the present time we are more interested than ever in view of the abnormal state of affairs with which he has to combat and it is for the good of the trade in general and a few in particular that we venture to suggest a brief spell of introspection.

The threatened price changes are providing a topic of live interest to the world at large and also causing considerable concern in all quarters of trade. Are you as a retail merchant doing your part towards the stabilizing of unsettled conditions? Are you anticipating ways of meeting these changes fairly? Are you catering wherever possible to a trade that is demanding lower prices? Here is the point on which the fate of your business in the future hangs, according to those who are taking this thing seriously.

The public who have been paying abnormally high prices for a very long period are now commencing to think for themselves. They want their money's worth and they want lower prices, and if you won't see that they get them your competitor will. The public want to buy and they want value as they never wanted it before. The merchant who appreciates this fact is the one who will keep his custom. But he must be prepared to forego steep profits, and when the manufacturer makes the move the retailer must follow suit or the game won't be fair. A sane, honest business policy is the only one wanted to-day and small dishonesties will not be tolerated.

For instance: Dry Goods Review was recently told that a certain silk wholesaler had reduced a line from two dollars to one dollar a yard. A retail customer purchasing the silk at the new reduced price placed the silk on his counter at the old original figure, giving his customers absolutely no benefit from the wholesaler's substantial reduction.

Such practices as these are deplorable and unfortunately rather freely practiced by some members of the trade. There is nothing that will shake the public's confidence more quickly; and it is for his own good that the retailer should do all in his power at this time to avoid the loss of good faith on the part of his customer.

Another common practice is that of marking goods high and then offering them at a mythical "great reduction." Nine cases out of ten the firm selling the goods never expect to get any more than "the special sale price" at which the garment is sold. This practice encourages prospective buyers to hold off to see if a further reduction will not be made, and the reflection of this dishonesty is felt by the whole trade. Mark your goods with a fair price and stick to it. Don't cheat your customer because if you do you will soon discover that you are cheating yourself out of good business. Dry Goods Review has found very few "special sales" featured by the reliable merchants. They are all right at certain times of the year and as business getters in slack seasons, but as a general practice they are a detriment to the trade.

COPYRIGHT IN COSTUMES

In order to protect the new dress models and prevent copying, M. Isaac, the French Minister of Commerce, will introduce a bill which will prohibit the reproduction of sketches and photographs of costumes.

This will mean that photographers will not be able to take snapshots of mannequins displaying new creations at the races at Longchamps and Chantilly. Dressmakers have long complained that their models are imitated. Some fashionable women say that dresses which they imagine are designed exclusively for them are copied in a fraudulent manner.

The president of the Dressmakers' Association declares that photographers not connected with the press take photographs of dresses and do not sell them to newspapers, but to second-hand dressmaking firms, which are thus able to compete with first-class establishments. The dressmakers do not propose taking action against newspapers which reproduce portraits of society women or actresses wearing dresses created by them.

MR. JOHN MACDONALD ON ROAD TO RECOVERY

The many friends of Mr. John Macdonald, president of John Macdonald & Co., Ltd., will be pleased to know that the operation which he recently had to undergo has been eminently successful and that he is rapidly approaching the period when he will be permitted to leave the hospital.

Some New Mail Order Merchandising Methods

Large Chicago Mail Order House Adopts New Methods Which Make Possible Closer Relation to Consumer—Adopting Retail Methods to Compete with Retail Stores—Retailers Have the Advantage If They Make Best Use of Their Opportunity

THAT the old established distribution methods of mail order houses are due for a rearrangement in order to allow them to give greater competition to retail store trade is evidenced in the new methods being adopted by Montgomery Ward & Co., Chicago, which is now adopting a plan to deliver goods "from the store to the door" and an arrangement for lowering transportation costs. It is evident that the mail order houses are having difficulties of their own these days and the methods they adopt to overcome such difficulties are particularly interesting to the retailers, particularly in view of the fact that the mail order houses are introducing a number of the elements of retail store merchandising in an effort to establish closer relationship with their customers. In this field the retail store stands supreme providing the retailer makes the best of his opportunity. An interesting article on this subject in Printers' Ink is as follows:

"For some time it has been a commonly accepted fact that the up-to-date retail store—with the emphasis upon up-to-date—no longer need fear retail mail order competition. Manufacturers and jobbers, working through their service departments, have finally convinced the retailer that the catalogue house is by no means the all-devouring monster that it has been pictured. It has been pointed out, properly enough, that the mail order selling scheme has certain inherent weaknesses which will forever prevent it from cornering the country's retail trade.

"All of this is very good. Nevertheless manufacturers, jobbers and retailers will be making a costly mistake if they think that the mail order houses are not striving mightily all the while to overcome their handicap. They don't expect to run the retailer out of business, of course. But they are fully alive to their deficiencies in the distributing scheme and will leave nothing undone to correct them.

"This is well exemplified in the recent activities of Montgomery Ward & Company. When this concern was taken over by the United Retail Stores Corporation interests, advertising and merchandising experts shook their heads and wondered what the answer could possibly be.

"The answer now is becoming apparent.

"Montgomery Ward & Company are adapting retail store methods. They are getting closer to the people both in advertising and distribution.

"Chicago retailers were surprised a short time ago to hear that Montgomery Ward had opened "The Outlet Store" in a crowded retail district on the northwest side. Through this store the company will sell directly to the public surplus supplies of its regular mail order stocks. Advertisements announcing the opening said that the prices would be considerably below the catalogue quotations. The goods will be sold on the cash and carry basis.

"It is said this mail order house expects to establish similar retail stores in every city where it has a distributing branch and eventually the same system will be employed in good-sized towns generally. Naturally there is no way of confirming such a statement and it is being presented here for what it is worth.

"So much for what Mr. Whelan and his associates expect to accomplish in a retail way in the larger cities. And now for the smaller towns.

Delivery to the Door

"Customers of the house in various communities received circulars recently, stating that Montgomery Ward & Company had completed arrangements to deliver goods 'from the store to the door.'

"This plan not only gives quicker and better service, but lessens the freight charge materially. All the freight orders destined for a certain town in one day are shipped in one lot in charge of a local transfer company. Instead of being charged on the customary 100-pound minimum for freight, as generally is the case, the customer has to pay freight only on what his goods actually weigh. The transfer company then delivers the goods to the house for a small cartage fee, which is smaller than the customer would have to pay if he arranged for the delivery himself. Delivery service on packages up to 20 pounds costs 30 cents; up to 50 pounds, 35 cents, and up to 100 pounds, 40 cents.

"In making this readjustment of things, Montgomery Ward does much to eliminate delay and expense. The mail order people themselves have been foremost in admitting that it is tiresome to wait for shipments and a nuisance to have to arrange for their delivery. In the smaller towns especially this latter consideration is of moment. In some towns it is embarrassing for people to go or send to the station for goods sent in by a mail order house. They are perfectly within their rights and are doing nothing to be ashamed of. But they fear the criticism that comes from the 'buy-at-home' boosters. Ward's new scheme suits them much better. It is practically the same as ordering goods from a local store if one wants to forget about the unavoidable delay. And the delay is not so bad when one saves enough on the order to more than pay for that inconvenience.

Outlet Stores

"With 'outlet stores' in the larger communities and the home delivery system in the others Montgomery Ward seems to be going a good way toward meeting the retailer on his own ground. This is adopting retail store methods to fight the retail store. It bears out an assertion made several times to the general effect that it is folly for the retail store to try to compete with the mail order house by using a catalogue—that a retailer can win as long as he uses his store to fight mail order, but will lose just as soon as he gets into the catalogue end.

"Speaking of catalogues and their distribution, Ward has adopted some forward methods in this direction also. Instead of sending recent midsummer price lists through



For Fall Travels

Stanley Mills, Ltd., of Hamilton, used models and draped fabrics with success in this Fall opening window, which includes many splendid suggestions for a trip away at this time of year.



In Blue and Brown

This unusually good window owes its success to a fine sense of proportion and a pleasing color scheme. The garments, accessories and materials are all in Patricia blue and nut brown. Courtesy Doig, Rankin and Robertson, Ltd., of Brandon, Man.

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the mails as usual, it sent them in bulk to local representatives in some of the larger towns, who distributed them from house to house. The book consisted of about 100 pages. So far as can be learned it is not the intention to distribute the big general catalogue in this manner, as such would involve great advertising expense. But it must have been considerable outlay to distribute broadcast even a catalogue of 100 pages.

"Apparently lavish use of advertising matter, however, can be justified by results when it comes from a house like Sears Roebuck or Montgomery Ward. One theory behind the distribution of direct-mail advertising matter is that it should not be sent until asked for. When a catalogue has attained an advertising prestige like those of the big mail-order houses this rule can be interpreted with liberality.

"These new moves of Montgomery Ward & Company, while not particularly spectacular or sensational, are important in that they indicate an unmistakable intention to get out of the beaten paths of mail order selling and to cultivate relations with the people as much as possible like those enjoyed by the regular retail store.

"Only a lineal descendant of Saint Thomas can have any doubts as to the intentions of the mail-order houses to take every legitimate means of furthering their interests even at the expense of radical and unprecedented changes in operating method. The readiness of an institution like Montgomery Ward to break away from tradition ought to be an incentive to the retailer to do likewise. He will have to do it sooner or later, anyway."

NEW BUTTON FACTORY

Equipment for the new button factory to be established at Smith's Falls is being unloaded, and it is expected that the factory will be operated in less than a month. Mayor Murphy is president of the company and H. F. Shearer secretary-treasurer.

"THE FASHION" OPENED

A new ladies' and children's wear store has been opened at 304 Elgin Street, Ottawa, under the name of "The Fashion."

The New Way System



Operating under the old method, the salespeople must locate, bring down and uncover a carton for each style and price garment shown the customer.

The showing, therefore, is limited and the result is lower average sales checks.

This same condition applies to knit and muslin underwear, hosiery, and many other lines of the drygoods or furnishing goods store. It creates lost motion, limits the sales checks and otherwise limits the net profits.

If your store is like this—

you are wasting space — increasing your overhead — losing the time of your salespeople — giving poor service to your patrons and decreasing your profits.

The New Way System of store equipment will remedy these evils.

Let us explain.

JONES BROS. & CO. LIMITED

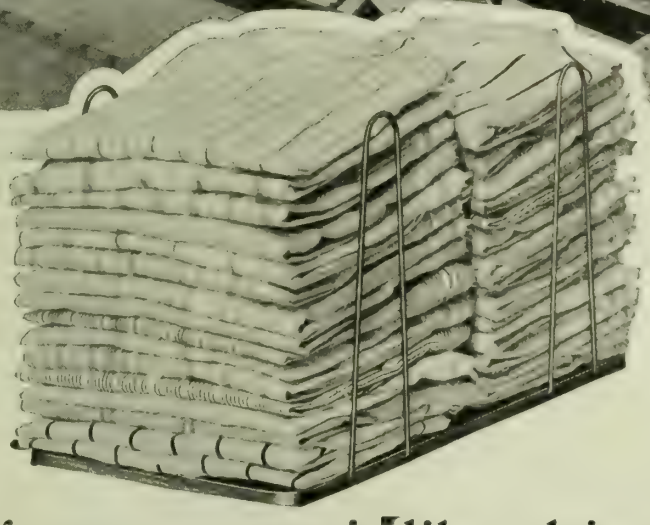
29-31 Adelaide St. W., TORONTO

In affiliation with and manufacturing under The Canadian Patents of the Grand Rapids Show Case Co.

The New Way System



The New Way Interchangeable Unit System eliminates lost motion and automatically forces the showing of more than double the average amount of merchandise in one-half the time, thereby materially increasing the average sales check.



With the New Way System, fewer salespeople can handle a much greater volume at a decidedly reduced cost in the various departments where the same principle applies. Note the comparisons pictured by the two views.

If your store is like this—

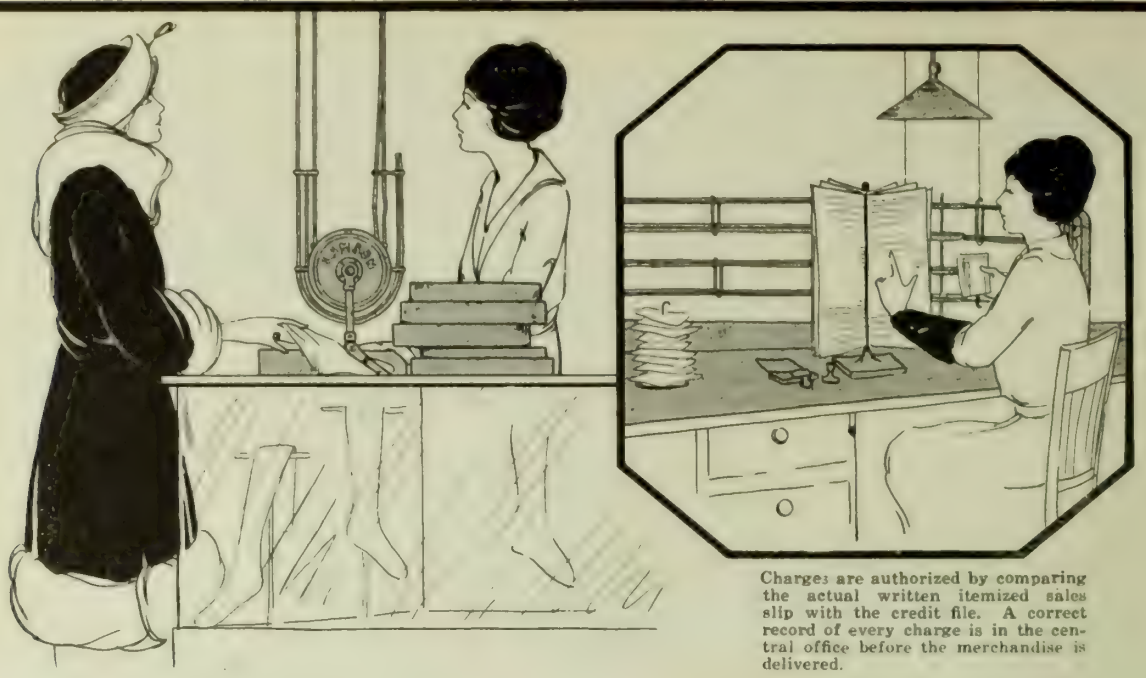
you are eliminating lost motion—reducing sales expense—increasing the average sales check—giving better service to customers and creating a better selling atmosphere with increased sales and profits.

The New Way System of store equipment will make these improvements in any store. Let us explain.

JONES BROS. & CO. LIMITED

29-31 Adelaide St. W., TORONTO

In affiliation with and manufacturing under The Canadian Patents of the Grand Rapids Show Case Co.



Charges are authorized by comparing the actual written itemized sales slip with the credit file. A correct record of every charge is in the central office before the merchandise is delivered.

When a customer says "Charge it"

Suppose one of your customers who has a charge account buys some dress goods which she wishes to take home with her. If your store is equipped with Lamson service, the charge is O.K.'d while the package is being wrapped. Your customer is not delayed, and you are sure that the O.K. is correct.

Your customer appreciates this quick, dignified service. She does not have to listen while her name is loudly called out, and probably repeated several times for an O.K. by telephone—a method not only annoying to the customer but dangerous to the store.

Lamson service sends the customer's name speeding to the authorizer plainly written on the slip, and there is no opportunity for a mistake on the O.K. Any error in figuring is checked at once, and can be rectified before the customer leaves the store.

Also, because every slip goes to the office as soon as the sale is made, every charge purchase is certain to go on the books. When charge slips await collection at various stations around the store, it is easy for some of them to become mislaid or lost before collection is made, the store suffering a corresponding loss.

Lamson service is best for cash sales, C.O.D., exchanges—every transaction is handled in one uniform way, with speed, accuracy, dignity and safety.

Ask any Lamson user in your town what he thinks of Lamson service. Here is what Lang Treacy Co., Ltd., Kitchener, Ontario, say about their Lamson system:

"We might say that we have had very satisfactory service from our Lamson centralized carrier system. We are very much pleased with the quick service we can give our customers, and the protection we get by having an accurately written record of every sale."

THE LAMSON COMPANY

100 Boylston Street, Boston, Mass.

Toronto, 136 Simcoe Street **Vancouver, B.C., 603 Hastings Street**

Lamson Speed Protection **IMPROVED** Flexibility Economy **Service**

Canada's Leading Display Fixture House

Those who realize the importance of an artistic and faultless finish in their Display Fixtures have long recognized and recommended

DALE FIXTURES

as

PERFECT

in every detail.

They are perfect because every effort in their Manufacture is directed to make them so.

Beautiful

DALE

WAX FIGURES

True to life—natural poses—will not crack—easily washed.

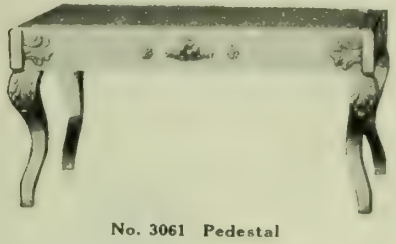
DALE

DISPLAY FORMS

of all kinds in the finest range obtainable.



No. 19-E—Dress Form



No. 3061 Pedestal

The name

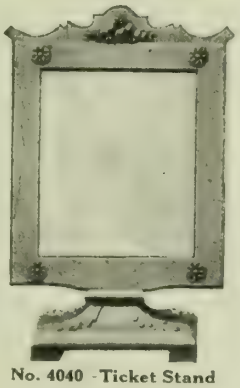
DALE

unfailingly warrants your confidence.

Agents:

P. R. MUNRO
259 Bleury St.
Montreal

E. R. BOLLERT & SON
501 Mercantile Bldg.
Vancouver



No. 4040 Ticket Stand

DALE WAX FIGURE CO.

LIMITED

86 York St., TORONTO



The Dalton

Adding-Calculating Machine

adds, subtracts, multiplies, divides, figures fractions and percentages; computes interest and discounts; cross-foots, tabulates, makes out statements and verifies invoices, making every multiplication and addition, figuring the discounts, printing the total and providing a complete physical audit.

It does all this with *only ten keys*

Anyone can use it. Even the selection of columns is unnecessary. The Dalton automatically places each figure in the proper column.

The scientific arrangement of the Dalton's 10 keys makes its operation by the touch method easy and natural. Touch operation means 25% to 50% greater speed in adding and calculating. It prevents eye strain and mental fatigue.

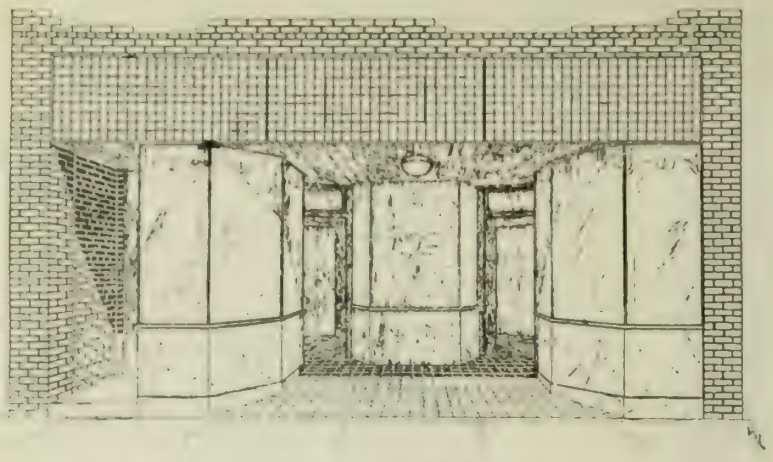
It will cost you nothing to have a demonstration—in your own office, on your own work. Or write—the folders contain facts about the Dalton which every business man should know.

United Typewriter Co.

Limited

135 Victoria Street, Toronto

And in all other Canadian cities



ZOURI

Safety Set

METAL STORE FRONT CONSTRUCTION

Stocks of Zouri Metal Store Front Construction are carried at:

HALIFAX
MONTREAL
OTTAWA
TORONTO
WINDSOR
WINNIPEG
REGINA
EDMONTON
VANCOUVER

A Zouri Safety Set Store Front

When you entrust your store front problem to us we give you what is best suited to your needs. You **do not** get a freak front designed largely to sell store front materials. We give you a **front designed to sell your goods**, the first requisite of any shop front.

Write for our Catalogue.

THE BEST PG IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

THE BEST PG IN GLASS

Window Displays on Delfosse



No. 2006
DRESS FORM, Finished in Flesh Color Enamel

FORMS & FIXTURES

add that touch of attractiveness that makes sales.

Do not delay your order for Christmas displays. Order to-day.

Immediate delivery.

Catalogue on request.

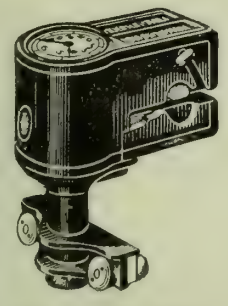
DELFOSSE & CO., Montreal
Office at: 247-249 Craig St. W.
Factory: 1 to 19 Hermine Street



No. 2009
NEW WAIST AND FINE SILK LINGERIES FORMS Finished in Flesh Color Enamel WON'T CRACK

$500.00 FOR A SLOGAN

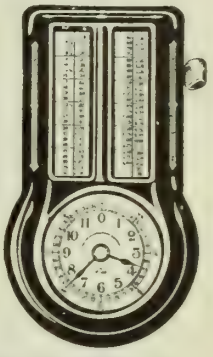
The Measuregraph Fabric Measuring Machine Has Proven Its Worth!



This is the Measuregraph. It measures the fabric exactly and computes the price in full view of the customer.

THOUSANDS of dry goods merchants use Measuregraphs to-day to eliminate what has been for years conceded one of the costliest leaks in the piece goods business—**overmeasurement.**

The Measuregraph Company from the beginning realized the importance of its trademark and watchfulness in that respect has fixed the name "Measuregraph" firmly in the minds of its users. So firmly in fact that merely mention "measuring machines" to a merchant now and he instantly thinks "Measuregraphs."



Top view of the Measuregraph showing the clock-like dial which indicates the number of yards and the price.

At first thought it would seem that this condition leaves little to be desired, **but**—we do not want the name "Measuregraph" to become a dictionary word, in short, a synonym for "measuring machine." Profiting by the experience of well-known manufacturers, the names of whose products have in just this way become the designations of certain types of commodities rather than the individual brand of the manufacturer, we seek now to avoid that condition.

Hence this contest! A contest to secure a slogan which in few words will clearly set forth that the name "Measuregraph" is **not** the designation of any and all fabric-measuring machines but **the name of the fabric-measuring machine made by this Company.**



Salesperson operating the Measuregraph

We are going to give $500 to get this Slogan—under the following conditions:

1. It must be brief, ten or twelve words.
2. It must be legibly written, each slogan on a separate sheet of paper.
3. It must be addressed to Contest Department, The Measuregraph Co., St. Louis, Mo.
4. It must be received in this office not later than Jan. 15, 1921.

Everyone is eligible and there is no limit to number of slogans any one person submits.

PRIZES:

First Prize $250.00 Second Prize $100.00 Third Prize $75.00
Fourth Prize $50.00 Fifth Prize $25.00

THE MEASUREGRAPH COMPANY OF CANADA, LIMITED

88 BAY STREET, TORONTO

St. Louis
New York
Boston
Chicago
Dallas
Atlanta

TRADE MARK
MEASUREGRAPH
REG U.S. PAT. OFF.

Minneapolis
San Francisco
Des Moines
Omaha
Havana



We Have Dug a Channel for You



through which you may reach the innermost points of desire in your customers without having to run foul of rocks and reefs of "The price is too high" and shoals of "Oh! have you no other models?"

Instead of having you constantly seeking a method to avoid these obstacles, we have prepared a line of

DRESSES AND SKIRTS

that, as far as the price is concerned, removes all objections that anyone could raise. They are priced so that you are able to dispose of them at a fair margin of profit and yet quote a price so low that it will cause the purchaser to direct her *future* trade toward your store.

We Have 2,000 Dresses and Skirts On Our Racks At All Times

awaiting a call for immediate delivery. They are prepared in designs that exemplify the latest trend of Fashion, and embody a distinctive exclusiveness.

Should you need an order rushed, just drop in at our showrooms and look over this large range.

They are made from the following fashionable materials:—

SERGES TRICOTINES TRICOLETTES
MESSALINES SATINS
GEORGETTES and CHARMEUSES

"We guarantee delivery on all orders placed with us."

The Art Cloak and Suit Co.
LIMITED

Wilder Bldg., 323 Bleury Street, MONTREAL

REPRESENTATIVES:

Ontario Showroom
Kent Bldg., Toronto
H. M. NASH

Quebec Showroom
Brunet Bldg., Quebec
R. DIONNE

Western Provinces
302 Hammond Bldg., Winnipeg.
W. J. COLLETT

Maritime Provinces
B. R. ETTENBERG, JR.

Montreal, C. ROSE

Do You Want a Sales Magnet?

THEN STOCK

CHAPPIE COATS

"Chappies" are made from the popular suede materials in the most up-to-date shades.

These coats are built for service and are fleece-lined and trimmed with fur.

Being "National Brand," the quality is the best and the style the latest, which features characterize all our garments.

We also have an excellent assortment of VELOURS, SILVERTONES, DUVETYNS and PLUSHES, and all other up-to-date materials, to which we call your attention.

Our travellers are out with this range, also our full line of Raincoats for Spring and Immediate.

National Rubber Co.
of Canada Montreal

Corner Bleury and St. Catherine Sts.

SALES ROOMS:

WINNIPEG - TORONTO



Front Lace, Back Lace, White and Flesh

CORSETS

Fascinate the Fastidious and Champion Comfort.

Faultless Finish and Distinctive Design Commend

"P.C." Corsets
RUST PROOF

These Correct Corsets have Long Life and are Admirably Adapted to every Type of Figure.

PARISIAN CORSET MANUFACTURING CO., LIMITED

QUEBEC CITY, Quebec

BRANCHES:

Montreal, 329 Craig St., W. Toronto, 76 Bay St.
F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.
GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland.
Western Representative: C. H. BUTLER, 24 Sylvester-Wilson Bldg., Winnipeg Man.

Montreal Prepares Lovely Gowns for Gay Social Season

ORIENTAL in their splendor will be the scenes presented in Montreal ball rooms this Winter when the new evening gowns now hung in the show-cases of the manufacturers are worn by their fortunate possessors, but soft must be the lighting to blend the colorful splendor of maid and matron. Here we shall see a riot of color reminiscent of Chu Chin Chow; for flame, orange, and rust, jade, cerise, periwinkle and brick red, as well as the delicate pastels — orchid, rose and sky, ocean green and apricot yellow, sometimes alone, frequently veiled or cunningly contrived with black laces and nets, are a few of the season's favorites. Bold attempts have been made to steal nature's daring contrasts and one frock displayed was like the setting sun in hue, overdraped with a cloud of purple to soften its brilliancy. Even black has lost its sombreness, though not its popularity, and dinner gowns shimmer and glisten with the sparkle of jet beads and sequins. Several makers still hold to the old stand-bys of delicate rainbow effects, mindful of the demand of the new shades upon feminine complexions; but these also conform to the prevailing mode, in the richness of their tinsel embroidery. Foundations of charmeuse are one of the season's features, draped either in georgette or delicate laces and nets, while a potential rival is the evening gown of panne velvet almost tailored in its severity with a huge butterfly bow in the back. Taffeta is also a popular choice especially in shot effects, that of a curious shade of blue and silver being particularly prized for its unique combination. Brocades and metallized tissue also add to the wide choice in fabrics. For the most part, lines are simple, and gowns depend for their originality on color and ornamentation, but bouffant pannier effects are still being shown for the debutante. Skirts are short and full when made of soft clinging materials, and many are shown caught in at the hem with elastic. Sleeves in evening dresses are a matter of taste, many frocks being without them, but even in dinner gowns, when these are much abbreviated, a compromise is frequently effected in the wing like angel variety.

Ruffles, tiny and demure are still in vogue, but by far the greater number of gowns are enhanced by trimmings of silver, gold and copper in beads, laces, ribbons, flowers and feathers, which are combined to obtain an effect of unparalleled richness.

Encrusted Panels

The popularity of beads is apparent in evening gowns, and some of the imported models shown to Dry Goods Review feature panels and tunics of solid jet or crystal beads combined with an otherwise very airy creation of tulle or silk net. Crystal bugles and rhinestones are used to embroider the slashed edges of a straight chemise gown of black georgette mounted on an underdress of cream crepe. The short sleeves are slashed from the elbow to the shoulder, the embroidery design being repeated.



Novel Embroidery

Taken from an old Chinese document reposing in one of the museums is the design employed on this charming navy blue pussy willow satin frock. The design is unusually effective in jade and henna.

Mother-of-Pearl

An entire long tunic of iridescent beads in shades of mother-of-pearl serves over orchid charmeuse to make an evening gown of distinction. The heavily beaded corsage reminds one of a fairy coat of mail, for whole single-bead strands attach the skirt of the tunic, in which the pattern has a lacy effect worked out by the use of different sizes of beads. An ostrich mount of strands of pale blue, pink and green on the left shoulder repeats the mother-of-pearl color scheme.

Flower-Like Frock

Flower petals form the basis of the idea for an evening gown of orchid and rose tinted satin charmeuse. The bodice is plain, long and pointed in front in mid-Victorian style, while the skirt consists of three tiers of flower petal flounces and on each petal a diminutive chrysanthemum is worked in silver. A cluster of velvet flowers of corn-flower blue is set at the left side of the waist line.

Not showing any particular novelty of cut, but very exquisite in design and coloring, is a frock of ciel blue taffeta veiled in black and silver shot net, heavily embroidered in silver motifs. A three-inch wide accordeon plaited frill stands out stiffly about the waist line and the same effect, doubled, flares about the armholes and forms an original and dainty finish. A tiny edging of periwinkle blue rosebuds encircles the round neck.

A dress that is simple in design but effective in coloring is an American Beauty taffeta with accordeon plaited over-dress superimposed upon a simple slip of silk net of the same shade. The plaited tunic however is arranged in spiral effect which greatly enhances the charm of the model.

Apricot georgette is the basis of still another charmingly dainty dance frock, which is cleverely draped in bouffant style and richly trimmed with a wide gold lace which simulates a tunic and is carried up on each side of the front and high across the back. A harem hem forms a soft finish to the skirt.

In talking with the manufacturers of the gowns described, Dry Goods Review learned that it is as yet too early to see the full range of samples which will later on demonstrate the gamut of the season's novelties, yet it is expected that the dresses already shown will find a ready acceptance with retailers, who will no doubt find that the coming winter festivities require more than the usual assortment of gowns for formal wear.

Prices, it is expected, will no longer be a discordant note in the otherwise joyous holiday season, and silks and georgettes will this season be within the reach of most buyers.

TWEEDS THE RAGE

An advice from New York comments: "Th fluffy-ruffly wisp of feminity appears to be a wee disregarded by Dame Fall Fashion, and it is her sturdy, tweed-clad sister that is getting the cream of attention. It's a fact that the huge wardrobe which this old sartorial Dame has hoisted upon the back of the world this year is about three-fourths full of sport clothes, and such raiment as is not typically sportish shows the sport tendency in line and color."

Notes From a Parisienne

The Main Features of the Modes as Viewed in the French Capital—More Natural Lines, and Saner Ideas Expressed in Dress—Modesty Again Encouraged.

Translated from "Femina"
Written by JEANNE FARMANT

HERE we are returning more warmly than ever to the chemise dress, the type which scarcely shows a waistline or else one which is placed away below its normal position.

The keynote of fashion to-day is length—everything is getting longer—waistlines, sleeves, skirts and, alas, prices are going higher in proportion. For the wave of lower prices of which so much has been said has remained invisible to the naked eye, and Parisiennes perforce must transform the frocks of yester year, or resign themselves to pay more for new ones. To tell the truth, those of last year are not very greatly out of style, saving only the 1830 panniers, the Louis XIII. style skirts, and the bustle of 1880, which the dressmakers tried so hard to inaugurate. The only dresses which will show a very visible width will be of a cut resembling the Second Empire, with skirt of more comfortable width, and all the accessories of ruchings, bertha and fitted bodice reminiscent of the gowns of our great-grandmothers.

The Draped Frock

It must be repeated, loose-fitting frocks are to be one of the important features of the mode. Undoubtedly the season of 1920-1921 will be characterized by this gown, designed upon natural lines revealing all the beauty of the figure without resort to artificiality. Such frocks, simple enough for day wear, will probably be draped when intended for evening or formal occasions, reminiscent of the princess frock of yore, but without any sharp folds and almost without any in-curve at the waist. The harmonious effect of a fabric seemingly draped without any visible sign of stitching gives to certain models a peculiar loveliness similar to the lines of antique draperies. Visibly, also, skirts are lengthening and ankles are threatened! A little more amplitude, but without any stiff effect, obtained by plaits, panels, etc., so well arranged that their presence is more guessed at than perceived, does away with the scantiness of the skirt, and in consequence makes it more enveloping and more comfortable.

Even with these longer skirts, it appears that high-cut footwear will be higher than ever, and who would dare say nowadays that fashion is inconsistent! For once in its history, it is rational and sensible, and proof of this statement is easily noticeable in the warm and protecting dresses designed for the winter which cover legs, arms and neck, and yet maintain their charm?

High Collars

Dame Fashion decrees high collars in military effect, quite tightly fitted to the neck; or collars after the 14th century style, loose and moderately high; fur collars which bury the chin luxuriously; big scarves which roll without pretension about one's neck, and also the newest of the new—big funnel-like collars rising to the ears and folding back in a voluminous roll, almost hiding the lower part of the face. There is a veritable *embarras du choix* among all the high collars depicted in the quaint colored prints of the middle ages and in the stained-glass of Gothic cathedrals. It is quite evident that the Moyen-age has had a perceptible influence upon the fashions this season. One has but to note the names given by the Grandes Maisons to their models to divine their origin, such as "Petit Page" or "Jeanne d'Arc."

Evening Modes Less Extreme

For evening wear, "decolletes" are much less extreme than they were formerly. Deauville has, of course, shown a fondness for backless gowns and even almost without bodice, but this tendency is regarded as the "swan song" of the extreme decollete. Frocks for evening wear, therefore, will be infinitely better designed, not alone from the point of view of decency, but much more from the viewpoint of symmetry, for nothing was so blatantly incongruous as those frocks with a voluminously bouffant skirt and a minimum of bodice.

Certain draped evening gowns are entirely without sleeves, but are more conservative as regards decolletage, the backless gown being quite absent. Grecian draperies suspended from the shoulders and softly draped about the figure give a good idea of the newest trend of line. Sometimes one shoulder is draped low on the arm, giving an irregular line which is quite seductive. The fashion of the time of the Second Empire, with its low-cut oval evening bodices, fairly high in front and behind, but disclosing the rounded curve of the shoulder and upper arm, is much in evidence already.



Sleeves

Sleeves provide one of the most striking variety notes of the season's fashion. It seems as though designers had at last allowed their imagination to run rampant, and in this domain, at least, had shown decidedly inventive genius. The Moyen-age type naturally prevails. One house is sending out long mitten-like sleeves covering the hand, or else rather full, supple styles, puffed into an elbow effect. Another displays a puffed elbow but a tight cuff. Still, all this fullness does not imply any particular trend, it is all subordinate to the underlying desire to accentuate the beauty of the arms just as the gown itself enhances the natural silhouette. This is the most characteristic point of the fashion of today.

One may also indulge in sleeves made of two fabrics and of two different colors; sometimes it may be a short sleeve, lengthened by a cuff in mitten effect or else a wide sleeve with a rather vivid and bold ornamentation embroidered in a contrasting color. Such ideas are superlative in value to dressmakers who would transform the gowns of last year!

Naturally the craze for the styles of the middle ages has had the result of popularizing slashed, puffed and slit effects and a thousand other fantasies. Certain evening gowns even show large sleeves of transparent material such as embroidered tulle or lace.

THE "GRIZZLY BEAR" CAPE

An advice from Paris says that the "grizzly bear" cape made its first appearance at the spectacular opening of the Paris season at Longchamps. It was apparent that the fashion arbiters of the Rue de la Paix have staked their all for the season on furs.

The "grizzly" model was worn by a bewitching mannequin and attracted more attention than the races. It consists of a single bear skin of a sort hitherto used solely for rugs. The front paws were crossed over the breast of the wearer and fixed with a gold clasp. The hind legs were fastened loosely just below the knee, showing the stockingless legs of the mannequin.

Rival dressmakers almost mobbed the girl, claiming that the fur was ridiculous and unpractical on account of its weight. The fur, however, has been specially treated to insure comfort.

Foster's Pour le Dernier Cri

Hamilton Boasts a Trim Little French Salon One Flight of Stairs Above King Street, Where Society Women Can Procure the Smartest of Parisian Creations Fresh From the World-renowned Establishments Along La Rue de la Paix—Atmosphere and a Superb Collection of All-French Models Makes Foster's One of the Most Unique Businesses in the Dominion.

SITUATED a short distance from the Royal Connaught Hotel in Hamilton is a business which has enabled this city to entice patrons from the most exclusive shops in the Queen City. Tucked in between two large stores on King street is a light oak door approached from the pavement by three or four trim steps. As a matter of fact the modest doorway might easily be passed by were it not for the magic word of "Foster's" written in neat gold lettering across the highly polished door glass and backed by a dainty marquisette curtain. To fashionable women this name conveys much. It pictures a room up a flight of stairs that is the nearest thing in Canada to the interior of a Paris couturier's; it also spells the name of an alert business man who has established in seven years what is recognized as one of the most unique shops in the Dominion with a patronage extending as far as its fame. In this establishment in Hamilton, Ontario, may be purchased at very possible prices, the ultra smart products of the world renowned Paris maisons. No model ever finds its way into the Foster collection unless it bears a French label —its official passport. The Foster business has to do strictly with imported models and these only when they have been passed as the last word in good taste, faultless design and perfect texture; for, although only the dress creations of the French designers are handled even these are passed judgment on by "Foster's" buyers and nothing that hints of the bizarre or ludicrously extreme is tolerated for a moment by this unique Canadian house.

"It is not that we do not think a great deal of Canadian made fashions," said Mr. Frank Foster, when Dry Goods Review visited his salons this month to view the newly arrived winter collection. "It is simply that I believed a business such as I have built up would have a strong appeal for women who wear imported creations and in handling French models exclusively we have established a precedent and catered directly to the requirements of our particular patrons without necessitating them to view models of an origin other than that which they desire."

Further discussing the individual character of his business Mr. Foster said:

"Everyone who comes to our show rooms comes expressly to see French models. We make it very emphatic that we do not carry any other creations, and



in handling French models exclusively I have been able to provide the required models to my patrons who have now come to realize that "Foster's will have just what I want if anybody has." This is the feature which we feel makes our business "different." If we carried models of Canadian or American design the business would at once lose its identity. As it is we have a unique reputation and only those who wish to view or buy original French creations patronize our rooms."

No Sales Clerks

To those who purchase their fashionable wardrobes in this smart establishment, however, there is more than the mere convenience of securing a French creation conveniently and at a moderate price. The personnel of the Foster organization has been very largely responsible for the establishment of a very wide clientele. There are no sales-clerks in the business. Every prospective purchaser—whether she be looking for a dainty Georgette waist or an elaborate theatre wrap — has the personal advice and attention of an expert. There are eight women in the business and four of these are experienced dressmakers with years of training back of their association with "Foster's." When a customer tries on a model it is fitted and inspected in detail by a woman who is thoroughly posted on all matters pertaining to dress. Her style and coloring is studied carefully and no model even though it does bear the stamp of a French genius leaves the Foster work rooms until it spells the personality of the wearer.

Woman Does the Buying

Another thing—Mr. Foster makes two trips a year to Paris but 100 per cent. of the buying is done by a woman, Mrs. French, his second-in-command, and widely known as one of the cleverest women in the art of dress creation in Canada. Mrs. French accompanies Mr. Foster on all his trips to the Spring and Fall showings in Paris and chooses from each collection as they are displayed on the mannequins at the first showings. Mr. Foster is himself a connoisseur in the art of dress but he purposely leaves the final decision with regard to all models to Mrs. French whose success in catering to Canadian women is recognized by all who have enjoyed her counsel in matters pertaining to their costuming.

Directly allied with Mrs. French and Mr. Foster in the Canadian end of the business is Miss Barringer, also recognized as one of Hamilton's foremost authorities on matters of fashionable dress. Miss Barringer's untiring efforts have done much to cement the bond between Foster's and fastidious fashion devotees. She is always eager to act in the role of hostess and delights in showing visitors about the establishment and introducing fascinated new comers to the beautiful and attractive creations which have won such an enviable trade for the renowned little shop on King street.

Encourage Inspection From Competitors

"It does not matter to me if people do just come to look about," stated Miss Barringer, to Dry Goods Review. "We believe that visitors who just drop in out of curiosity or interest will later return to purchase. We invite inspection and we do not discourage local or out-of-town modistes either, for there is no danger of a genuine French model being duplicated by designers here. We have been in the business a long time and we have learned in common with the rest of the trade that there is something about a French made creation that no one else can duplicate."

Studied Carelessness

The most startling feature of Foster's policy is the apparent unconcern with which these beautiful creations are exhibited—this too smacks of the Paris maison. In full view, within reach of all, and absolutely unprotected from "the elements" as they penetrate any

well built interior are models valued at many thousands of dollars. No special caution is practised in safeguarding the costly evening gowns, suits and wraps which repose on hangers, are thrown over the backs of polished chairs or flung across the arm of a French settee.

The Main Salon

Absolutely informal is the atmosphere of the main "salon" approached by the staircase from the street floor. The room has a north exposure giving splendid light and is simply done in ivory mahogany and soft green. Two handsome French mirrors are placed advantageously, mounted in heavy French gilt frames. On the ledges beneath rest such smart accessories as a jade feather fan, a hand-painted scarf, a pretty hair ornament, or a bead girdle. A circular leather seat occupies the centre of the room and straight mahogany chairs are placed here and there. The models themselves hang in the cream colored wardrobes which are situated on either side of the big north windows, or on polished rods right out in the room. Asked as to this manner of displaying such expensive merchandise Mr. Foster said:

"We do not believe in glass cases even for French models. Our seasons are necessarily very short and our models of a type that can rarely be carried over to the next season. We do not count on having any gown in the place long enough for it to get hurt by dust or handling. It is part of our policy to sell at a reduction any models that are in the rooms after the rush season is over."

Mr. Foster counts on a three months' season twice a year. He returned this Fall from Paris early in September. Directly after Christmas the special offerings will be made and the models on hand will be disposed of to make way for the Easter offerings.

So far this Fall there has been a splendid demand for evening and day-time dresses. The latter are shown on the first floor along as also are the separate waists. On the second floor—approached by a turned stairway of eleven steps modelled after a design employed by one of the best known Paris houses—are the suits, evening gowns and wraps, also a very unique collection of sports and top coats.

Equipped for Fittings

This second floor comprises a spacious show room with private fitting rooms situated in the front, done in the same tasteful style if decoration which characterizes the whole establishment. Fitting rooms are also situated at the back and these are splendidly illuminated by large side windows, while the front rooms are divided by low wood panellings so that the day-light illumination is not cut off from the main salon. Large mirrors of artistic design make this floor the scene of pleasing and ever varying reflections, for when the season is in full swing many are the gorgeous models donned by society matrons and charming debutantes, who parade up and down scrutinizing their images in the French mounted pier glasses until the gown of their choice is finally decided upon. All the fitting is conducted on this second floor and when models are viewed on the first floor those likely to be required by madame are carried to the next floor where she dons them for contemplation and, almost inevitably, for approval.

Evening Gowns

All that is chic and artistic in style as exemplified in the handiwork of the best French designers is reflected in Foster's present winter collection. Graceful, draped lines characterize the evening and dinner gowns which are developed in rich brocades, filmy tulles, real laces and rich fabrics, light and lustous; trains are much in evidence, one-sided effects are smart, trailing floral garlands in metals and vivid hues are new and tiny sleeves very frequently replace the unadorned shoulder straps of yester year.

Coats and Suits

Suits are smartly fitted and almost invariably fur trimmed when not strictly tailored in the English sense of the word; top coats are swagger in line, vivid in coloring and cosily inviting with their generous fur collars. Light creamy fawn is the shade supreme for the sports coat of jaunty knee length.

Blouses

Blouses are crepy and plentifully beaded, embroidered, embossed or embellished with some manner of dainty hand applied trimming.

Evening wraps are elegant and all enveloping with brow-high collars, wrappy folds and sometimes without any semblance of sleeves.

Daytime Frocks

Afternoon frocks and street dresses are charmingly straight of line and youthful in treatment. Hand work and braided effects to considerable depth—sometimes from hem to hips and on the entire bodice—are featured. Long waist lines and normal ones are favored. Dignity is echoed in every last model shown and the most conservative of women could not fail to appreciate the artistry embodied in each and every model shown in the collection.

DIES FOLLOWING OPERATION

Geo. B. Jones, senior partner in the firm of Jones & Robinson, of Brockville, died on the morning of September 9 following an operation. Previous to taking up residence here he was a well-known clothing traveller throughout Ontario. He was born at Belleville thirty-six years ago. He served throughout the war with the Canadian Field Artillery. C. W. Jones, manager of the Walkerville branch of the Dominion Bank, is a brother.

HOLT, RENFREW HOLD ELABORATE REVUE

(Continued from page 111)

Sports Types Featured

Other models displayed apparel of less formal nature, including the newest sports skirts of vividly striped woolens with fringed hems, worn with marvellous Swiss sweaters of fine wool or silk embroidered in colored raffia straw. Knitted hats to match and smart woolen hosiery and brogues completed the costume of these devotees of the country club.

Fur Fashions

On the stroke of four, another bevy of models occupied the runway and showed all the newest ideas in fur garments, including smart chokers, stoles, "caperines," wraps and coats in a wide range of skins, including mole, squirrel, Hudson seal, sables, mink, beaver and opossum.

Gorgeous Evening Gowns

Finally came the resplendent showing of evening and dinner gowns, wraps and furs, which featured magnificent brocades, velvets, spangled and beaded transparencies emanating from such houses as Callot, Landin, Rolande and Bernard. Some magnificent wraps of ermine and sable were also displayed.

A Velvet Model

Among the most interesting of the imported models was a gown of black chiffon velvet featuring a butterfly effect of cloth of gold upon the shoulders, also a panel-cape of the velvet falling below, and a sash panel of gold and black at the left front. This model was particularly striking. A purple satin slip was veiled with georgette in the same shade in looped panel effect "en traine" over a silver brocade bodice. A third creation of distinction was developed in mermaid effect in jet sequins over a plain charmeuse slip with narrow jet shoulder straps. A dance frock for a young girl was made of frayed frills of shell pink satin gathered upon a plain foundation in inverted effect, which although it conveyed an "upside down" impression was altogether chic.

After the last beautiful creation had made its appearance the performance came to a close by the singing of the national anthem, at the end of which the models mingled with the spectators and permitted a close inspection of the gowns so greatly admired.

Besides the models described, still others were on view in wall cases, each with a message from the world of fashion, which also added much to the interest of the "tout ensemble."

DARWIN'S CASH DRIVE

Darwin's, Sparks and Elgin Streets, Ottawa, are having a cash drive asking the public to subscribe $50,000 quickly and promise in return the greatest values ever offered by them to their many patrons.

Makers of Ready-to-Wear Dismayed

Claim This to be Season Without a Parallel in History of the Trade—Style Tendencies Improving, Good Qualities in Demand, But Retailers Slow to Purchase—Many Obstacles in the Way of Good Business, But Prospects Looking Brighter.

THE situation in women's ready to wear is somewhat complicated at the present time, one branch of the industry suffering from what may be termed an internal disorder while the rest is busy catering to a fickle and unstable public which may at any time cease to support it and thus create a disturbing industrial situation. In talking to several prominent manufacturers a representative of Dry Goods Review ascertained that it is especially with regard to women's outer garments that the situation may be described as critical, for, strangely enough, dress manufacturers are working steadily on the whole.

"This season," remarked one man interviewed, "is unlike any other in the history of the trade, and it is utterly impossible to give out any statements which would be applicable to the trade as a whole. We are all troubled by the same adverse conditions and cannot foresee just what the next few months will bring forth. We are forced to work on the latest styles each season, for the public apparently will not wear anything but what is novel and therefore stylish, and so we do not dare to manufacture each season's stock until just before the time when the goods are needed. This means that there are practically only thirty-two working weeks out of the entire year. If Easter goods could be ordered in advance after the manner prevailing in the men's wear market, say in October or November, instead of in January or February, even if only in staple lines, such a measure would immeasurably improve the conditions now existing. I would even suggest that retailers should get together and place their orders earlier and we could send our travelers out twice instead of only once, the first time with the staple goods and later on with the latest novelties. This, although expensive to us, would enable us to keep our labor occupied steadily and obviate the necessity of paying them for overtime.. Some factories here are running this season with an absolute loss of profit, for although there have not been any cancellations, yet there is only about one-third as many orders on hand. Now we read of a sensational drop in raw wool, and the question of Spring prices is going to be more of a puzzle than ever. Demands for wage increases that in ordinary times would be regarded as wholly unreasonable have been made again and again and are actually being made at the present time. The feeling appears to have been that the manufacturers were making money hand over fist and everybody should have his share, a bit more if possible. That spirit has had much to do in keeping prices high. Until its place is taken by a less selfish and short-sighted attitude the industrial organization will continue to be disturbed, and living will be hard for all.

"My message to retailers is to do everything possible they can to support the Canadian manufacturers who make a thoroughly honest garment in a style needed by the Canadian women, reflecting all the best style tendencies and workmanship at a price moderate in comparison with that asked in the American clothing centres. Canadian manufacturers are not profiteers by any means, and once the source of supplies is lost in Canada, retailers will be forced to depend upon a fickle market supply in New York, one which would take advantage of them whenever an industrial or financial crisis might occur."

A Splendid Array

Notwithstanding the quietude referred to, a visit to the showrooms of the majority of the makers reveals an altogether beautiful display of Autumn and Winter models, some of which are just finished, and reflect the most fetching features of the European fashion creations in a remarkably clever way.

It is indeed unfortunate that Dame Fashion should have chosen this particular season in which to launch her preference for fur trimmings upon suits, as the added expense has decided many women adversely.

Ask for Furless Suits

A tendency toward less elaboration is appearing in better grade suits as well as dresses, and to-day the demand seems to be for suits without fur. Several retailers state they have been requested to sell fur-trimmed suits minus the fur, the customer either having separate furs or desiring to reduce the price of the garment. The same holds true in separate coats. Models minus elaboration of furs are wanted and may be had at moderate prices. Buyers now returning to the market to reorder will be surprised to find conditions more favorable than when they placed their earlier enquiries.

Business will inevitably be stimulated as the Spring approaches, and no one will dispute the fact that plainer trimmings, straight lines, and an absence of garish, overloaded effects will not only find general acceptance but will prove to be more universally becoming to women, and in consequence, business cannot fail to benefit by the improvement.

Designers returning from New York state that all the large manufacturers there are busy on dresses, and many are the charming models brought back which are to serve as inspiration for future gowns adapted as deemed necessary to the needs of Canadian women.

New Styles in Fabrics

Fabric manufacturers have made greater strides in the development of really worth while materials than designers of costumes in thinking out line and silhouette. The latter continue to depend almost entirely on Paris for authoritative information as to silhouette and the major style features. The fabric manufacturers, on the other hand, are working out for themselves new colors and color combinations, new weaves, etc., and fabrics are playing an important part in these days in the costuming of women.

Satin weave silks and innumerable soft crepes in different weights and colorings are popular this season for both day time and evening frocks, and good quality material is in demand on all sides. Women have educated themselves to know values during the past few years. They know that a cheap fabric is not a bargain, no matter how well the frock made from it may look at first glance. In this connection it is interesting to note in passing that one house specializing in the better lines of dresses attempted to introduce a line of cheaper frocks this Fall with absolutely no results except that he has some 1,200 garments still on his racks. "Women," he said, "don't want cheap clothes; they want value, no matter what they pay."

The Straight Silhouette

With the question of silhouette bandied about from designer to designer it is interesting to note the published viewpoints of one of the leading style authorities. He boldly placed himself on record as believing that the straight line silhouette was the only one ever justifiable. He supported his views by the statement that as the human figure doesn't change from season to season, any attempt to change the lines of clothes designed for womenkind by attempting to mould a new figure with nipped-in waistline or bulging hips is the rankest folly. Style changes for ever in future, if this style authority is to be trusted, will depend upon color variety, novel ideas in the application of trimmings, the use of new and original fabrics, and so on, but the silhouette will remain the same. As a matter of fact the straight line has held the stage

for a number of seasons, defeating all efforts of designers to introduce bustle effects, hip flare and the nipped-in waist-line. It seems possible that, like the male of the species, women in future will clothe their bodies without attempting to change the figure nature gave them and will depend upon the selection of clothing to bring out their own natural best points.

For the Stout Figure

The very straight frock belongs distinctively to the very young, straight figure. The woman who has a mature developed figure possesses graceful curves that have been taken into consideration by designers. The woman who is no longer slim—the "stout" figure—has been especially catered to by several of the houses this season, and it is a noteworthy feature that these gowns embody all the latest ideas without appearing clumsily full or embarrassingly scanty, and furthermore are designed to bring out all the graceful lines of the large figure and conceal those that are less graceful. It is a well known fact that the average dressmaker seldom if ever succeeds in making gowns for this type of figure, and were it not for the growing facilities to be found in the ready-to-wear departments of the stores of to-day, the stout woman would indeed be in a sad plight. "Stylish stouts" should be just as important a feature of such a department as are the many quaint little models designed for "flappers" or misses.

Trimming Tendencies

The question of trimming and other style features is variously interpreted by the designers. Comparing their latest products with the originals, not long since imported from New York, one observes a more subdued note and an absence of violent color contrasts and garish metallic ornamentation. Canadian women are the final court of appeal in the matter of a decision as to trimmings, and the great majority are demanding conservative styles and medium-priced clothing of the best quality, as little conspicuous as possible as regards trimming.

There is no doubt that navy is still the color leader for street dresses, regardless of the fact that many lovely browns and blacks were displayed in shop windows at the beginning of the season. Navy is uniformly becoming, extremely serviceable, and a staple, so that it is not subject to style change. Hence its popularity.

Hamilton Retails Want Tax Abolished

Urge Increase of Sales Tax in Place of Unsatisfactory Method of Collecting

At a meeting of the Hamilton retail merchants held in the Chamber of Commerce on October 20, a motion was passed favoring the immediate abolition of the luxury tax of 10 per cent. and the increasing of the sales to retailers to a degree that would recompense the Government for any consequent loss of revenue.

Geo. H. Douglas, chairman, pointed out that in the first four months the luxury tax had been in operation total collections had amounted to only $2,676,-119. It was doubtful if the collections for a year would amount to more than $8,000,000. Mr. Douglas said it was a great pity that the Government was forced to disrupt business simply to collect a small tax revenue.

Total collections of the luxury tax so far amounted to only about 20 per cent. of collections for the sales tax. If the Government had put an additional half of one per cent. on the sales tax it would have got vastly more revenue than it has through the luxury tax, he thought.

"It is patent to everyone that the tax is not being collected as it should be," said Mr. Douglas. "An army of collectors would be necessary to enforce it rigidly. There are many evasions. Dealers split sales and resort to many other things to avoid paying. It is a discriminate tax, a detriment to the man who makes honest goods, and an advantage to the man who makes junk."

Gordon McLaren and Thos. Binkley, speaking for the jewelers, said they desired a turnover tax on sales. Copies of the resolution will be sent from coast to coast with the object of giving the movement such force that Ottawa will be obliged to take action.

REDUCING STOCK

A great effort to reduce stocks was undertaken by the Daly Company, Ltd., Sparks and Queen Streets, Ottawa, during the first four days of October. Advertising space in the local press, window displays and special folders distributed from house to house made the public well aware of the price reductions the firm were willing to make to attain their aim.

GOOD PROGRESS ON EATON BUILDING

An advice from Winnipeg states that work is progressing rapidly on the new T. Eaton Co. building on Donald St. The structural steel work is almost completed and the brick is now being la d on the sixth floor.

Canadian Fur Auction Sales in January

ALTHOUGH no definite date has been set for the forthcoming fur auctions, it is generally understood that they will be held in Montreal during the month of January, 1921. The exact day cannot be settled as yet until the results of the arrangements for the New York auction beginning January 17 are completed. An announcement will be made in November giving full particulars of the event which will be of great interest to the trade in all parts of the continent.

Just at present general interest is being expressed in the International Silver Fox Exhibition, which will take place in Montreal on the 24th, 25th and 26th of November next. This exhibition is being held under the auspices of the Conservation Commission of Canada, the Fur Trade Association, and the Silver Fox Breeders' Association, with the assistance of the Dominion Department of Agriculture, the provincial governments of Prince Edward Island, Quebec, Ontario, New Brunswick, and Nova Scotia, with the co-operation of the fur manufacturers and fur dealers of Montreal.

It is expected that from 150 to 200 foxes will be entered from Prince Edward Island alone. During the exhibition a meeting will be held to form the Fur Breeders' Association of Canada. This association will take over the management of later exhibitions, and it is proposed to hold a showing in 1921 which will offer prizes for mink, muskrat, beaver, and other fur-bearing animals which are being reared in captivity.

Regarding present conditions in the retail fur trade, it was stated to Dry Goods Review that although the weather has been very unfavorable yet on the whole business has been exceedingly good. According to the market chart given in the current number of the "Fur Age" business is quite normal in the larger Canadian centres, and Montreal figures are very encouraging to the trade, showing an increase of three to six per cent. over the sales recorded for the corresponding month of 1919.

Although the New York fur strike is still on and the present output of furs is only about 50 per cent. of normal, yet it is said on the best authority that the output has increased noticeably during the past two or three months, as the workers are not absolutely idle, the majority of them continuing their employment in the privacy of their own homes. No serious effects are therefore feared in the American market, and whereas no cheaper prices can be hoped for in the retail trade in the immediate future, yet it is thought that the topmost peak ha. now been reached.

New York Prepares for the South

Gotham's Citizens Return For the Festive Season To Buy Presents, Arrange Parties, and Prepare for the Winter Season in a Warmer Clime — Fashions Are Alluring and Graced With an Absence of the Extreme.

NEW YORK.—Although the weather continues mild and the country more than ever attractive, most New Yorkers are homeward bound, and though many plan to keep the country home open over the Christmas holidays, they are now seen in town at the hotels, clubs, restaurants and shops in large numbers, and plans are reported in the making of a brilliant winter season. Week-ends in the country will play a large part in winter festivities, and invitations are at hand for Thanksgiving and Christmas house parties. For these sports clothes, warm wraps and dancing frocks are purchased, including knitted frocks of plain wool and angora, rough heather mixtures in golf and equestrian suits.

All black, gray, and sand are the colors chosen for the wool one-piece dresses, as they make a good background for the popular bright scarfs. These are worn in all colors, not only with the wool dresses, but with afternoon frocks, showing like a blouse when the coat is open. At times they are very narrow, wound around the throat and drawn down at the sides with drops or fringe for finish at the ends. Many of the imported scarfs have bag and belt to match. For evening wear they are made of crepe satin in white and pastel colors and inset with lace motifs, or metal leaves appliqued on chiffon.

Dressmakers report that they are more than busy, and with the difficulty in procuring competent help are unavoidably late in filling orders. At many private establishments it is said that the importations were sold the opening week, and copies are not yet finished.

Red for All Ages

As the season advances and Christmas entertainments are planned, many dresses in shades of red are ordered. One afternoon model is in solid colored dull red with matching bead trimming, while an evening model in red velvet shows matching embroidery, and a narrow side train of velvet.

A red velvet wrap for a young girl is collared with ermine and linked with white. The smaller children have red velvet coats with trimmings of mole and ermine, and red crepe dresses smocked and shirred with French knots of floss or matching glass beads. This bright holiday color shows again when a petticoat is worn (of course this is seldom), and the dull Italian silk ones are general favorites, in all red, taupe and red, and black banded with red.

At the moment there are many children's parties in anticipation of all Hallowe'en, and their little frocks are quite as artistic as those of their elders.



Smocks are still in favor with the round neck and short sleeves. Both short and long waisted effects are worn, according to the style of the frock.

Fine Irish insertion trims the cotton, linen and silk dresses, and fine spider-web hand made lace is introduced in the voile dresses worn over colored slips. White silk hose with white kid slippers having French toes and many straps are worn, excepting when kid or satin ones matching the dress are preferred.

For the Bride of Winter

Designing for the bridal party has been popular this fall and many weddings have been made very charming this October through the attractive costumes created.

At one wedding charmeuse was used for both the bridal gown itself and for the orchid frocks of the matron attendants.

The bride's gown, ivory, in tint, had a court train with wide strip of point lace through the centre from neck to hem, lace trimming the bodice and forming wing draperies at the hips. The tulle veil gathered into a crown bandeau of lace was trimmed with orange blossoms. No gloves were worn, but orchids and orange blossoms formed the bouquet.

Four matron attendants preceded the bride costumed in orchid charmeuse. Draped skirts were combined with plain bodices trimmed in silver lace and side trains were of silver ribbon. They carried bouquets of orchid chrysanthemums. Four maids followed dressed in yellow charmeuse frocks made in the same manner, and carrying bouquets of matching yellow roses. All wore small silver lace hats with costume colored ribbons at the side, hose and slippers matching.

Among the gowns worn by the guests was one of peach colored crepe charmeuse, the short skirt gathered on the belt at normal waistline, and a low velvet bodice was cut in one with the train.

Silver brocaded satin and taupe net was seen with low fitted bodice and a wide skirt, draped with the net.

Many gowns of brocaded velvet, chiffon, satin and voile were combined with net and lace and trimmed with metal flowers or flowers made from the dress material. Skirts were short and wide, with hips closely fitted and belt at normal waistline. Here and there a pointed bodice of velvet topped a taffeta skirt, most elaborately embroidered in taffeta flowers and beads.

Trousseaux are well under way for the autumn brides, and the satin and charmeuse wedding dresses show varied treatment. Perhaps the most attractive model is with short skirt of tulle embroidered in seed pearls, and hung over the most diaphanous and clinging foundation. It is joined to the bodice under a fold of the satin, giving a straight, slender line. The neck is edged with embroidered tulle and tiny sleeves of the tulle are close fitting, the narrow satin train slipping under the fold at the back, and embroidered in pearls at sides and hem.

The journey gown of midnight blue duvetyn is de rigueur; a one-piece model has narrow plain skirt and softly fitted bodice with high band collar and wrist length sleeves, almost solidly embroidered in block design in yellow angora and black jet beads, a wide black satin ribbon sash with fringed ends encircling the hips. With this is worn a turban of blue duvetyn trimmed with clusters of yellow grapes, and a three-quarter coat of dark squirrel.

For Southern Climes

From the designing standpoint, as far as the manufacturer is concerned, the Fall season may be considered a thing of the past, and with orders still to be taken and delivered on Fall merchandise, the real interest of the dress world is centred on the developing of something new for those who will soon be looking for frocks to feature for the Southern season.

It is learned that already much has been created for the new season, and, while some houses are preparing to announce their Spring opening, others will feature a collection distinctly Southern, some combining the two as the styles interpreted for the Winter season in warm climates usually make the nucleus of the Spring showing.

There is very little said at this time about style for next season. Among those who have gone abroad for ideas,

some will return in the near future, while others will remain sending information to incorporate for Spring lines from the other side.

Elaborate Preparations

It is learned that some of the big houses are making very elaborate preparations for the Southern showings, with a large proportion of sports frocks and many dinner and evening gowns.

Some believe that the importance given to taffeta in the French style of last season and its ensuing success will warrant a following of the vogue for taffeta this year, and some hints from Paris indicate that this will be the case.

Others express the belief that the popularity of crepes, which has begun this season, will be followed with a great deal of crepe de Chine featured for Spring.

All those manufacturers who take a personal hand in their own designing are very busy with their preparations, but are loath to give any definite date for their showings, as they claim they do not themselves know just when their collections will shape themselves into complete lines.

Few Radical Changes

There seems to be small belief expressed that there will be any radical change in style lines for next season, many houses expressing the idea that lines will remain soft and to a great extent straight.

Most of the important houses are planning to show about the second or third week of November, although some express the belief that the larger demand for merchandise for Southern wear will not come until about the first of December. The houses which have set definite dates are very limited.

It is said that fewer people have gone over early this season in preparation for the designing for Spring models, but many are planning to go a little later, after the partial completion of plans for the new models or after the first showing.

The latter part of the Fall season was so promising and orders came in so thickly that it is believed by many this will augur well for next season, as many have cleaned up their stocks so that the Spring business will open with a clean slate.

After the Election

It is also believed that with the election over business will take a more normal turn, and it is further cited that some buyers will want their merchandise early, as they have not been able to get all they wanted this season.

It is said that the ivory toilet ware is more popular than the ebony this year, and at least two sets of the former sell to one of the latter.

New Luxury Tax Ruling Makes License Essential

Will be Collected by Stamps After November 1st—Wholesalers to Deal Only With Licensed Retailers.

ON November 1st, new regulations relative to luxury and other taxes will come into force.

One of the new regulations requires that wholesalers dealing in articles coming under the retail luxury tax must not sell to retailers unless the latter have their license. The number of this license must appear on all orders, and penalties are prescribed for any wholesaler violating this regulation.

Retailers and wholesalers selling articles which come under the tax regulations are required to purchase licenses from the Inland Revenue. The retail tax is $2 and wholesalers also pay this figure, with the exception of manufacturers making or wholesaling articles subject to the sales tax, the license fee for this class being $5. A penalty of $1,000 for neglect or refusal to take out this last tax has been set.

Collection by Stamps

The luxury tax is to be collected by means of stamps, which may be secured from the department, all customs offices or from the banks. This section reads as follows: "Vendors selling articles subject to luxury tax are required to furnish the purchaser, at the time of sale, with a voucher or sales slip representing such sale and showing the tax as a separate item. Before delivering such voucher or sales slip to the purchaser the vendor must affix to such voucher or sales slip a stamp or stamps of the requisite denomination sufficient to cover the tax payable upon such article. The vendor must cancel the stamp or stamps after they have been affixed to the voucher or sales slip by means of an authorized perforator in such manner that the cancellation is entirely surrounded by the outer edges of the stamps."

The penalty provided for any retailer failing to affix these stamps and to duly cancel them or neglecting or refusing to pay the tax is a fine not less than ten times the amount of duty not paid, with a minimum fine of $50 for each offence.

The perforators required will be issued, on loan, to merchants by the department, through collectors of divisions, and the merchant will be required to furnish a receipt. This receipt is to contain the serial number of the perforator, an acknowledgment that the perforator is the property of the department and an agreement to return the machine when not further needed.

Must be Ready for Inspection

The sales tax is collectable at the time of sale by manufacturers, wholesalers or jobbers on importation. This tax must be forwarded to the collector of the division by the last day of each month. A total amount of sales and tax accompanied by an affidavit of the dealer or a certificate from a chartered accountant or independent auditor will be accepted. Sales by manufacturers direct to retailers or consumers are subject to a sales tax of 2 per cent., and to wholesalers or jobbers, or by wholesalers or jobbers, to a tax of 1 per cent. Importations by manufacturers, wholesalers or jobbers are subject to the sales tax of 1 per cent., except when for their own use, in which case the tax is 2 per cent.

(Continued on page 175)



Stanley Mills Opening

Mannequins paraded the ready-to-wear department in smart importations at the September Opening in this up-to-date Hamilton departmental store. The floor was roped off to form an enclosure for the occasion.

Secret of Henry Ford's Outstanding Success

It is Based on Salesmanship Rather Than on Manufacturing—Important Lessons for Canadian Manufacturers—A Great Merchant as Well as a Great Producer.

THE editor of the New York Sun shatters accepted theories and thereby shocks his readers by a habit he has of doing his own thinking, of leading not following the public, and making his own analysis of conditions. When the press and public of the United States were enthusiastically and thoughtlessly happy over the enormous business coming to them for steel and other material for a war-devastated world, that paper burst the bubble by showing that there was more steel in an ordinary New York skyscraper than would rebuild the whole damaged area in Belgium and France.

If we were to ask the why of Henry Ford's super-success there would be a hundred per cent. reply that it was entirely due to his ability as a manufacturer.

The Sun editor, applying the analytical test, finds that the great, unthinking public is again wrong. Instead he shows that Mr. Ford is primarily a great salesman or merchant, that he was forced to develop his wonderfully efficient factory to supply the demand made by himself as a merchant. The "Sun" says:

Henry Ford Points the Way

Henry Ford is both a great manufacturer and a great merchant. He could never have become the great producer he is if he had not been a great merchant. It is because Ford is the outstanding genius of the automobile world as a merchant that he has become the outstanding genius of the automobile world as a producer.

The Ford automobile is primarily what it has come to be because Ford had greater genius than any of his competitors in the distribution of his car. With the price right and his selling organization right the production of his car became a matter of ways and means of keeping up with the demand. And as the output increased the cost of production decreased, and as this decrease in cost was deducted by the great merchant from the selling price the demand automatically increased.

In his early days Henry Ford was a mechanic at the bench. It was as a mechanic that he dreamed out the now world-famous Ford car. He had never been a merchant, had never fancied that he was endowed with the qualities of a merchant, though is was as a merchant that he was and is nothing sort of a genius of the first order.

And now he has given us fresh evidence of his vision as a matchless distributor of the products of his mammoth workshops in the drastic slashing of prices to pre-war levels. In this stroke Henry Ford has pointed the way for all other producers, all other merchants. The country is headed for lower prices, pre-war prices or prices thereabout.

No man, no body of men, no association of interests working in collusion or corporation, however gigantic, can hold up these unnatural and exorbitant war prices. What Henry Ford has done in his far-reaching vision other men must do or they cannot survive.

A review of the successes and failures in Canadian manufacturing confirms The Sun. Walter H. Cottingham, probably our outstanding present-day success, developed and acquired the largest paint and allied factories in the world to fill the demands created by him as a merchant.

Senator Nichols was induced to take over and direct the destinies of the General Electric Co. and allied interests because as a merchant he had created his own market for electrical products in Canada.

Sir George Foster, our Minister of Trade and a member of the Imperial Trade Commission, expressed this view in 1914. He said the commission had found in Australia that German trade was growing steadily because the Germans were better merchants. Their superior salesmanship was overcoming the handicap of the superior quality of British goods and the strong national sentiment that extends throughout the Empire in favor of the British manufacturers.

Canadian manufacturers are in a less fortunate position than they of the Mother Country. The latter have well organized plants, trained workmen and established connections. The majority of men at the head of Canadian industries have worked up from apprentice boys. They have had to build new organizations and train workers. It has been a mighty strenuous career. Neither the thousands of employees nor the country as a whole appreciate what we owe these pioneering executives. But their thoughts have been on production and they love their factories and their employees. They have neglected their accounting and merchandising departments. The Sun's editorial suggests a new thought to many, and a very timely one. We must give more attention to selling our products at home and abroad. In this way only can most of us hope to keep our workers and plants running full time.

But salesmanship means more than taking orders. The buyer must be able to pay. The products must be what he wants, and what he orders; and our service must be prompt, reliable and satisfactory in every way. That it has not been is shown by the persistent complaints of our late Overseas Commissioner, Lloyd Harris, and many of our local Trade Commissioners. But it can be made satisfactory.

Downward Trend of Prices is Not a Recent Development Only

THE downward revision of prices continues to be the factor dominating the general business outlook. The movement is a natural and inevitable corrective of the unstable condition created in the previous period of rising prices, reckless public buying and widespread speculation. Falling prices are not a recent development. Before the close of 1919 the prices of a number of important commodities had begun to decline. By the spring of 1920 a definite downward trend had been established. Since then the movement has been accelerated, until within recent weeks it has forced general recognition that the period of excessive buying at rising prices has definitely ended. Business must now go forward on a lower price level. This readjustment cannot be effected without embarrassment in individual cases. It will be effected, however, without serious general results by reason of the inherent strength of the credit situation and the assured co-operation of the banks with business, says the National Bank of Commerce.

The banks are amply prepared to finance business while it is working out a more normal basis of operation and a stable level of prices. This process will require the employment of a large volume of credit. Inventories cannot be disposed of abruptly. In many lines, owing to general indisposition to buy, their liquidation must be effected very gradually. Meanwhile, they must be financed. The long run effect of the downward price movement, however, will be to ease the credit situation. The freedom from disturbance with which the readjustment is effected depends largely on the willingness of business to recognize the changed conditions.

Stabilization on a new price basis does not involve a return to the prewar price level. For nearly two decades prior to the war, prices had been rising steadily. On economic grounds this rise might reasonably have been expected to continue, had there been no war. The actual level at which prices will be stabilized can only be worked out gradually on the basis of actual transactions over an extended period.

NEWS OF THE TRADE

TWO OR THREE THINGS THAT THE CANADIAN EXPORTER SHOULD NOTE

CANADIAN exporters are making a great mistake in several methods employed in trying to develop business with Old Country concerns. One of these is calling for settlement in New York funds, another is in not sending goods on consignment to reputable houses, and the third, and most important, giving quotations f.o.b. some factory or siding in Canada, rather than c.i.f. at some point in the United Kingdom. J. V. McKenzie, late trade commissioner to Glasgow, drew attention to these when discussing the matter with Dry Goods Review.

"There were many letters of protest received at my office in regard to Canadian firms asking for and demanding settlement in New York funds," he stated. "The British houses cannot understand it, and they look upon it as an attempt on the part of the Canadian to pinch off a little extra in the way of exchange. It is resented by British houses on the ground that it makes Canada look like an appendage, recognizing New York, rather than Montreal, as the basing point for their currency quotations.

"The matter of quoting c.i.f. is of real importance," continued Mr. McKenzie, "and it is a matter that can hardly be emphasized too strongly. I remember coming across one case where a manufacturer who packed his product in bags of some sort sent a quotation to a Scottish house giving a price f.o.b. his factory, which was near Ottawa, and stating that bags and cartage were extra. In order to find out what that price really was laid down in Scotland the dealer there would have to find the price of bags in Canada, the price of hauling the material from his mill to a siding, the freight rate and other charges he might have to pay, and then the tariff for ocean charges. All that information could be secured by the Canadian manufacturer. He should have it at his finger's ends, and no doubt has. When he makes a quotation, stating his price laid down in a certain British port, then the British customer knows what he has at once, and it may go much farther than some people think in influencing the final placing of the order. Just imagine the position of a man in some Scottish centre who has quotations from half a dozen firms, all in different countries, and all quoting f.o.b. their own factory or their own siding. It would take days of his time or the time of his staff in digging up all the tariffs and even then he would not know what ocean rate he might get. Canadian exporters could well make a point of getting all these rates well in hand, so that they can quote c.i.f. any of the leading ports, just as readily as they can give a figure now f.o.b. their own factory. It would be a great piece of work and it would pay handsomely for all the trouble."

The New Ribbons

Fashion's preference for elaborate ornamentation, sumptuous fabrics and brilliant color expresses itself with particular emphasis in the new ribbons.

The present vogue for Oriental design finds expression in some of the most gorgeous ribbon novelties. There are splendid broad effects, wide, like piece goods, on which may be seen wonderfully faithful reproductions of the classic designs of ancient Egypt, Greece and Rome, vieing with the equally ornate motifs of China and Japan. Some of these are richly interwoven with metal thread (gold, silver or copper), or show magnificent raised designs of metal on brilliant satin grounds in jade, cerise, blue, coral or black.

There are cashmere designs from sash to half-inch widths, in the weaving of which as many as eight contrasting tones are employed, and wonderful new striped ribbons in the softest and most delicate color blends, and in satin and faille weave.

An ultra-smart novelty shows a most effective moire watering in silver or gold on a background of one of the new rich evening shades, while in another a Paisley design in pale Oriental tones appears like raised on a ground of black, sphynx blue or deep brown metal-shot silk.

The Japanese designs of large roses, sprays of wistarias, chrysanthemums and cherry blossoms are very ornate, but not more so than the lotus, azalea, scenic and dragon patterns in rich gold or soft blue and rose tints furnished by China, or the really exquisite bird, scarab and lily motifs that may be found in the lovely wide ribbon novelties inspired by Egypt. The variety is immense, and these ribbons are as desirable for dress ornamentation as for millinery use, and a small quantity of them will go very far.

In narrow ribbons the latest French novelties show graceful arabesque and scroll designs, also all sorts of geometrical figures, developed in brilliant tones and beautifully soft weaves. In some of them the edges are finished with a narrow metallic border, which greatly adds to their smartness. Others have picot finish, or are edged with a diminutive checkerboard design in two contrasting tones.

A smart trimming effect is accomplished by two kinds of ribbon, one orchid, the other black, twisted together around the crown of a hat, the ends falling over the brim in a flat bow and a confusion of fringe.

Ruffles, made not only of the wide ribbon fringed to half its depth, but also of narrow ribbon in black satin or navy on a hat of the same shade, are new. Another variation is a mixture of satin and metal well adapted for ruffle making. The pleats of these ruffles are regular and in some cases they make them look like cotillon cockades planted round the crown. Jeanne Duc employs the narrower type of ribbon for these cockades a trifle wider than ordinarily used, however.

A new type of ribbon is of silk plush, not close-cut like velvet, but with a long pile, looking somewhat like Venetian spun glass.

GOVERNMENT CONTROL ENDS

Government control of the Australian wool clip has been ended, and next month the product will be bought and sold on a commercial basis. A recent U.S. consular report gave the accumulation of wool in Australia at 1,300,000 bales, practically all of which represented a surplus supply. The thing to be expected is that, as in the case of the wheat market, a heavy supply will bring a moderation in price; and cheaper wool should in time bring cheaper cloth and cheaper clothing. It takes many months, however, between the time the wool leaves the sheep's back and the time that its product is ready for that of the human.

NEW LUXURY TAX RULING

(Continued from page 173)

Importations by retailers or consumers are subject to a tax of 2 per cent.

The new regulations provide that the books and records of manufacturers, wholesalers or jobbers must be open at all times to examination by Government officials, and that the return or sales taxes will be audited by the department as frequently as is deemed necessary. All such vouchers, books or records must be kept for at least two years by the dealer.

BRITISH TRADE NEWS

British Trade Fairs Have Been Planned for 1921

Attendance Restricted to Bona Fide Trade Buyers—Only British Manufacturing Firms Are Allowed to Exhibit—List of Lines to Be Allowed at the Various 1921 Exhibitions.

THE three fairs, although held in different cities (London, Glasgow, and Birmingham), are, in reality, only sections of one fair, and together constitute the greatest trade fair in the world.

The London Fair is directly organized by the Imperial Department of Overseas Trade on behalf of the British Board of Trade, while the fairs in Birmingham and Glasgow are organized by the municipalities of the respective cities under the auspices and with the support of the British Board of Trade. An important point in the organization of the three fairs is that they are held practically concurrently, and that each fair represents a specified group of industries. No industry is permitted to exhibit at two fairs, and consequently the buyer knows that at whichever fair he may be visiting he will find the whole range of exhibitors in any particular trade or trades. Further, by careful arrangement of the dates of the sections it is made easy for him to visit all three should he wish to do so, for while the London and Birmingham fairs run concurrently from the 21st February to the 4th March, the Glasgow exhibit opens a week later, on the 28th February.

The British Industries Fairs are not exhibitions. They are trade fairs, to which admittance is restricted to bona fide trade buyers seriously interested in the participating trades. Only British manufacturing firms are allowed to exhibit, and no exhibitor is permitted to exhibit goods other than those of his actual manufacture. The result is that buyers who visit the fair know that no articles shown on an exhibitor's stand can be purchased elsewhere in the fair. Exhibitors are also able to give proper attention to the buyer, and the buyer is able to do his business unhampered by crowds of sightseers.

The following articles will be exhibited in London (February 21 to March 4):

Fancy Goods, Including Travelling Requisites and Tobacconists' Sundries

Leather for fancy goods, bookbinding and upholstery trades; brushware; paper, stationery and stationers' sundries; printing; toys, games and sports goods; cutlery, silverware and electro-plate; imitation jewellery and hard haberdashery; jewellery; watches and clocks; spectacle ware; scientific and optical instruments; glass and glassware; china and earthenware; drugs and druggists' sundries; furniture; basketware and cane furniture; musical instruments.

In Glasgow (February 28th to March 11th) the sections are: Textiles of all descriptions; ready-made clothing, including hosiery; hats and caps; boots, shoes and gloves; carpet and upholstery materials; foodstuffs (prepared and preserved) and beverages; chemicals (light and heavy); domestic chemical products.

The Birmingham (February 21st to March 4th) sections are: Brassfoundry of all kinds; hand tools and tools for use on machinery; hollow-ware; cooking and heating stoves; mechanical rubber goods; tubes and fittings of copper, lead, brass, steel, etc.; non-ferrous metals and alloys in all forms, such as ingots, sheets, rods, wire, etc.; metallic bedsteads; metal furniture for office, shop, garden and camp; sanitary metal-ware and earthenware; architectural and ornamental metalwork; scales, balances, etc., and measuring appliances; general hardware of all descriptions, including nails, locks, domestic utensils, etc.; perambulators, mailcarts, pushcarts, etc.; firearms and fishing tackle; machinery belting; cycles and motor-cycles; accessories for cycles, motor-cycles, cars and aeroplanes; paints, colors, varnishes, etc.; ropes (wire and fibre); saddlery and harness, and metal furniture for same.

Buyers from the Dominion who wish to visit the fair should apply as early as possible to the nearest British Trade Commissioner, from whom they will be able to secure full information. Their names and addresses are:

Captain E. J. Edwards, H.M. Senior Trade Commissioner, 248 St. James Street, Montreal.

F. W. Field, H.M. Trade Commissioner, 260 Corporation Life Building, Toronto.

L. B. Beale, H.M. Trade Commissioner, 610 Electric Chambers, Winnipeg, Manitoba.

On their arrival in England it would be to their advantage to communicate at once with the secretary, British Industries Fair, 35 Old Queen Street, London, S.W.1, England, or, should the fair have commenced, at the White City, Shepherd's Bush, London W.14, England.

Full details of the Birmingham Fair may be obtained on application to the General Manager, British Industrial Fair, Chamber of Commerce, 95 New Street, Birmingham, England.

For the Glasgow Fair, enquiries should be addressed to J. M. Freer, Esq., Kelvin Hall, Glasgow, Scotland.

WILL TOUR CANADA EN ROUTE TO AUSTRALIA

Mr. John Hayes, of H. L. Wild & Co., Manchester, is on a visit to Canada, accompanied by Mrs. Hayes and is at present in Montreal. The firm, who are shippers of dyed flannelettes, their specialty being the Vaalette brand, are represented for Canada by Mr. George H. Napier, 417 Coristine Bldgs., Montreal. Mr. and Mrs. Hayes contemplate crossing the Dominion, making calls en route and expect to sail from Vancouver for New Zealand and Australia.

POSING AS REPRESENTATIVE!

A Mr. F. W. Clarke, claiming to come from the National Trade Press, Ltd., of London, England, publishers of The Drapers' Organizer, The Footwear Organizer, The Furnishing Trades Organizer, and The Organizer, has apparently been canvassing the wholesalers and retailers of these respective trades, soliciting advertising and subscriptions. The National Trade Press, Ltd., states that Mr. Clarke has absolutely no connection with the National Trade Press.

BRITISH INDIA IMPORTS JUMP

Importations into British India for July, 1920, rose to 28,000,000 pounds as against 15,000,000 pounds for July, 1919, and 9,000,000 pounds in 1914. Among the chief articles of increase were fabrics, thread and cotton yarns. Exports amounted to 20,000,000 pounds in July, 1920, as against 28,000,000 pounds in July, 1919, and 13,000,000 in July, 1914.

FUND FOR MUTUAL INDEMNITY PLANNED BY LONDON STORES

London.—West End stores are arranging for mutual indemnity bonds to cover profits and losses by industrial unrest, strikes, etc. The fund will probably total £250,000 annually.

BRITISH TRADE NEWS

Canada Eager to Increase Trade With Great Britain

British M.P. Scores Old Country For Neglecting Splendid Opportunities in the Dominion—U.S. Getting the Benefit of Canadian Market.

LONDON.—The Hon. Gideon Murray, M.P., who speaks from much experience and knowledge of conditions in the Dominions, in a newspaper article takes Great Britain seriously to task for failing to grasp her opportunities for the promotion of Empire trade. Complaints, he says, are being made with almost alarming frequency that the Dominions are unable to obtain from this country the goods which they require, and which they say we ought to be in a position to supply as we did in the past.

Our overseas dominions are sending demands for far more than their normal pre-war supplies, and we are not meeting their requirements. They feel that they are being forced into the open arms of America and Japaan.

They are very emphatic in their view that they wish to buy from Great Britain anything they cannot produce themselves. "In this respect," continues Mr. Murray, "the case of Canada is particularly interesting. Canada is unswervingly loyal to the Motherland, but she is being placed in a position which will severely test her staunchness.

America is Envious

"America has envious eyes on her trade and she is getting it; of that there can be no doubt. There are now some 500 branch houses of American firms in Canada, and it is alleged that another hundred at least are carrying on negotiations. Canada is frankly perturbed lest she should have to become dependent on the United States of America.

"Her requirements are large and they are constantly increasing. She will welcome practically anything we can send, but she is particularly anxious to get textiles of all sorts, wools and cottons, hardware, and machinery.

"Western Canada differs in respect of its imports from other ports of the Overseas Dominions, in that it is the easiest of all foreign markets for the United States manufacturers to enter. The requirements are very similar to those of the Western United States to which it is antiguous. Goods manufactured in the United States as suitable to their market and methods of business are very similar in Canada and the United States.

In Staple Lines

"In staple lines of textiles the United Kingdom products are suited to Canadian wants, and in the large branch of industry the United Kingdom can, with circumspection and energy, no doubt retain her pre-war status.

"In other lines of products, however, the United Kingdom will not need to make more strenuous efforts than heretofore to obtain a substantial share of Western Canada's trade. This applies particularly to all metal products, such as farming and general machinery for all kinds of industries, also to the better class of hardware. In these lines the United States enjoys at present the bulk of the trade.

"The time will come sooner or later—probably sooner than later—when the United Kingdom will need every order that can be obtained. British manufacturers will then be glad of reliable business connections previously made in Canada and in the other overseas Dominions, where trade is likewise expanding at rapid rates."

British Reports on the Cotton Situation

Sir Charles Macara, in the Manchester *Guardian*, Describes Causes of Present Conditions in the Market.

SIR CHARLES MACARA, commenting on the causes of present conditions in the cotton market in a recent issue of the "Manchester Guardian," says:

"There are several causes. In the first place it is due to the Government's mistaken policy with regard to the restriction of credit, together with the increase in the excess profits duty and other burdensome taxation. Instead of encouraging enterprise the effect of the Government policy has been to stifle it. The prevailing industrial unrest is another point. This again is the result of the interference of politicians in industrial matters which they do not understand. It is this which is mainly responsible for the present unsatisfactory relationship between capital and labor. Another cause is the violent fluctuations in cotton and other commodities, and the manner in which these fluctuations are recorded in the public press, falls in price being exaggerated and rises slurred over, so that it is utterly impossible outside the ranks of the cotton experts to arrive at the real meaning of things.

Public's Mistaken Expectations

"The effect of a change in the price of the raw material is not visible in actual goods for several months, owing to the time that elapses before the raw material becomes the finished article. At the present time this period often extends over a year. The coarseness or fineness of the fabric, of course, has also to be considered in connection with the raw cotton. The finer the goods the less effect has the price of raw cotton upon the finished article. The growing of cotton has been greatly affected, like all other industries, by high wages and increased cost of fertilizers, transport, and other things, and it is not conceivable that prices can be any other than high for some years. Any possible drop in the price of raw material would be counter-balanced by the universal increase in wages through all the processes in which the raw material has to pass. The cumulative effect of these increases is very high.

"Another point has also great influence. The means of converting the raw cotton into textiles have, of course, been greatly curtailed by the war. The recent statistics of the International Cotton Federation gave an estimate of 16,000,000 spindles as being "idle," but it seems to me also that much machinery is running for a limited number of hours, especially in Continental countries, not more than a quarter of the normal output being produced. Another important factor, too, should be remembered. The hours run in the English cotton mills have been reduced from 55½ to 48 hours. The United States has also adopted these reduced hours, and the rest of the world is following the lead. Loss of production and curtailment of hours are said to be responsible for a 17 per cent. decrease in output, but there is a general feeling that the decrease is really 25 per cent. Then again, the cost of renewals and of building new mills may be estimated at from 350 to 400 per cent. over pre-war rates.

(Continued on page 187)

The Law of Partnerships is Discussed

A Discussion of the Responsibilities of Such Relationships—The Liability of Partners, All Are Agents of the Firm, and Their Acts Are Binding Unless It is Otherwise Provided—The Dissolution of Partnerships.

RETAILERS from the Atlantic to the Pacific are all interested in the subject of partnership. Probably 50 per cent. of the retail business in Canada is carried on by partners in business, while perhaps only an insignificant percentage of the remainder have not at one time or another during their business career considered the possibility of entering into such a relationship. Some of the most successful businesses to-day have resulted from connections entered into in years gone by, when such business arrangements in most cases depended mostly on the ability of the partners to get along with each other. But to-day the modern merchant weighs carefully the probable consequence of a disastrous partnership, and he will not enter into such an arrangement unless he has some definite information as to how he can get out of it, or what his liability and responsibility will be in case the business is defrauded by his partner or ends in failure.

The Need for Understanding on This Point

The enterprising merchant of to-day is face to face with the help problem, and in order to hold his clerk has held out the promise of a partnership, and he too is considering just how far he is making himself liable when he takes his clerk in as a partner, and whether there is any way in which he can limit his liability, or change the arrangement if it is found to be unsatisfactory. On the other hand the clerk of to-day, steady and industrious, taking a real interest in the business, boosting sales and learning store management, is looking to his future and turning over in his mind the prospect of a future partnership with the proprietor, or perhaps picturing a snug little business of his own. And so the retailers, and the retailers' clerks across the Dominion of Canada, who have thought about partnership, have also considered how the law operates in these matters, for all partnerships are governed by law.

It is the purpose of this article to outline a few fundamental principles of partnership which will give the reader an idea of the important factors in forming such a relationship, and the liabilities that are thereby entailed.

A partnership may consist of one or more persons who shall be called general partners, and of one or more persons who contribute in actual cash payment a specific sum as capital to the common stock, and who are called special partners. General partners are jointly and severally liable for the debts of the partnership, but special partners are not liable for the debts beyond the amount contributed by them to the capital. The special partners cannot bind the partnership, only the general partners can do this.

When a partnership is entered into, a certificate must be drawn up by the person entering into the partnership before a Notary Public and filed in the office of the judicial district in which the principal business of the partnership is situated. This certificate must contain:

1. The name under which the partnership business is to be carried on.
2. The general nature of the business intended to be carried on.
3. The names of all the general and special partners, distinguishing which are general and which are special, and their usual place of residence.
4. The amount of capital which each special partner has contributed.
5. The time when the partnership is to commence and the time when it is to terminate.
6. The principal place of business of the partnership.

The partnership cannot be dissolved before the date specified in the certificate unless a notice of dissolution is filed in the office where the original certificate was filed and notice of same published once a week in the local newspaper and the Provincial Gazette. So much for procedure.

Every partner is an agent of the firm and his other partners for the purpose of the business of the partnership; and the act of every partner in carrying on the usual business of the firm of which he is a member binds the firm and his partners; unless the partner so acting has in fact no authority to act for the firm in a particular matter, and the persons with whom he is dealing either know that he has no authority or do not know or believe him to be a partner. A person who is admitted as a partner into an existing firm does not necessarily become liable to the creditors of the firm for anything done before he became a partner. A partner who retires from a firm may be discharged from any existing liabilities by an agreement to that effect made between himself and the members of the newly constituted firm and the creditors:

The Dissolution of Partnerships

Subject to any special arrangement made between the partners a partnership is dissolved:

1. If entered into for a fixed term, then by the expiration of that term.
2. If entered into for a single transaction, then on the termination of the undertaking.
3. If entered into for an indefinite time, then by any partner giving notice to the other partner.
4. By the death of a partner.

When the partnership is dissolved each partner becomes the owner of an indefinite share of the property of the partnership (that is where there is no special agreement) and this co-ownership only ends with the final liquidation of the affairs of the partnership.

Where partnership money is paid through a person who is a creditor both of the firm and one of the partners individually, the money must be first applied to the liquidation of the indebtedness of the partnership. Where goods are purchased by a partnership and a part of the goods returned, then the returned goods must be credited to the partnership. The assets of the partnership are the common property of the partners, and one partner cannot legally sell a share of the total business without the consent of his co-partners and without an accounting to the firm.

If it is the intention that a surviving partner should have a right to take over the interest of a deceased partner, and this clearly appears from the terms of the partnership agreement though it is not formally expressed, then this right exists.

In a recent case the partnership article provided that at the end of each partnership year an account should be taken of the stock, liabilities, and assets f the business, and a balance struck for that year; that in case one partner died he co-partners should continue to the end of the current financial year, or at the option of the surviving partners for not more than twelve months from such death; that for twelve months from the death of his partner a survivor should not be required to pay over any part of he former's capital in the business; and that any dispute between the survivor and the representative of the deceased as to the amount of debits against, or credits to either in the balance sheet or the valuation of the assets should be referred to arbitration. The court held, however, that the value of the interests of the deceased partner was not determined by the account taken and balance sheets struck at the end of the financial year following his death, but that the assets should be valued in the ordinary way, and that goodwill was to be included in the assets though it has never appeared in the annual balance sheet since the co-partnership began.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

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Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

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FALL DRESSES

Special Fall ranges now being shown, comprising many smart styles, in addition to our regular line of coats and suits, which is more complete than ever.

Have you seen our new Fall Catalogue?

Lazare & Novek

CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts.

MONTREAL

The BB Brand CLOAKS & SUITS

"Garments of the Better Kind"

COATS, WRAPS, SUITS and TAILORED DRESSES

See our made-up garments on the racks at clearing prices.

Bishinsky Bros

CLOAKS & SUITS

207 St. Catherine St. West MONTREAL

Genuine Leather Novelty Coats

IN LADIES' and MEN'S

Write for Samples

VICTORY BRAND

VICTORIA RUBBER COMPANY

437 St. Paul St. West, Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

La Mode Dresses

are hand-made and right up to the minute in style and material.

The latest creations in evening, semi-evening and afternoon dresses.

Salesmen now on the road. Be sure and see our line and convince yourself.

La Mode Dress Co.

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MONTREAL

Simple cut

and dainty

finish

mark

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G. F. REID & COMPANY

Specialists in Children's Dresses

BRAMPTON, ONT.

Misses' and Juniors' Dresses

Designers and Makers of

DRESSES

for

MISSES and JUNIORS

Exclusively

REPRESENTATIVES :

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Western and Southern Ontario	R. Kennedy
Western and Northern Ontario	E. W. Wylie
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Provinces	W. A. Tallmire

The House of Youth

The Counter Costume Co.
Limited

131 Spadina Ave.
Toronto

COLE-WHITAKER
LIMITED

292 St. Catherine St. West, Montreal

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INDIVIDUALITY

Characterizes Our New Showing of Strikingly Original

Middies, Smocks AND Sport Shirts

also Nurses' and Maids' Regulation Uniforms

Travellers now on their respective Territories

Order Early.

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White Saxony Flannelette Bloomers

Made in three Styles, as illustrated.

Special seasonable line, very soft and warm.

These are also made in Crepe de Chine.

If unable to await the arrival of our representatives, wire, at our expense, for quotations.



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Limited

Factories: Montreal and Louiseville, P.Q.

Geo. C. Smith

WESTERN SALES AGENT
WINNIPEG

READY-TO-WEAR LINES

For MEN, WOMEN and CHILDREN

Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

GEO. C. SMITH, WINNIPEG

403 Canada Bldg.

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L. M. DAY

Calgary
J. BARTLE

Vancouver
H. S. ELLIOTT

Sell Your Trade Sunset

and be sure of satisfied customers

This is the Real Dye and the Complete Line—Dyes All Fabrics—made in All Colors—meets every demand for a home dye that is fast. Similar products may imitate the form and the price, but they do not imitate Sunset Quality.

Your customers want the best—sell them

Sunset Soap Dyes

Sunset Quality is your assurance that Sunset has come to stay.



SUNSET DISPLAY CASE

Sunset Soap Dyes are packed 1 gross assorted in the attractive Display Case, without extra charge *when requested*. Insist upon having your first order packed in this way which keeps Sunset before your trade all the time.

New Window Cut-Out—FREE

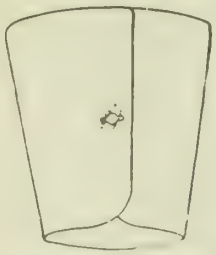
We will send you our new Cut-Out, size 28x40 inches, lithographed in many beautiful colors, if you will give the window space. Address

NORTH AMERICAN DYE CORPORATION
Mount Vernon, N.Y. Toronto, Canada

Every family in your territory is a probable customer for Sunset, because Sunset is a real dye with which any woman can dye a garment in 30 minutes, as perfectly as the professional dyer. Enthusiastic merchants the country over say Sunset is the easy-selling, business-building, profitable line of home dyes. Sunset is advertised attractively in leading publications.

Ask your jobber for prices and discounts or write to

Harold F. Ritchie & Co., Inc.
171 Madison Avenue, New York Toronto, Canada



Sizes, 8, 8½, 9
1 doz. pairs to the box

NURSES' CUFFS
Used in
Hospitals
Homes
and
Offices

Attention of Dealers!

The Nurses' Cuffs are made by the manufacturers of KANTKRACK Collars, who guarantee their goods through the dealer and protect the dealer by selling them at the one price, making their money worth One Hundred Cents on the Dollar.

One Grade Only and That the Best.

THE PARSONS & PARSONS CANADIAN COMPANY
Hamilton, Canada

Specializing in

House and Apron Dresses, Rompers and Creepers

Fall Samples now in hands of our representatives.

Better made garments for less money.

"Prompt Delivery our Motto"

D. GINSBURG & COMPANY
MANUFACTURERS
515 College Street, Toronto Tel. Coll. 8928

WOOLLENS

again lead in quality and originality of designs and colorings. Ask our representative to see our wide ranges in 33 oz. Half Blood Overcoatings, highly napped and in English Effect—our Spring 1921 suitings for both Men's and Women's Wear smart and *different*. 53 years in service is your guarantee of satisfaction.

OXFORD Manufacturing Co., Ltd.
Oxford-N.S.



OUR CHRISTMAS SHOWING

of SILK UNDERWEAR has won great popularity through its smart simplicity, its delightful softness, and its splendid washing and wearing qualities, and popular prices. It is quite the correct and sensible thing for Milady's wardrobe.

CAMISOLES
ENVELOPE CHEMISE
KNICKERS
COMBINATIONS

OUR CHRISTMAS SHOWING

of SILK WAISTS in CREPE DE CHINE and GEORGETTE, also our newest creations TRICOLETTE OVERBLOUSES, also SATIN WAISTS WITH LONG SLEEVES, are here to help the holiday trade in your waist department.

Our waists are priced to retail from $4.95 to $11.95.

THE OPERA SILK WAIST CO.

Room 306 Unity Bldg., 46 St. Alexander St.
MONTREAL

Telephone Main 6318 Gregory Sanders, Prop.

"SUPASAYDA" FINISH BDA

"BEAUSAYDA" FINISH BDA



Among the fabrics famous in the **B. D. A.** roster of accomplishment none stands higher than the beautiful **"Supasayda"** and **"Beausayda."**

High in finish, deep in dye, individual in weave and correct in weight, they respond to any season's styles or needs in dresses, suits, costumes, skirts, sport jackets, capes and wraps.

Both may be had in plain shades and in exquisite woven figures in great variety.

Stock these fabrics for new possibilities in dress fabric retailing.

THE BRADFORD DYERS' ASSOCIATION, Ltd.

39 Well Street, Bradford — 128, 129 Cheapside, London

6 Oxford Street, St. Peter's Square, Manchester

BDA BDA BDA

WOOL JERSEY OVERBLOUSES

IN STOCK AT MODERATE PRICES

EXCLUSIVE WAISTS

in Taffetas
Georgettes
Crepe de Chines
Tricolettes
Charmeuse

VOGUE WAISTS AND DRESSES

DAINTY DRESSES

The latest *Vogue Dresses* exhibit allurement and beauty that make them fast favorites.

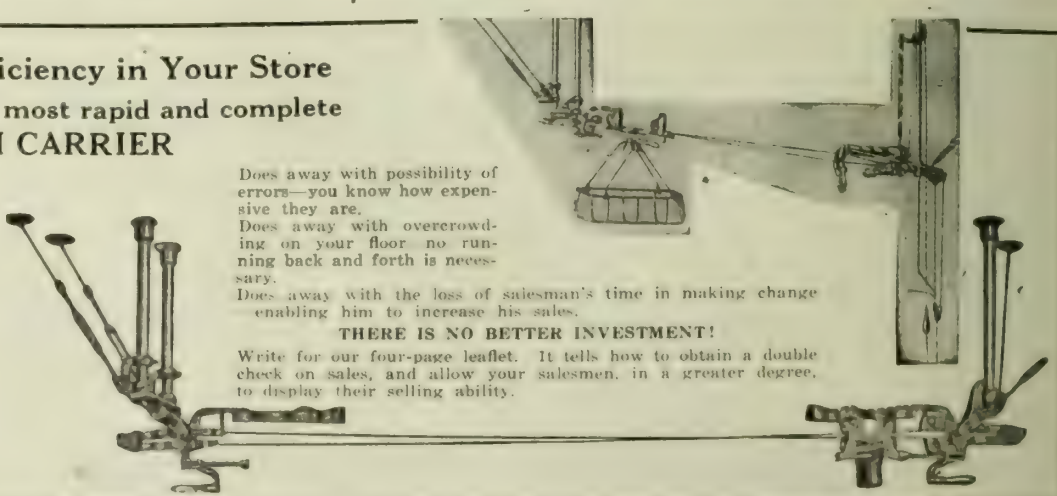
Serges, Charmeuse
Tricotines
Georgettes
Duchesse

VOGUE WAIST & DRESS CO., 207 St. Catherine St. West, BLUMENTHAL BUILDING **MONTREAL**

For Greater Efficiency in Your Store

Here is the safest, most rapid and complete

CASH CARRIER



Does away with possibility of errors—you know how expensive they are.

Does away with overcrowding on your floor no running back and forth is necessary.

Does away with the loss of salesman's time in making change enabling him to increase his sales.

THERE IS NO BETTER INVESTMENT!

Write for our four-page leaflet. It tells how to obtain a double check on sales, and allow your salesmen, in a greater degree, to display their selling ability.

Gipe - Hazard Store Service

Co., Ltd.

113 Sumach Street

Toronto - Ont.

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

Manufacturers

Your representation is respectfully solicited.
We are a young firm, young fellows, but experienced salesmen, well connected in this field.
Our special territory is the Wheat Belt, Manitoba, Saskatchewan and Alberta, but we can handle all Canada.
References will be cheerfully submitted to you.

The James B. Carter Co.
Winnipeg **Canada**

hirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg.

Regina L. M. Day | Calgary J. Bartle | Vancouver H. S. Elliott

TRADES FOR WAR CRIPPLES

The importance of the home industries to France and the unfitness of the war cripples to intensive factory production are linked up in an editorial in L'Intransigeant by Antoine Orliac. French industrial tradition has relied on its home industries for centuries in its struggle with foreign competitors, but the great necessity of production tends at the present time to the introduction of American factory methods in order to enlarge and speed up the output, says M. Orliac.

The war cripple is unsuited through the diminution of his bodily vigor, to this machine-like organization, whch requires every cog to move like clock-work. But the cripple is supremely suited to home work and it is he who can save the French home industries through this time of stress.

The method of employing him would be as an auxiliary to the factory, with work and machinery supplied by the factory. Motive power would also be supplied from the factory plant. Among the trades suggested as practicable are: Weaving of all sorts of textile materials from canvass and jute sacks to the finer weaves and the making of corozo and mother-of-pearl.

COATS
DRESSES
SKIRTS
WAISTS
Are now being shown for Fall

W. J. COLLETT

302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.

Handkerchiefs, Camisoles, Neckwear, Boudoir Caps, Baby Yokes, Spats, Accordeon Pleating, Fancy Dry Goods and Smallwares, Veilings, Quick-on-Veils, Cap Shape Nets, Knitted Scarfs, Baby Bonnets, Coats, Ribbons, Necklaces, Laces and Nets, Embroideries, Buttons, Beads, Braids and Tassels, Marabou Trimming, etc., etc.

We can give immediate delivery

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

WESTERN BUYERS—ATTENTION!
WE HAVE THE LINE YOU ARE LOOKING FOR!

Our men are now on the road with complete lines of:

Wegler Skirt Co. (Montreal)
LADIES' SKIRTS
Tip Top Manufacturing Co. (Montreal)
LADIES' DRESSES
The Bowmanville Glove & Mitt Co. (Bowmanville)
MEN'S GLOVES AND MITTS
Firth Bros. (Hamilton)
MEN'S CLOTHING
Brampton Hosiery Co. (Brampton)
MEN'S UNDERWEAR AND SOCKS
Western Waterproof Co. (Montreal)
MEN'S WATERPROOFS

W. J. STEPHEN CO. LIMITED

125 Phoenix Bldg. — Phone A. 9613 — **WINNIPEG**

Proper Use of Advertising Reaches Existing Demand

As Well as Creating New Demands—Conservative Attitude of Many Established Dealers Loses Custom from Newcomers to Community—Importance of Seasonable Advertising

Written for Dry Goods Review by A. L. McCREADY.

ADVERTISING may or may not create a demand, but, with proper usage, it will reach whatever demand exists. And every day there is a certain demand for the commodities or services of those having such to offer.

The merchant or tradesman prepared to meet this demand takes certain means to make known that he is in the field to offer his wares or services. One of these means is his daily ad. in the newspaper.

His ad. may be a quarter column or a quarter page—just in proportion to the value he places in it. But the man with the daily space, no matter what size, has an appreciation of the value gained by keeping his name continually before the public.

Firms and Residents

The man who says, "I have been in business for fifteen years, and everybody knows me," is apt to be catering to a very small trade. Residents change considerably in fifteen years, or ten years, or five years, and the new ones arriving may never have heard of Mr. Fifteen-Year Businessman. But the new residents will, from reading the local paper, become unconsciously familiar with the names of the firms who advertise, and when in need of the wares or services thus advertised, the reader will be drawn to deal with the firms whose ads. invite him.

The daily advertiser knows this and pays attention to the messages printed in his ads. That is the advertiser alive to the merit of advertising, and not the one who advertises simply because he wishes to patronize the owner of the paper, or because the paper carrying his ad. voices the same political views as himself. Such an advertiser is apt to be careless in the messages he gives—merely a summary of his business, or a statement about some slow-moving stock at a prohibitive price that dynamite wouldn't move, much less printer's ink. That is not advertising—it's not even a hobby. It's merely playing up to the printer.

Faithful Advertisers

The other class of advertiser—the 100 per cent. efficient sort, is the one who cares for his ad. as faithfully as he posts his ledger. He changes his ad. regularly—not spasmodically. Each message features a point, and aims to a point—the consumer. He may not use high-sounding words in his ads.; he believes in getting down to "brass tacks," and if it's brass tacks he wishes to sell, he says so, even to the price.

He may not be an expert ad-writer, but he can read. He knows which ads. of other firms appeal to him. He analyzes them and learns why they appeal.

Perhaps the appearance caught his eye! Such an ad. seemed well-balanced—was neither crowded nor skimped. It invited a reading. Or it may have been an illustration that drew his attention. The illustration urged that he read the message connected.

In the well-proportioned ad. he found that the reading matter was equal in space to the illustration. It may have been more, but seldom less. In some other ad. a catchy headline attracted him, or the price in large figures. He makes mental note of all these things and more, and incorporates these features in his ads. He takes an interest in writing his ads. and considers their production with the same pride that a poet does his poems. Instead of a task, the writing of his ads. becomes a pleasure.

The Seasonable Ad.

To the attentive advertiser, the writing of seasonable ads. is a motto. By seasonable ads. it is not merely meant ads. relative to the Christmas season, winter time, spring time and summer time, in course, but a more far-reaching phase of the term "seasonable advertising."

There are certain times and circumstances in each of the four calendar seasons that tend to the making of seasonable advertising.

Taking Advantage of Rain

An instance of this class of advertising is afforded by the custom of a certain small town general store man who invariably takes advantage of a night rain to feature roofing in his ad. for the following day. The heading he uses is quite in keeping when he starts out with the query, "Did Your Roof Leak Last Night?" Then he goes on to state that he has the roofing to replace that leaky one, or to patch it, whichever is desired. And under the introduction he comes out with the names of the roofing carried, and the prices.

This instance is but one of the many that may be grasped to make seasonable advertising for nearly every line of business. Our Christmas ads., our housecleaning ads. and the ads. for all the set periods of the calendar, are common knowledge to everybody, and the reader knows when to expect them; but it is the little incidents in between that may be grasped and make real live ads.

Some incident or eccentricity of nature which gives us our variety of weather and climate, afford the ad-writer inspiration for ads. that are above the prosaic, and carry the punch. At no time is the prospective customer so receptive as at the time that some incident has created a demand or desire for a certain commodity or service. This is where the writer of seasonable ads. heads the van and makes the sales. He knows when to reach the consumer, and makes use of his knowledge.

SOMETHING TO THINK ABOUT

Advertising to-day is a necessity and an asset.

Advertising has been hurt by emotional appropriations.

Merchants must figure advertising cost in their budgets just as essential as rent or labor.

It has been stated that before the war only one hundred Americans had an international vision.

Trade journals enable business men to keep a finger on the pulse of every industry.

It is as important to know the cost of distribution as to know production costs. The Government should make a survey of our Jobbers and Retailers and their merchandising costs.

WESTERN TRADE NEWS

Selling Campaign

Organized Sales Drive in Estevan Retail Circles Brings Big Business to Closing Stores

As as result of an organized selling campaign in anticipation of a drop in prices, the retail sores of Esevan, Sask., are doing a rushing business. The Crossly sore, which is selling out its entire stock preparatory to going out of business has been reporting such brisk business that it is now expected the entire stock will have been disposed of long before the time specified.

Commenting on this sales policy which has gripped the Western retailers, the Estevan "Mercury" says:

"The publicity given the sales has attracted attention throughout a very wide district and shoppers are coming daily from considerable distances who will not only benefit now by the slaughter in prices but will have occasion to see the advantage of trading in Estevan. The closing out of the Crossly firm will work two ways; it is regretted for the loss of an enterprising firm who have done much to establish the good name of Estevan as a trading centre, but this loss will in a measure be offset by the widened knowledge of Estevan stores and the assurance that more people will see the advantage of frequent shopping visits to Estevan. Thus the stores remaining, and whoever may succeed in the premises being vacated by the Crossley's are assured of a wider trading territory and more business next year.

The volume of business resulting from the clearing sale at the Loughlin store has also reached a quite unexpected figure. Indeed, so the management states,, it is now becoming a grave question with them whether or not the disposal of staple goods has gone beyond the bounds of prudence. While there is every reason to believe that prices during the next year will lower considerably, there is no assurance that staple lines will be easily replaced by new stocks. However, as Mr. Loughlin says, "We called the tune, and we are satisfied to pay the piper.' And so the sale goes on.

"In all other stores as well, where no special selling drive is being made, the increase in business resulting from the drive has been enormous and the merchants are taking full advantage of the opportunity to demonstrate that Estevan is a good place to trade in."

WITH BIG SILK CONCERN

L. M. Bockstover has associated himself with the Carl Schoen Silk Corporation, of New York. Adolph Meyer has also associated himself with the Carl Schoen Silk Corporation, and will represent them in New York.

Unusual Tints Are Sponsored by Paris

Daring Colors Holding the Spot Light of Fashion—Softer Effects are Lost at Present

Paris.—Daring colors predominate in dresses this Autumn. M. Worth, the Rue de la Paix dressmaker, said that pink and blue were going out of fashion, that white would be but little worn and black would be avoided as much as possible. A bold intermixture of unusual tints gives character to many of the new models now being shown here. Blondes and brunettes are equally provided for in the rich range of chromatic fantasy dress designers have opened up.

Meanwhile buyers here are protesting against the high prices. The lowest price quoted by one well known firm is 975 francs (about $61 at the present rate of exchange). A simple tailored suit costs between 1,400 francs and 1,600 francs (about $87.50 to $100). Evening gowns cost from $200 to $1,000.

Will Sell Furs Under Real Names

Ottawa Store Inaugurating Scheme to Sell Peltry Without Disguising Origin

The R. J. Devlin Co., Ltd., Sparks Street, Ottawa, are pioneers inaugurating a new era in the fur trade by selling furs under the original names the animals were known by when alive. An advertisement appeared in the local papers on October 13, stating that the firm had decided on the important new policy and that from now on marking of furs as well as the advertising used will be along this line, and where necessary a word of explanation added to make the name clearer. It will probably cause a flutter of excitement among furriers who will watch with interest the new idea. Those who like to "call a spade a spade," will welcome the change, while the firm are of the opinion that the customer will be satisfied.

BISQUE AND NAVY

Bisque against navy appears in one of the tuck-in waists in collar and cuffs of satin, traced with hand embroidery in tinsel and pastel shades. Patterned fibre silk is used for the same purpose.

Work on Big Store to Begin in Spring

Actual Construction on $5,000,000 Building to Start in Few Months, According to Company's Statement

Winnipeg.—Immediately the Simon scheme for a mall, leading up to the new Parliament Buildings, on which there will be a street car service, is approved by the City Council, the Hudson Bay Company will embark on the preliminary work in connection with the erection of a $5,000,000 store on Portage Avenue, according to a statement by Ald. A. H. Pulford last night. Written assurances to this effect, he said, had been given by the company, which would likely make a start with actual construction next Spring.

BRITISH REPORTS

(Continued from page 177)

Working expenses, wages, fuel, and lighting have also enormously increased. Makers of machinery, faced with the arrears of the war, find it almost impossible to take on new work.

A General Slump Improbable

"Unless the people of the world are going to reduce their standard of comfort, so far as clothing is concerned, there is every possibility of a scarcity of cotton products. Indeed, there is no more reason to-day to look for a general slump in prices than there was during the recent period when the demand was so largely in excess of the supply that the main consideration was not price but delivery. Any increase in the world's producing capacity is just as remote as it was during the recent boom in mill shares. Comparisons between British and American prices have recently been made, but to make such comparisons correctly it is necessary to ascertain the extent to which the products on both sides had advanced. It is also necessary to know how much trade has been done. Some months ago it was stated that an American syndicate, with large capital, was being formed for the purpose of supplying Europe, and especially Great Britain, with cotton goods, yet shortly afterwards Americans came to England, anxious to buy all the cotton available. It is well known that before the war America exported about 5 per cent. of her cotton manufactures, while this country exported as much as 75 to 80 per cent. to all parts of the world."

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Nimons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.

Cor. Wellington and York Sts., Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of

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GERSTENZANG BROS.

Popular Priced Flowers and Feathers

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FRANCO-CANADIAN GROUP PLANS ROLLING EXHIBIT

A rolling exhibit of French goods in Canada and of Canadian goods in France has been arranged with a view to stimulating commercial relations between the two countries. A train laden with French goods will circulate over all the railroads of Canada, and a similar train bearing Canadian products will operate in France. Senator Beaubien has just arrived in Paris to complete arrangements.

He has taken with him motion picture films representing scenes in Canadian life to be shown in the localities where Canadian products are to be exhibited. A similar set of views of French life will be brought back to Canada by the Senator to be shown along the route of the French train.

EXHIBIT TRAINS IN SPAIN

There is considerable talk just now in Spain of running exhibit trains about the country to advertise products of native manufacture. A joint stock company with a capital of 5,000,000 pesetas is said to be in process of formation, to take charge of the operation of this scheme. Specially fitted up cars will be attached to ordinary freight trains and will take the exhibits from one city to the other.

BRITISH COAL STRIKE PRESSES BUSINESS HARD

Manchester, Eng.—The home trade is so severely hit by the coal strike that merchants are recalling their travellers, and a system of short time is being advocated for Manchester warehouses.

POINT OUT NECESSITY FOR IMMEDIATE RELIEF

Washington.—Telegrams from all sections of the country are being received by bankers in convention here, pointing out the necessity for immediate relief in the financial situation and calling attention to the closing down of many businesses because of stagnation in the various trades and markets.

VEILINGS and SILK NETS

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Canada's Largest Makers of Cotton Flags

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State shade desired and whether for Ladies' or Gents'

BUYERS' MARKET GUIDE

KENT-McCLAIN AGAIN

New Equipment for the Bear River Trading Company

The Bear River Trading Company, Bear River, N.S., have installed a number of new show cases for the display of gents' furnishings. These cases in rich quarter-cut Oak were of the "Imperial" design supplied by Kent-McClain Limited (Toronto Show Case Co.)

WRIGHT'S BIAS FOLD TAPE

Known to home sewers everywhere. Made in U S A since 1898. "W & N," Monarch and Meteor brands. Reliable fabrics cut on true bias. Selvages trimmed. Seams opened and pressed. Trademark and portrait of Wm. E. Wright on every package.

WRIGHT'S E-Z-TRIM Newest Labor Saver

All ready to sew on middy blouses and sailor suits. 2-yd. piece makes collar, cuffs and yoke.

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Manufacturers' Agents and Distributors
Textile and Smallwares Specialities.
Wholesale and Manufacturers Only Supplied.

CHICAGO TO HOLD PALM BEACH SHOW

Chicago.—A "Palm Beach" fashion show is to be given on December 6 here by the Chicago Wholesale Millinery Association, and Chicago exhibitors of the Fashion Art League of America. There will be two performances staged at the Congress Hotel on that date, while Palm Beach displays will be made in all showrooms during the week of the sixth. This is the first fashion show of Winter resort costumes and hats to be made in this market.

PARIS AS CUSTOMS PORT

A very welcome innovation has just been introduced by the railway company of Orleans whereby travellers from South America may have their baggage inspected by the customs authorities at Paris, both going and coming.

The official notice to the public states that on presentation of a steamship ticket of the Compagnies Sud-Atlantique or Chargeure Reunis, together with a railway ticket to Bordeaux, baggage may be checked at the station Quai d'Orsay directly to its destination after inspection by the customs authorities. The checking is done at the station the day before the sailing of the vessel from Bordeaux, and special arrangements are made to take the passengers directly to the dock without changing cars.

For passengers arriving in France, baggage bound for Paris may be checked on board the vessel before arriving at Bordeaux. The customs inspection takes place at the Quai d'Orsay station in Paris.

FRENCH PUBLICITY

Following the publication of the report of the mission of General Pau in Australia, a number of French industrials and merchants notified the national office of Exterior Commerce that they wished to export their products to these countries. Lists containing the names of these houses were sent on and it is said that this publicity has had good results.

I Specialize in Boot Laces
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Banded in pairs, in gross boxes.
Fancy Cabinets, 100 pairs, banded in pairs. These are more profitable than bulk make-up. Also
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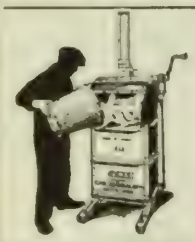
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BUYERS' MARKET GUIDE

Choir Gowns

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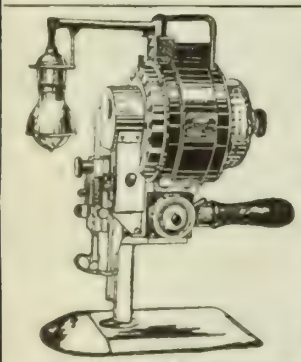
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Power and Hand
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BEADS AND NECKLACES
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for Manufacturers only
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MAKERS OF LEADING LINES
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REVIEW OF BUSINESS

Chicago. — Market awaits colder weather for fresh impetus. Millinery and dresses lead in sales.

St. Louis.—Retail business brisk. Coats, suits, millinery and sweaters active. Merchants more optimistic. Salesmen on road report retailers understocked and expect business to revive with first few days of cold weather.

Cleveland.—Market fluctuates with changes in temperature. Coats and suits in moderate demand. Dresses active.

Cincinnati.—Little change reported in the retail situation, but merchants express satisfaction with conditions so far. Ready to wear demand general.

Detroit.—Wholesalers and manufacturers report trend toward shopping in market. Trade is holding off waiting for better prices.

Advices from Alexandria indicate that the Egyptian cotton crop will be 7,000,000 cantars or more. A month ago word was received that "rumors of important damage in lower Egypt by serious shedding of bolls affected estimates and it was figured that the crop would be under six millions. A report just received says general shedding had occurred, due to excessive water, and that the pink boll worm had become general.

"However, in view of the strong growth and precocity of the plant," says the report, "the results of the first picking will be more satisfactory than last season, and if the present favorable weather continues for another two or three weeks, the final results of the crop will certainly be superior to those of last season. Under these conditions, we feel that the crop will not fall short of 7,000,000 cantars."

Denims, shirtings, cotton tweeds, etc., have been lowered in price at the mills. As cotton itself is down by one-third, there was good excuse for lowering the price of cotton manufactures.

The British Co-operative Wholesale Society's report for the half year ending June, 1920, shows sales amounting to £5,225,868 indicating a trading loss of £132,288. The decrease is credited to the repayment of excess profits amounting to £710,209.

DIRECTORIES
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All branches of the Dry Goods Trade covered by WOMEN'S WEAR, JULY; MEN'S WEAR, SEPT.; TEXTILE PRODUCTS, JAN., combining above two.
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Eden Cloth - Blue Bell Cheviots
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SMITH, HOGG & COMPANY
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SIX-STATION LAMSON
Airline Cash Carrier System,
good as new. W. T. Wellner,
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AN INTERNATIONAL INSTITUTION
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CHAIR-PADS
MADE BY
Canadian Manufacturing of Novelty
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WHY NOT BUY DIRECT FROM THE MANUFACTURERS:
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COX BROTHERS LTD
12 BANK OF OTTAWA BLG. MONTREAL

HATS
Cash for Old Stock.
For Stiff Hats, Black or Colored.
DUBRULE MFG. CO., Ltd.
164 McGILL ST., MONTREAL

BUYERS' MARKET GUIDE

Kent-McClain Again

Messrs. Poole & Thompson Limited, of Montague, P.E.I., are installing throughout their men's wear department new display equipment built on the "Modern Method" Inter-place-able Unit Fixture plan. This new equipment includes "Units" for the display of collars, gloves, shirts, etc., while "K-M" Revolving Wardrobes will take care of the display of clothing. All these fixtures, including the show cases, are in quarter-cut fumed Oak and were built by Kent-McClain Limited (Toronto Show Case Company).

Information

We can keep you posted with all daily news and business Tips

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Bartell Patent Pockets

Used and Endorsed by 59 Canadian Clothing Manufacturers. This List can be had from

BARTELL PATENT POCKET CO.
117 East 34th St., N.Y.C.

ST. GALL EMBROIDERY FIRMS ON TWO-DAY WEEK

Zurich.—Most St. Gall embroidery firms have closed for four days weekly. Socialist papers pretend industrial conditions not bad, but work is being given to Austrians at Orarlberg, where wages are cheaper. The Government plans some counter-action.

LABOR GAZETTE SAYS PRICES IN ENGLAND ARE 164 P.C. ABOVE JULY

London.—The Labor Gazette states that the level in retail prices at the first of October, including clothing and kindred necessities, were 164 per cent. above July, 1914.

MARTIN'S POSTPONES EXPANSION

London.—The recently announced plan of Martin's, Ltd., to engage in a mail order business in apparel and other lines, after the fashion of Sears, Roebuck and Co., has been postponed. Financial and labor difficulties will restrict this firm to its present business

SWEDISH TRADE PROSPERS

Sweden is at present in a better position than either Denmark or Norway, says Le Bulletin Commercial. Her exchange leads the others by nearly 33 per cent. Recently, production has increased so greatly in proportion to the needs of the population that her rather heavy imports have made no impression on the exchange. Again, both Denmark and Norway show a marked falling off in their exports to England, whereas Sweden is exporting more and more to England.

London.—Burberry's, Ltd., apparel manufacturers, show in their first annual report, covering the year ending March, 1920, a profit of £378,227, which largely exceeds the estimates made in the prospectus. A dividend of 10 per cent. has been declared on the ordinary shares.

TAPES

ALL WIDTHS AND QUALITIES
CARRIED IN STOCK

Walter Williams & Co.
508 READ BLDG., MONTREAL
20 WELLINGTON ST. W., TORONTO

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Made in Canada for the Canadian Trade

WHITING & DAVIS CO.
SHERBROOKE. QUE.

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Wholesale Dry Goods Importer
has removed to larger and more central premises at

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where he will render still more efficient service than in the past

Cotton Comforters
Down Comforters

Deliveries Guaranteed

The Toronto Feather & Down Co., Ltd.
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SMALLWARES
— AND —
HOSIERY
THE ROBERT HYSLOP CO LIMITED
HAMILTON, ONTARIO

POWER KNITTING MACHINES WINDERS &C. FOR SEAMLESS HOSIERY
Rib-Tops, Leggers, Sleevers, Sweater, Toque, Mitt and Special Machines.

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Manufacturers ESTABLISHED 1872
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DOUBLE BUYERS' MARKET GUIDE

MYERSON BROS.

Importers of

SILKS, SATINS

AND

LININGS

Of All Descriptions

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Linen Canvas
Dress Goods
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Children's Wash Dresses
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Lace Curtains
Bungalow Nets
Stripping Nets
Vitrage Nets
Madras Muslins
Casement Curtains
Linen Bed Spreads
Fancy Embroidered Linens

Laces of all kinds
Pleased to submit samples



Universal Hair Goods Company, Limited

Converters, Manufacturers and Importers of Human Hair Goods and Hair Nets.

DOLLS' WIGS

We are the ORIGINAL Manufacturers of Real Human Hair and Mohair Dolls' Wigs in the Dominion

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Washable Clothing

AND SPECIALTIES

WHITE DUCK COATS in All Styles
SUMMER CLOTHING LUSTRE COATS

WAREHOUSE and AUTO DUSTERS
DUCK AND FLANNEL PANTS
MEN'S APRONS

OFFICIAL BOY SCOUT UNIFORMS AND COMPLETE OUTFITS

MILITIA AND CADET UNIFORMS
BREECHES AND MILITARY SUPPLIES

The Miller Mfg. Co., Limited

44-46 York Street, - TORONTO

The Oldest and Largest Specialty Clothing House in Canada.

MAY CUT PRICES

Horrockses, Crewdson & Co., Ltd., intimate their intention of reducing prices on their manufactures by 5 per cent. and anticipate that their example will be followed by other manufacturers of similar goods.

The company's London representative says that the reduction will affect 2,000 varieties of textiles.

A SYRACUSE HOSIERY SALE

Syracuse. — Twelve hundred pairs of silk stockings for women at 95 cents per pair did not last long at the L. A. Witherill store, at a special sale, it is said. Together with the 95-cent offerings the store sold a large number of others regularly marked $2.50, for $1.69 per pair.

French merchandise not sold abroad may be readmitted into France free of duty and exempt from the tax on the business turnover, says Les Echos de l'Exportation, on "the fulfilment of certain formalities." One of the conditions is that the original exportation shall have been in accordance with the law, and the other is that the national origin of the article must be recognized by the authorities.

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Standard Tag Machine

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Particulars and Sample Tags Free

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OF THE BETTER KIND

The S. & D. Dress Co.

142 PEEL STREET
(A few doors above Windsor Hotel)
MONTREAL

La Vogue BRAND (REG.)

"DRESS FABRICS"

F. A. RODDEN & CO.

Dry Goods Commissioners and Importers

52 Victoria Square MONTREAL

STUYVESANT 3619

Art Button & Novelty Mfg. Company

Manufacturers of

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FOR JOBBING TRADE ONLY

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Miller Men's Wear Limited

Miller Bldg.

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"Everything in Men's Furnishings"



QUALITY Men's Wear CLOTHING

"Tis the Quality behind the name that counts"

Popular Priced

Clothes

for MEN, YOUNG MEN and BOYS

THE FREEDMAN CO.

37 to 41 Mayor St. Montreal

Give Full Information

Last Friday a $5 bill came to the Subscription Department pinned to a circular, but minus the name and address of the sender. Nothing can be done in this case until the remitter writes in to complain that he is not getting the magazine.

An hour later in came a memo from "F. R. Thorn" in regard to his subscription, but with no address given. As the stencils are all filed according to post offices nothing can be done in this case either.

Shortly afterwards a post card arrived from New Glasgow, N.S., with our name and address plainly written on the front, but perfectly blank on the reverse side.

These three instances, which all occurred in one morning, are typical of hundreds which happen in the course of a year on all publications—and they explain why this publication is bound to receive a number of (on our part) unavoidable complaints.

Say you saw it in
DRY GOODS REVIEW

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

LINE WANTED—TRAVELLER, 17 YEARS' EXPERIENCE. ASKS for a good line for Quebec and Maritime Provinces. Write A. S., 164 Desfranciscains St., Quebec.

WE OFFER A REAL CHANCE FOR AMBITIOUS SALESMEN — YOU ARE ONLY LIMITED BY YOUR OWN ABILITY.

PLEASANT, PROFITABLE EMPLOYMENT THE YEAR ROUND. A five-year contract, backed by a company with a half million dollar responsibility, is what is offered. Men who have initiative and want a chance to expand and increase their earning power several thousand dollars a year over their present salary. Situations paying from $5,000 to $11,690 a year now open.

We have a Welfare Society, which insures you by group plan—no examination—insures you in sum of $1,000 and automatically increases to a $5,000 policy, at no cost to you—we insure you against accident, disability and sickness, besides, you share in the net dividend earnings of the Company.

You are offered a situation with a company that is admitted to be the best in the world in their line—where honest endeavor is appreciated and rewarded. The chances of advancement are certain. All this sounds good, doesn't it? It is really better than cold type can explain. Address The T. K. Kelly Sales System, 2548 Nicollet Avenue, Minneapolis, Minn.

Woollies Always in Demand

A plentiful supply of soft woollen garments is necessary to every child's wardrobe. The demand for

Priscilla Quality
Children's Woollies

is a constant one. High-grade materials and the best of workmanship have made them popular with mothers. They are a profitable line for you to stock.

HENRY DAVIS & CO., LIMITED, 259 Spadina Ave., Toronto

A Tree is Told by its Fruit

Quite all right. Try it out. Pass this copy of DRY GOODS REVIEW on to your assistant, or to your buyer, or to one of your salesmen. Let him have the greater knowledge of business conditions that it will bring. Watch for increased efficiency, for a marked interest in things along your line. Try the plan anyway. If it's worth the trouble, results will tell.

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Made-in-Canada Raincoats

Give You Popular Styles at Popular Prices

The enormous increase in the demand for "DOMINION RAYNSTERS" has made three things possible:—

—a greater variety of styles
—more patterns from which to choose
—a wider range of prices

For Fall, "DOMINION RAYNSTERS" offer a complete line of new models at popular prices, as well as a more extensive assortment in other grades.

"DOMINION RAYNSTERS" are for every member of the family—for men, women and children.

The Raynster label is in every garment as an assurance of quality, workmanship and satisfaction.

Sorting and "rush" orders filled promptly through our nearest service branch.

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Located at

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MADE IN CANADA

Fingering Yarns

The great demand for these soft, colorful yarns is a natural result of quality, adaptability to knitting purpose, fair price and advertising.

Pure Australian long-staple wool—selected for evenness, elasticity and strength. Just the right weight for the garment to be made. Brilliant colors—fast colors. All the new fashionable shades.

Extensive advertising in the leading magazines and newspapers of Canada right up to Christmas time.

Comes in convenient 1 oz. balls—16 balls to the box.

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Be sure that you are supplied with our new knitting book, "Fall and Winter Sports," showing, in color, the newest designs for sweaters, tams, scarfs, slip-ons, caps, gloves and stockings. Full directions for knitting.

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Manufacturers of Corticelli Spool Silks, Corticelli Crochet and Embroidery Cottons, Corticelli Knitting Silk, Corticelli Embroidery Silk, Corticelli Roll Tape, Corticelli Lingerie Braid.

MONTREAL
TORONTO
WINNIPEG
VANCOUVER



DRY GOODS REVIEW

Vol. XXXII | Publication Office: Toronto, November, 1920 | No. 11



Business Confidence

depends entirely upon the quality of your goods, and your business depends upon the confidence [illegible] clients.

Hawley's Hygienic Black

British Dye

FOR COTTON AND THREAD STOCKINGS AND SOCKS

FASHION is again recognizing the inimitable smartness of Black Stockings, and if your customers are supplied with HAWLEY DYED Stockings you can rest assured you will enjoy their entire confidence, because HAWLEY DYED goods will not fade. They are stainless, safe and durable.

Made in two distinct finishes, "Cashmere" finish and "Silk" finish.

Insist upon your Black Stockings and Socks bearing the HAWLEY Mark.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Enquiries from the Trade invited.

Sole Dyers (to the trade only)

A. E. HAWLEY & CO., Ltd.

SKETCHLEY DYE WORKS, HINCKLEY, England

Leather Coats



Kenyon

This signature in a leather coat stands for

- **soft pliable leather**
- **warm reliable linings**
- **careful tailoring**

No. 22607—Here is the more mannish cut of leather coat in three-quarters length. Most women like the yoke effect and close fastening of collar.

Lined throughout with herringbone Kencheviot.

Tan and black **$37.50**

Mahogany **42.50**

We, as manufacturers, are backing you retailers in your effort to lower the price to the consumer. We can deliver these and other attractive Kenyon Leather Coats immediately to you at prices considerably lower than you had anticipated.

A Kenyon stands for Kenyon quality, regardless of price tag.

SEND FOR A LEATHER COAT CIRCULAR

C. KENYON CO., Inc.

NEW YORK
200 Fifth Avenue

CHICAGO
223 Jackson Blvd.

DRY GOODS REVIEW. November 15, 1920. Volume XXXII. Published every month by the MacLean Publishing Company, Limited, 143-153 University Ave Toronto. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

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Upholstery and Drapery Fabrics

Good taste in fabrics is a matter of art and superior production. You will find both exemplified in our extensive lines.

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CRETONNES
MADRAS

ROPE PORTIERES
NOTTINGHAM LACE CURTAINS
SWISS LACE CURTAINS
MARQUISETTES AND SCRIMS
BUNGALOW NETS

Carpets, Squares and Floor Coverings

WILTON SQUARES
" MATS
" RUNNERS
" STAIR CARPETS
AXMINSTER SQUARES
" MATS
" RUNNERS
" STAIR CARPETS

TAPESTRY SQUARES
" MATS
" STAIR CARPETS
COCOA MATTING
LINOLEUMS
OILCLOTHS
LINOLEUM RUGS
CONGOLEUM RUGS

QUILTS
White Quilts, Plain or Fringed
Colored Quilts, Fringed
Marseilles Quilts

COMFORTERS
Cotton Filled
Down Comforters
specially for
Christmas Trade

BLANKETS
White Wool
Grey Wool
Scotch and
All Wool.

ALL PRICES GUARANTEED

INQUIRIES SOLICITED AND SAMPLES CHEERFULLY SUBMITTED

GREENSHIELDS, LIMITED

Wholesale Distributors of Carpets and Draperies

VICTORIA SQUARE MONTREAL

A. S. King Silk Company Limited

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JAPANESE SILKS
CHINESE SILKS
CHARMEUSE
DUCHESS SATINS
GEORGETTES
CREPE DE CHINES
FANCY STRIPES
PLAIDS
FANCY TRIMMING SILKS
PYJAMA SILKS
and
SILK SHIRTINGS

Largest Stock of Silks in Canada
FOR IMMEDIATE DELIVERY

Our Silks attract attention because of their rich colorings and the QUALITY that is so evident both to the eye and to the touch.

Staples and Novelties in great variety--to please either those customers who prefer conservative designs or those who admire the ultra-smart and novel.

At present showing UNUSUAL VALUES for Immediate and Spring Delivery.

A. S. King Silk Company, Limited
59-61 Wellington St. West *Toronto*

Foreign Offices:
Zurich, Switzerland *Lyons, France*
Yokohama, Japan *Chefoo, China*

Our Christmas Trade

——Must be Good——

When people have money practically all will spend it at Christmas time.

We can ship now or later lines of Dry Goods that will assure you getting your share of this profitable business.

ESPECIALLY PACKED IN HOLIDAY BOXES

Mufflers,	Blouse Lengths,
Blouses,	Dress Lengths,
Hosiery,	Suspender and
Handkerchiefs,	Garter Sets,
Papeteries,	Men's Ties,
Etc., Etc.	Etc., Etc.

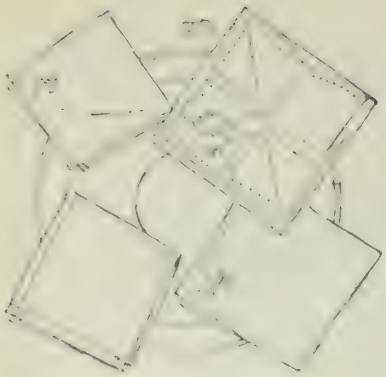
P.S.—Don't forget your Fancy Ribbons and Holly Tying Ribbons.



John M. Garland, Son & Co., Ltd.

Ottawa - Canada

Wholesale Dry Goods



CHRISTMAS NOVELTIES IN DEPARTMENT "K"



We have an extensive assortment suitable as Christmas gifts for men and women, including:

HANDKERCHIEFS,

LADIES' HANDBAGS,

RIBBONS,

FANCY GOODS, Etc.

Racine superior value in all our lines warrants your confidence in the satisfaction of your Christmas sales.



Let us help you to make this a Christmas Season of exceptionally big business with standard novelties at popular-sale prices.

Our Mail Order Service is all you could desire for promptness and efficiency.

14 DEPARTMENTS

A—Cotton Staples
AX—Flannelettes
B—Wash Goods
C—Woollens, etc.
D—Linens
E—Dress Goods and Silks
F—Men's Underwear and Sweaters
G—Home Furnishings
H—Ladies' Hosiery and Underwear
I—Men's Fancy Furnishings
J—Ladies' Ready-to-Wear
K—Smallwares and Notions
L—Men's Fine Shirts
M—Working Men's Wearables

ALPHONSE RACINE, LIMITED

60-98 St. Paul Street West, Montreal

Manufacturers and Wholesale Distributors of Dry Goods

PERMANENT SALES OFFICES:

OTTAWA	QUEBEC	TORONTO	HAILEYBURY	SYDNEY	RIVIERE DU LOUP
111 Sparks St.	Merger Bldg.	123 Bay St.	Matabanick Hotel	269 Charlotte St.	Hotel Anctil

SUDBURY	SHERBROOKE	THREE RIVERS	CHARLOTTETOWN, P.E.I.
Nickle Range Hotel	4 London St.	Main St.	Queen and Sydney Sts.

Factories—Beaubien Street, Montreal; St. Denis, Que.; St. Hyacinthe, Que.

November, 1920

To The Merchant—
Or His Buyer—

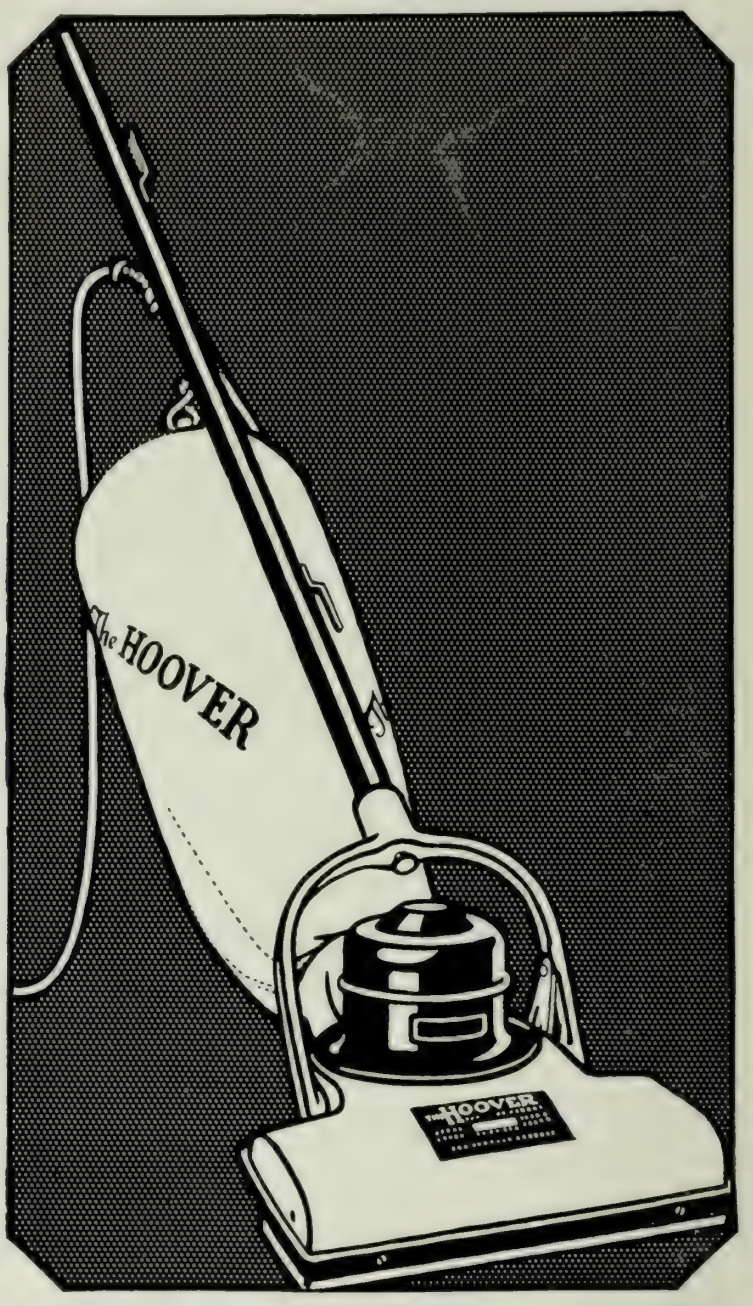
Our stock is heavy in every Department. We have decided to reduce it. By visiting our Warehouse you will see fashionable goods for this Season's assorting trade, CHRISTMAS TRADE, and for everyday wants, at prices much below to-day's Manufacturers' quotations in the following Departments:—

MEN'S FURNISHINGS, LADIES' HOSIERY, GLOVES and READY-TO-WEAR, HOUSE FURNISHINGS, STAPLES, SILKS and DRESS GOODS, LINENS, WOOLLENS and TAILORS' TRIMMINGS.

COME AND SEE US.

JOHN MACDONALD & CO., LIMITED
TORONTO

The Easiest Selling Electric



The HOOVER

It *Beats* . . . as it Sweeps as it Cleans

Cleaner in the World

The Hoover is the *largest*-selling electric cleaner in the world because only it combines the three essentials of thorough cleaning: beating, sweeping and suction.

It is the easiest to sell because it is known generally to be the best, and its established reputation is being entrenched deeper and deeper, by advertising its principles to an extent unapproached in the electric cleaner field.

Even were The Hoover less known and less advertised, the remarkable demonstration that it makes possible before the eyes of prospects would earn it the title of the easiest seller.

But when a convincing demonstration is coupled with advertising of tremendous magnitude and a better product, it is apparent that all obstacles to ready sale are swept aside.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, *Limited*

The oldest and largest makers of electric cleaners

Factory and General Offices: Hamilton, Ontario

Ever increasing production of Hoovers in Canada is enabling us constantly to add new dealers. We have a very attractive proposition to present. No obligation is attached to your inquiry. Write us for particulars.

V E R

Made in Canada by Canadians for Canadians

DEPARTMENT "M"

KNITTED WOOLLEN GOODS



Angora and Brushed Wool Muffler Shawls.

Mufflers.

Wool Sets.

Toques.

Bootees.

Polkas.

Child's Sets.

We have a large stock of

BALDWIN'S FINGERING AND FANCY WOOLS

also

CANADIAN FINGERING AND WHEELING YARNS

All Shades of

PHYLLIS AND DOROTHY SWEATER WOOLS

FOR

XMAS NOVELTIES

See our October Ad.

HODGSON SUMNER & CO., LIMITED

83-91 St. Paul St. West 21 St. Sulpice St. 84-92 LeRoyer St.
MONTREAL

SAMPLE ROOMS:

7 Charest St., QUEBEC Windsor Hotel, OTTAWA
Carlaw Bldg., 28-30 Wellington St. West, TORONTO
Can. Bank of Commerce Bldg., THREE RIVERS Metropole Building, SHERBROOKE
503 Mercantile Building, VANCOUVER
50 Bon Accord St., MONCTON

For Curtains and Furniture Coverings of enduring beauty

SUNDOUR UNFADABLE FABRICS

The Colours of these beautiful Fabrics are guaranteed absolutely fast against sun or wash and the Fabrics are made in Casement Cloths, Reps, Damasks, Chenilles, Madras Muslins, Tapestries, etc.



MORTON SUNDOUR FABRICS LTD.
CARLISLE, ENGLAND
89 Newgate Street :: London, E.C.
Canadian Representative : G. I. KITCHEN, 72 Bay Street, Toronto



"—the Public has started buying linen"

The optimism of a big Eastern Department Store Owner finds its reason in many causes—but summed up it is simply that his customers started early in their long deferred purchasing of linen for the winter in general and for the holiday season in particular.

Heavier retail buying has also been noted wherever adequate stocks have been displayed and pushed through local advertising.

In turn, definite action by the great yarn and linen manufacturers overseas in a concerted endeavor to bring prices back and keep them down on a stabilized basis has clarified the situation. Buyers are confident that the market will not get out of hand again and that they can proceed with the development of a profitable linen business.

The danger of allowing prices to shoot up because of a short raw material supply and a long public demand has been demonstrated.

Fortunately for the linen buyer, this stabilization has come before the big retail buying season—too late for orders for import from Ireland, however—but in time to obtain deliveries from such stocks as importers hold in New York and other distributing centers.

Now that the public has started linen buying in earnest there is certain to be a scramble for deliveries of stock.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York

FOR SATISFACTION
There is no substitute for True Irish Linen

THE PREFERENCE OF CANADIAN WOMEN

MUSER'S FOR FINERIES

IS AN INCENTIVE FOR YOU TO STOCK THEM.

Our NOVELTIES are specially opportune for the Christmas season. They are selected from the finest displays in many countries and so wide in variety as to meet the requirements of your customers, be they conservative in taste or desirous of striking or even bizarre effects.

Laces
Ribbons
Hosiery
Handkerchiefs



Our SPRING offerings are the finest our extensive buying resources can procure—exquisite fabrics of filmy elegance, delicate laces of finest workmanship, embroideries which defy description, and novelties that will fill you with selling zeal.

See our whole range.

Chiffons
Dress Trimmings
Wash Goods
Embroideries

You will find it a treat to look over our great assortment. Muser's is a Fairyland of BLUE STAR products and imports.

Muser Brothers (Canada) Limited

New York
Boston
Philadelphia
Chicago
Baltimore
Los Angeles
San Francisco

Manufacturers and Importers of Laces Dress Trimmings and Embroideries

Importers of Fancy Dry Goods

12 ST. HELEN STREET

MONTREAL

London
Nottingham
Paris
Calais
Caudry
Le Puy
St. Gall

"Sanspareil" Super-Velvet

FAST DYE FINE TWILL FAST PILE

IF anything is certain, it is that Canadian women will turn to SANSPAREIL Super-Velvet the moment they realize such high quality is available at interesting prices. SANSPAREIL is an achievement in Cotton Velvets.



Its exquisite sheen, exceptional durability and superb draping qualities create sales wherever Sanspareil is shown.

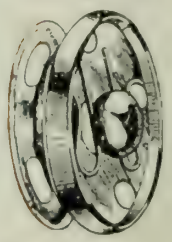
Balstone Cooke & Co.
Limited
MANCHESTER ENGLAND

To be had from the leading wholesale houses in Canada.

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

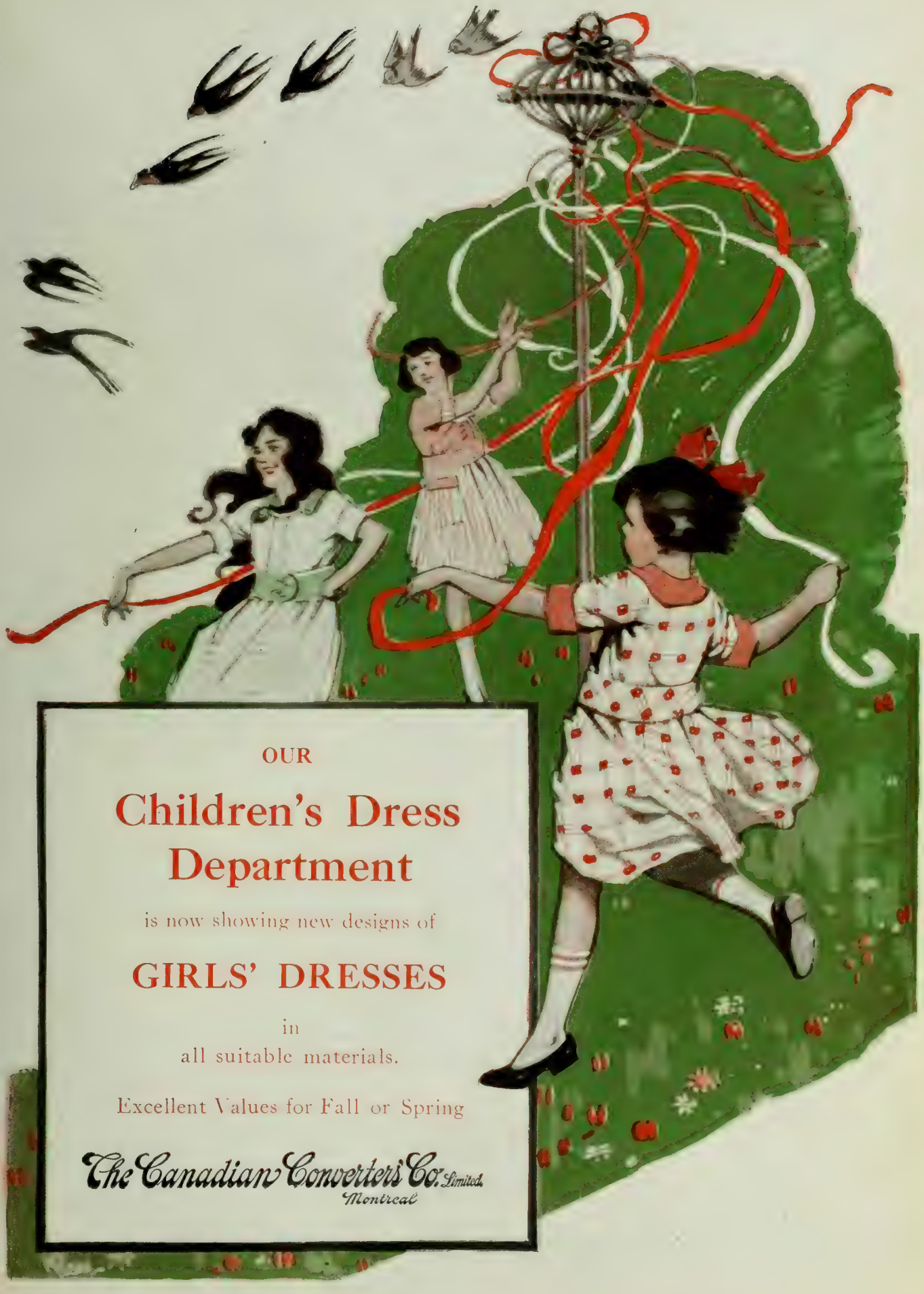
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.



OUR

Children's Dress Department

is now showing new designs of

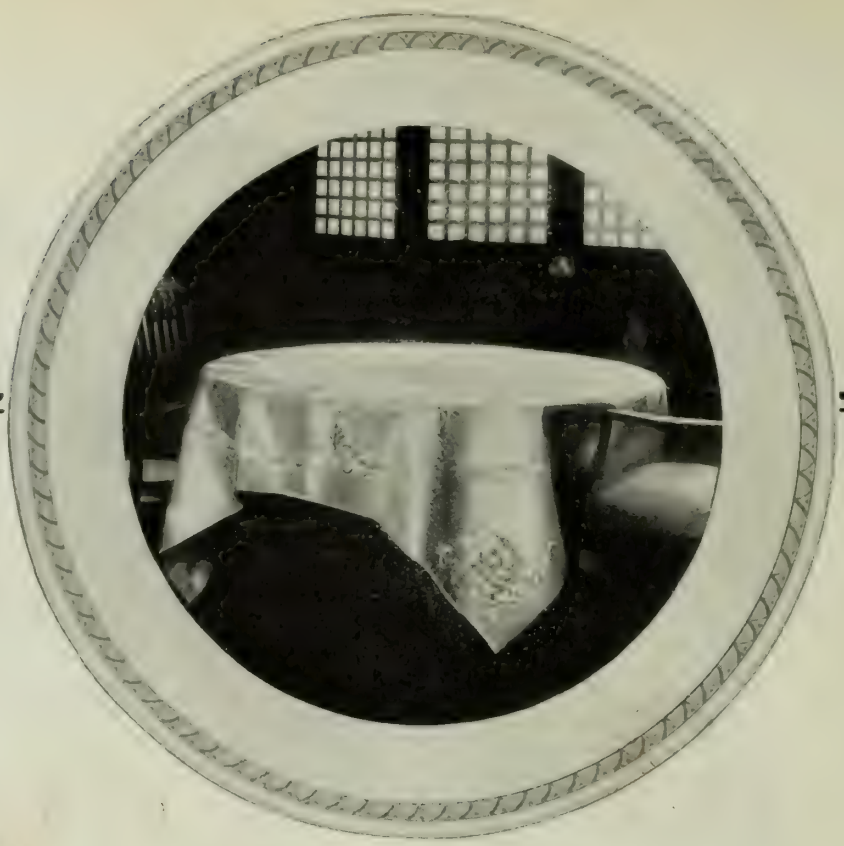
GIRLS' DRESSES

in

all suitable materials.

Excellent Values for Fall or Spring

The Canadian Converters' Co. Limited
Montreal



What High Quality Means in a Staple

Where a trade marked brand of a staple fabric, such as linen, is lifted out of the ordinary and by sheer merit placed on the highest possible plane—such a brand becomes comparatively immune from bargain hunting and freed from the competitive class.

"OLD BLEACH" pure Irish Linen is bought because it is *"OLD BLEACH."*

Its supreme quality, which is never questioned—its beauty and artistic values have given it a significance which makes it one of woman's most desirable household possessions.

The "Old Bleach" Linen Co Ltd
23-25 East 26th Street New York

The Trade Mark "Old Bleach" is stamped on every article except Table Damasks, which have the above mark woven in four corners.

Denton, Mitchell & Duncan
Limited

TORONTO

Specials for Christmas Trade

Men's Mocha and Fine Wool Gloves

Smoking Jackets in plain colors Blue, Brown, $12.00 each. Assorted Sizes



Special Values in Men's Neckwear $4.80, $6.50, $9.00 per dozen.

Men's Terry Cloth Bath Robes Assorted patterns and colors, $11.00 each. Assorted Sizes

Dressing Gowns

Assorted patterns, colors and sizes.
Prices $12.00, $15.00, $16.50 and $17.00 each.



DEPARTMENT "K"

includes many seasonable garments for

WOMEN AND CHILDREN



Black Satin Blouses, size 36-44, 1 doz. in box	$13.50
Black Voile Blouses, 36-44, per doz.	9.00
White Voile Blouses, 36-44, per doz.	13.50
Striped Voile Blouses	10.50
Crepe de Chine Blouses, white, maize and pink, per doz.	24.00
Crepe de Chine Blouses, maize, peach, black, navy, white, flesh	42.00
Crepe de Chine Blouses, maize, black, white and pink	36.00

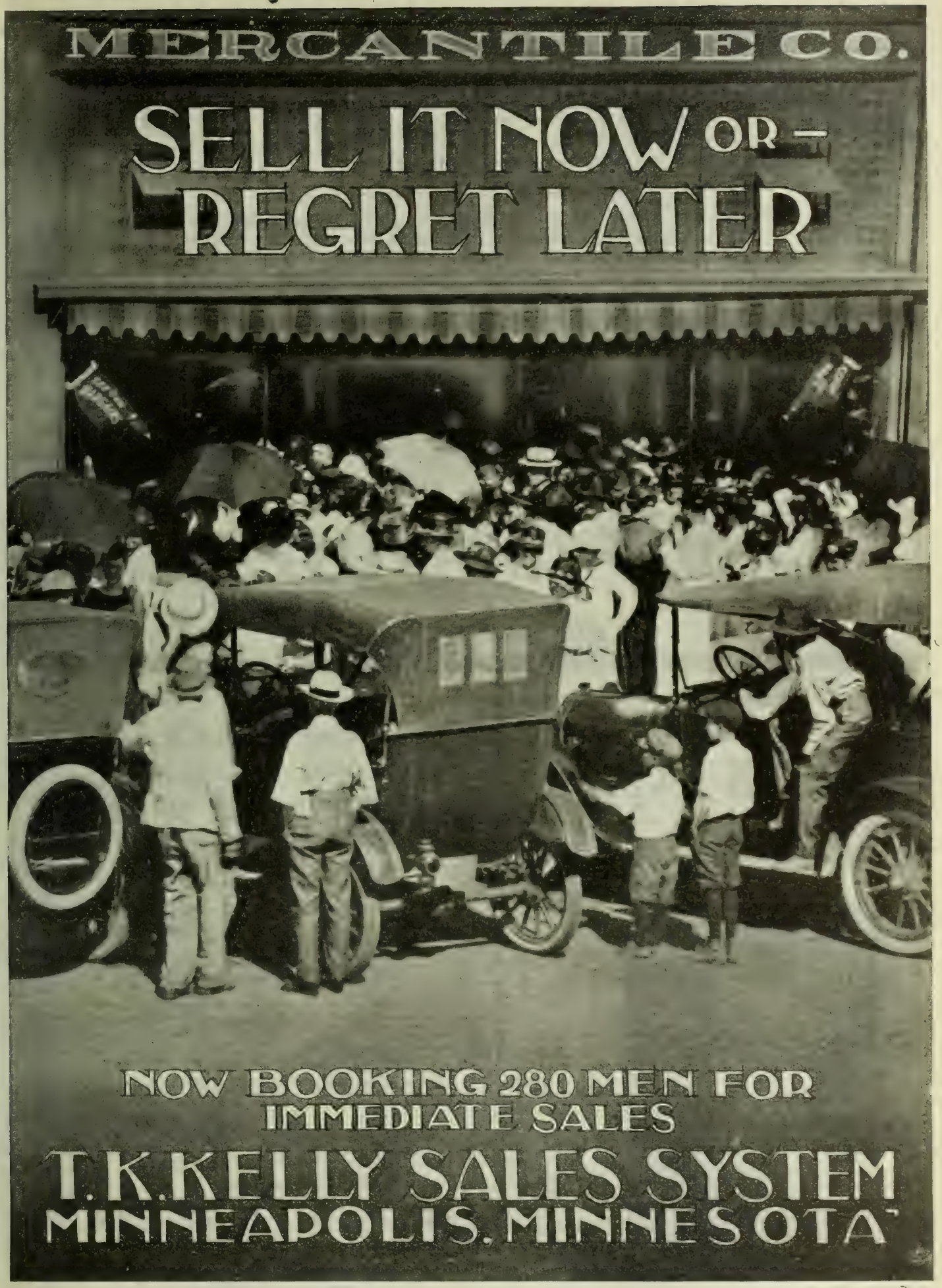
Child's White Pique Stamped Dresses, size 3 to 4 years	$ 8.00
Child's Gingham Dresses, 2-4-6	10.50
Print Dresses for misses, 6 to 14 years, assorted colors	15.00
Striped Flannelette Bloomers, size 12-14-16 years	5.25
Children's Eiderdown Kimonas, size 2-4-6, Copen, old rose, and pink	39.00

Stripe Flannelette Bloomers, 23-25-27, per doz.	$ 5.50
Short Flannelette Kimonas, assorted colors, size 38-44	18.00
Long Flannelette Kimonas, size 38-44, assorted colors	30.00
Ladies' White Flannelette Gowns, assorted colors, size 54-60, ¼ doz. in box	21.00
Allover Aprons, elastic belts, selected designs	13.50

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Toronto; 152 Bay Street
Sherbrooke: 103 Wellington St.
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
St. Hyacinthe: 229 Cascade St.


MERCANTILE CO.
SELL IT NOW OR—
REGRET LATER
NOW BOOKING 280 MEN FOR
IMMEDIATE SALES
T.K.KELLY SALES SYSTEM
MINNEAPOLIS, MINNESOTA

All Colors—All the Time

THAT'S SUNSET

We can ship all orders promptly—you need never disappoint a customer by being "out" of Black, Navy Blue or any of the 22 Sunset Colors. Every cake of Sunset sold means many repeats—keep your stock up—don't miss a sale.

22 FAST COLORS

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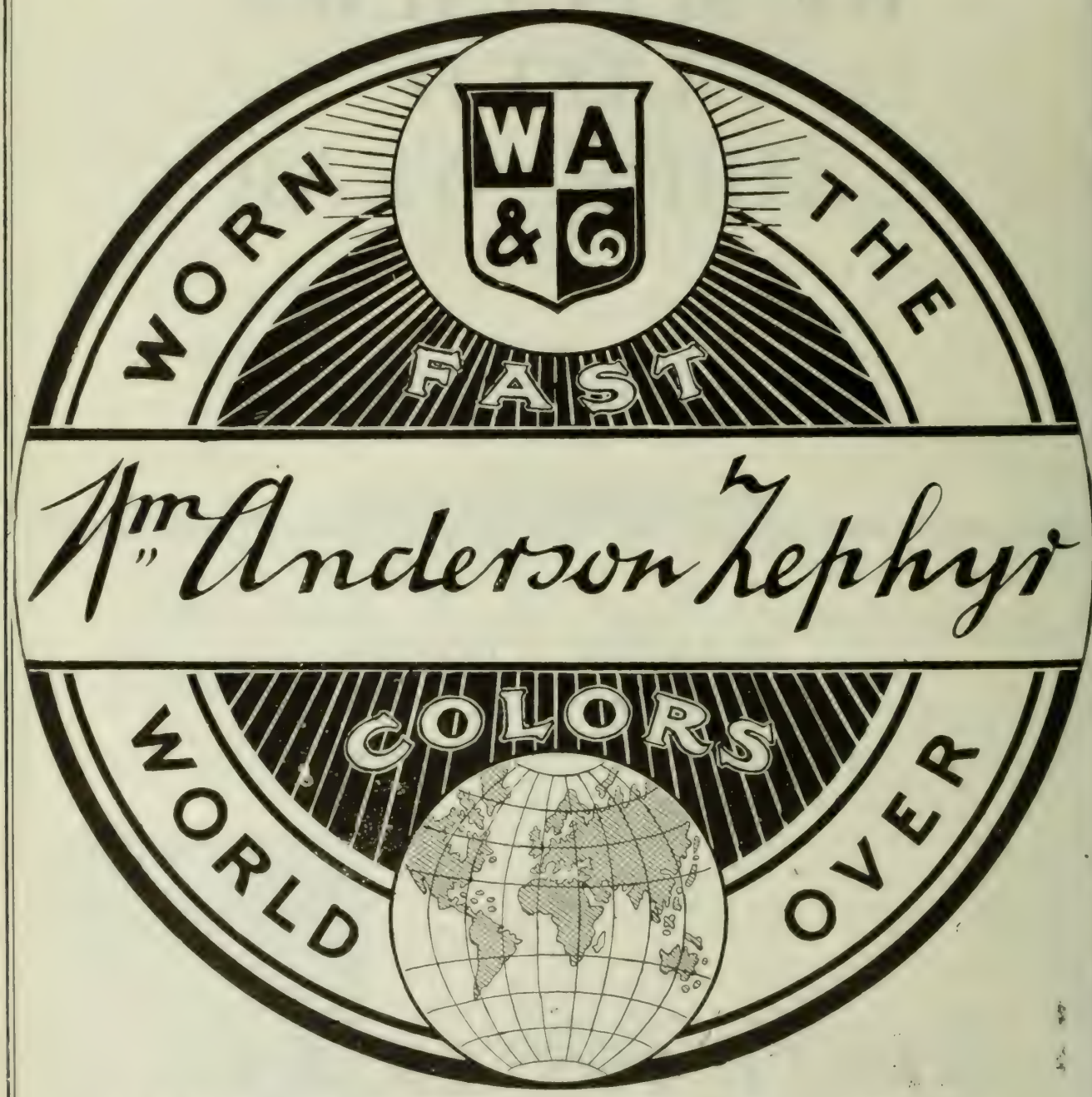
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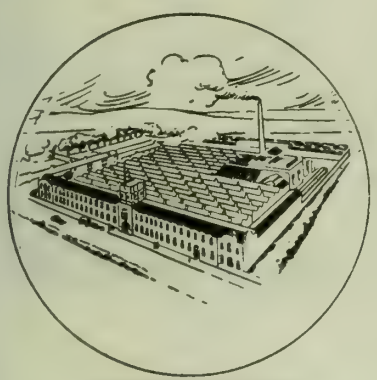
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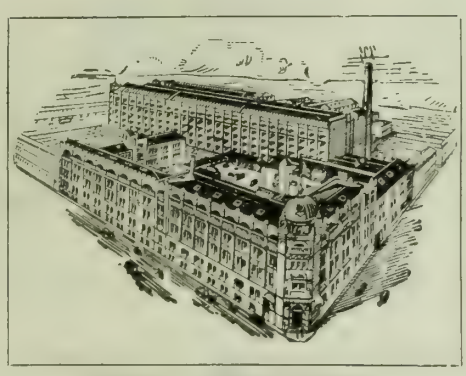
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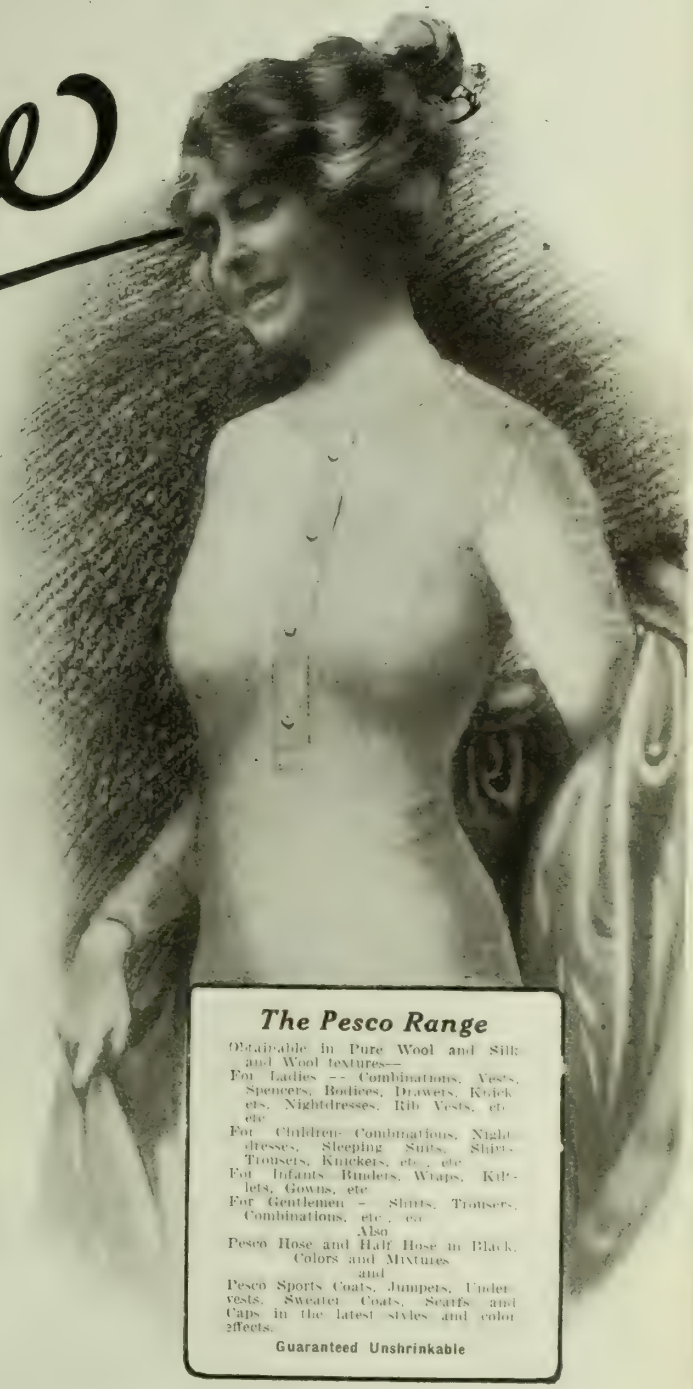
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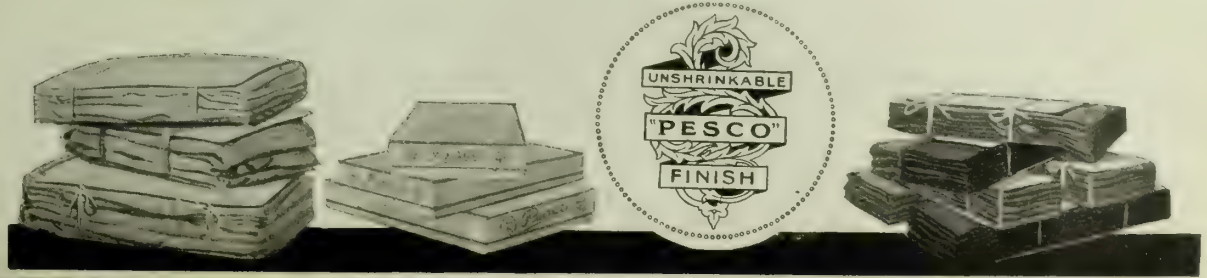
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(1) Perfect cut. (2) A good cloth. (3) A reliable lining.
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KIRK'S PERMANENT FINISH

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(Permanent Non-Crock)

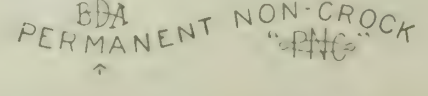
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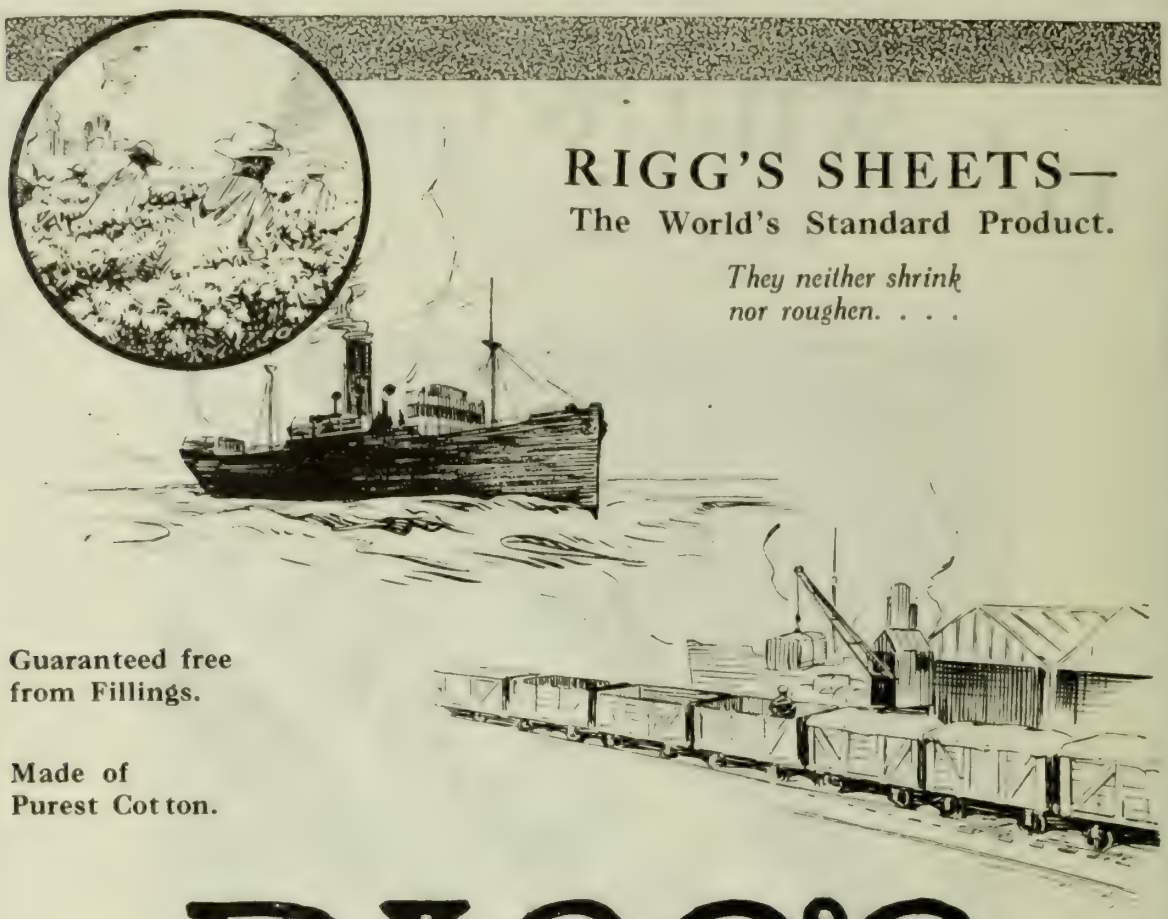
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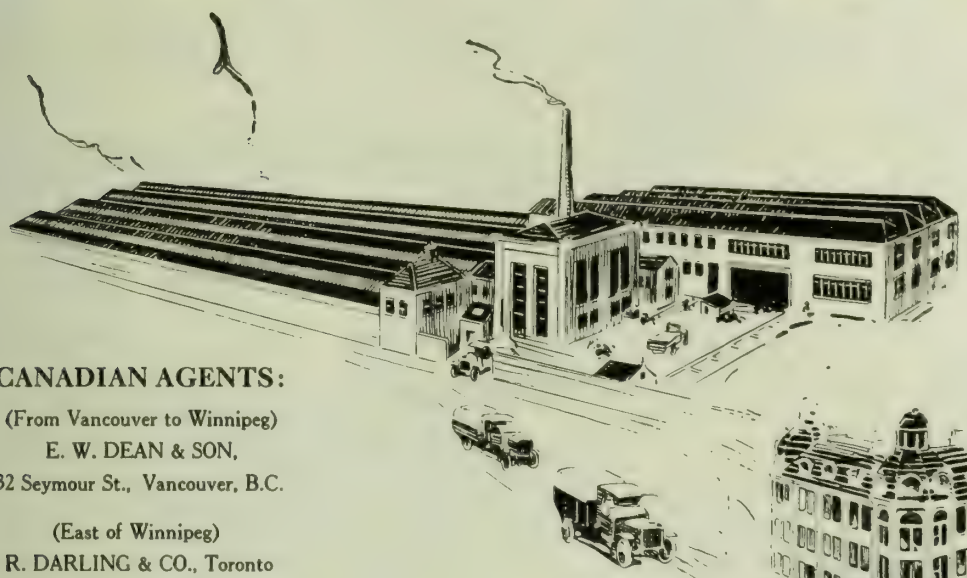
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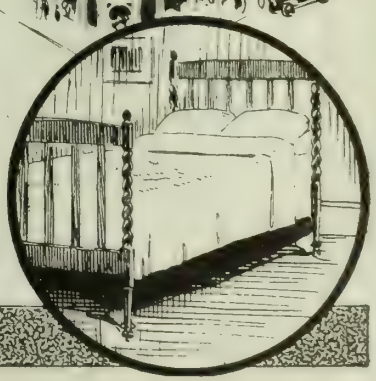
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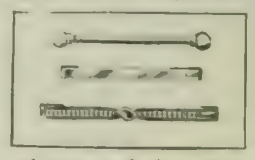
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Men's Silk Mufflers. Per dozen, **$27.00, $30.00, $45.00**

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Men's Champion Suspenders, in Christmas boxes. Per dozen **$7.25**

Men's Security Suspenders, in Christmas boxes. Per dozen **$9.00**

Men's Victor Suspenders, in Christmas boxes. Per dozen **$9.00**

Men's Liberty Suspenders, in Christmas boxes. Per dozen **$10.50**

Men's President Suspenders, in Christmas boxes. Per dozen **$10.50**

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Men's Half Hose

Men's Silk Half Hose, in Black, White, Grey, Navy and Brown. Per dozen, **$15.00**

Men's Fancy Cashmere Half Hose, two-tone effects. Per dozen, **$10.00, $12.00, $16.50, $22.50**

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Men's Black Cashmere Half Hose, with fancy Silk Clox. ..... Per dozen, **$16.50** and **$22.50**

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Evening Fashions From Paris

Sumptuous wraps and elegant gowns issue forth from the portals of the world-renowned French maisons in an unending array of beauty, quality and grace. These two illustrations sent direct from the Drecoll establishment reveal new tendencies in manteaux and formal attire. The wrap is an exquisite creation in velvet, broche and sable. The turban is of tissue in Indian design and the gown is in chiffon velvet unusually ornamented with bands and motifs of silver and brilliants.

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JACK FROST TO THE RESCUE

JACK FROST has come to lend a hand in a trying situation, and even though he may find it necessary to make a few outside trips to other tardy centres, the fact that he has arrived at all has put new life into a sluggish trade. Father Christmas must be credited with no small share of the improvement which has already been noted, and these two may yet introduce what one veteran of the trade predicted some weeks ago—a brisk period of buying from December 1st.

Santa Claus arrived early this year in the big departmental stores and the toy departments, in many cases, received him officially as early as the middle of November. The alert merchant well knows the value received from a timely appeal to the junior world, and in bringing the benevolent patron early on the scene he will do much towards stimulating interest in early Christmas buying.

KEEP CLOSE TO YOUR BANKER

RETAIL merchants would be well advised at the present time to keep very close to their bankers. They should not wait for the bankers to ask them to send in a statement of their affairs. They should take the initiative and go to their banker with as complete information as they can get together regarding their business. The banker's advice at this time is particularly valuable. He gets a great deal of confidential information from other merchants in the town which he cannot divulge, but which serves to give him a better idea than any one merchant can get of local business conditions.

It is essential for the merchant, during this period of readjustment, to keep close watch on his business generally, keeping down his credits and in fact eliminating them as much as possible. The plan of doing as much business on the cash basis as can be done within reason is a wise one to pursue. In adhering to this policy, the merchant will reduce his losses to a minimum, and will be in a position to carry on successfully through what otherwise might be a trying period.

UP TO THE RETAILER

ACROSS the border, where the downward trend of prices commenced considerably in advance of us, wide publicity is being given all the factors contributing to the market situation; and the United States trade papers are urging all branches of the trade to do their share towards eliminating the spell of uncertainty which has descended upon the commercial world at large.

American manufacturers of many lines have reduced their prices and are continuing to do so. Staples, especially, are being offered at new lower prices. Jobbers and wholesalers are, as in Canada, sending out new price lists—many of which show reductions varying from 10 to 30 per cent.

The Canadian manufacturer is taking his part of the readjustment medicine, and the wholesaler has already fallen in line. The responsibility is now at the merchant's door. Every retailer should realize this, and bring his prices into line with the revised quotations without delay. The sooner he acts the sooner will he gain the consumers' confidence, and as a result buying will commence again in earnest. In other words, the stabilizing of prices is now largely up to the retailer. Those who are staying out of the game are not furthering their own best interests nor helping the situation. They are prolonging the depression.

Window Displays That Will Sell Goods

The Trimming of a Shop Window Should Not Be Treated as an Art or a Knack—It is a Serious Branch of Store Salesmanship and Should be Utilized to the Best Possible Advantage of the Various Departments—Avoid Over-Elaboration—Emphasize One Idea

SOME window displays sell a lot of goods. Every department of the store reflects the sales punch in a good window display. People talk about the showing and purchase largely of the goods that are exhibited.

On the other hand some window displays fail almost entirely to affect sales in a satisfactory manner. The goods on display move no more rapidly than ordinarily; there is no comment among the customers on the display and the whole thing is a dismal failure.

What's the answer to this condition of affairs? Why do some displays sell goods while other displays fail entirely to do so?

The answer, of course, lies in the display itself. Here's the way one Western store manager, who began his career as a window trimmer, sums up the situation:

"Of course now that the principles of display salesmanship are so thoroughly understood by all window trimmers, it is a fact that most of the show windows are exceedingly successful in selling goods. But even the best of trimmers is apt to go off on a tangent every now and then and put over a display that proves to be an out-and-out 'flivver.'

Left Off Price Tags

"For instance," continued the speaker, "we had an instance of this kind in this store not so very long ago. I hadn't been paying much attention to the windows, except to get regularly weekly reports on the displays and the results, until one week when I got a report which showed that a display of cloaks and suits had entirely failed of getting any results. Absolutely the window didn't do a single thing to-ward boosting sales in that department, and I knew at once that something was wrong. I went downstairs and out to the street and looked at the display. I saw instantly just what the matter was.

"Going back into the store I called into the office the man who had trimmed that window.

"'Your cloak and suit display has been an awful 'flivver,'" I told him. "It didn't sell a single suit.'

"The trimmer hung his head.

"'That's what I've heard already,' he replied.

"'Do you know why it's a flivver?'

"'No.'

"'Then I'll tell you. Its because you've left off all the price tags. Why did you do that?'

"'I thought the tags spoiled the artistic effect. The display was beautiful and I thought that people were kind of tired of always seeing price tags, anyhow, so I left them off!'

"Can you beat that?" went on the store manager. "Of course that was the cause of the trouble—women simply won't come in to our store and make inquiries regarding the prices of unmarked goods shown in our displays. They have gotten the idea, from experiences with other stores who have shown unmarked goods in the show windows, that when articles are not marked it means that they are so high-priced that the stores are afraid to display the prices. So I had the trimmer put on price tags on all the cloaks and suits in the display and continued the display just as it was, with the tags added, for another week. That was all the display needed, the display immediately began to function properly and to sell goods the way it should.

"That is just one example of the way that a man is liable to get off on the wrong foot every now and then in the matter of show window display. And there are a lot of other ways in which a good display can be killed.

An Overdone Display

"I remember one time when I was a trimmer myself how I labored over a display of high-priced waists. The waists weren't moving in anywhere near the way they should and so the store wanted something special, and I determined to give it to them. I got up an elaborate lay-out for the display and then spent about three times as much time working it out as I ordinarily spent on a window. When I had finished I had a display that I thought was a world beater

"But—it absolutely failed to sell waists!

"What was the trouble?"

"The trouble was that I had made the display altogether too elaborate and fancy. I had spent too much time on backgrounds and frills and all that sort of stuff and too little time on the waists themselves. I had a window that was jammed with ingenious ideas, that had a number of moving objects, elaborate painted effects, novel lighting schemes and everything else, but it was so crowded with my stunts that but very little space was given up to the waists, and onlookers were so much interested in looking at my stunts that they quite missed the purposed big point of the display, which was to induce them to neter the store and buy waists.

"Right then and there I learned a thing about window displays which has always struck me as being highly important. The point is this—do not overelaborate the accessories. Remember always that the show window's chief purpose in existence is to help the store sell goods. This being the case, the heavy emphasis in a display should, with some few rare exceptions, be placed on the goods that are offered for sale. The stunts and backgrounds and accessories should always be toned down so that they will turn attention to the articles which the store wishes to sell insteady of grabbing off the major portion of the onlookers' attention for themselves.

"Personally, I feel that it is hihgly essential to watch our windows carefully to see that there is no overelaboration of non-essentials. You see it is so easy for an artistically-inclined window trimmer to over-emphasize some minor point of the display, with the result of practically killing the sales value of the window.

"Still another important factor, to my mind, in the framing of window displays that will sell the goods, is that of hammering home only a single point or so in a single display. In other words, keep the windows simple. Don't let them look confused so that the onlooker won't be able to tell whether it is waists or hosiery or cloaks or suits or millinery that is being displayed. I am a great believer in having a single dominating idea behind each display and in having the trimmer realize definitely just what this dominating idea is and frame his display accordingly. If the display is designed to sell cloaks and suits, then everything should be subordinated to that one idea. Let nothing creep in that will, perhaps, give the folks the idea that a special drive is being made on furs or something else. Don't let the prospective customers take away a ronfused impression of the displays. They are much more apt to remember the displays and to talk about them if the displays are simple and direct than if they are confused and wandering. At least that's my idea about it, and it's what we work out in this store to good effect.

"Window trimming," concluded this store manager, "is more than a knack or an art. It is salesmanship. And the windows that sell the most goods are not necessarily those that are the most artistic but rather those ha contain the most forceful elements of good salesmanship. That's the point about window trimming I try to emphasize with our trimmers, and I believe its a point that all stores could emphasize with good effect."

Better Movement of Commodities Now Discernible

Improvement in Movement of Some Commodities in United States Looked to as Hopeful Sign of What May Follow in Canada — Recent Nervousness Over Uncertainty as to Extent of Sacrifices Necessary to Restore Buying—Empty Shelves Should Prevent any Sustained Depression.

SIGNS of an increased movement of commodities are said to be discernible in the United States, according to the weekly market letter of Hayden, Stone and Company, and in view of the fact that in so far as periods of depression or prosperity are concerned that country is generally some months ahead of Canada, this tendency is of interest to Canadians. The letter is as follows:

"There are beginning to be discernible some signs of movement of commodities. To be sure such transactions as are taking place are at figures which mean little or no profit to the producer, but the important thing is that a market at any level should make its appearance. Recent nervousness has not been so much over the fear of having to sacrifice profits, or take losses —it has for some time past been realized that this would be necessary—but ever the uncertainty as to how great these sacrifices might be; whether it would be possible to move commodities at any price, or whether they would have to be carried indefinitely. The establishment of a market for goods at any level, the change from uncertainty to certainty, would at once create a better atmosphere. We do not say that this point has been at all generally reached; only in a few commodities it seems to be in sight.

Retailer Still Stubborn

"Unfortunately, so far as the articles in ordinary everyday use are concerned, the retailer is still stubborn in his attitude. This is regrettable because the longer buying is deferred, the greater becomes unemployment and the less the buying power. Deflation, like inflation, is cumulative in effect. To attempt to cling to the old level of prices is a mistake. Producers and manufacturers generally have, for the moment, given up thought of profit. The thing most to be desired is to find a level at which it is possible to do a normal amount of business. Once this is found, and goods move in their usual volume, the adjustment of costs to a profitable basis will take care of itself.

Increased Labor Efficiency

"Meantime an important step in this process —the liquidation of labor—is daily taking place. This is not so much in the reduction of wages—though this may have to come in time —as in increased efficiency.

"Even the most obtuse now realize that we are in a period of business readjustment, involving some hardship. The speed with which we pass through this will depend on the readiness to face facts and act accordingly. Whatever else the business man may be, he has generally been noted for being practical. For this reason we have high hopes that business reaction will be of short duration. When we see evidence of all being willing to make proportionate sacrifices, we shall be happy to take a constructive attitude, for it is then that business will seem to be at its worst and in this instance, as in all previous cycles, it will be when business touches the low point that stocks will be a real purchase.

"Apparently, however, all are not yet quite resigned to taking their medicine, so that this point has, in our opinion, not yet been quite reached though we are rapidly approaching it."

Unsupplied Needs Should Prevent Sustained Depression

Another important survey of conditions is given in the following statement from an authority. This view is held by not a few thinking business men in Canada and points out that there are great unsupplied needs in the world and that this lack should prevent any sustained depression. Notwithstanding the fact that there is much unsettlement and buying power is impaired this official makes the following encouraging comment:

"The boom period which has been responsible for the existing expansion of credit and high prices was not due to internal development or construction work; on the contrary, it interfered with normal development and improvements, and the facilities of the country are behind its needs. Never before was there so much work in sight needing to be done, or so many opportunities in the world outside. The immediate problem is that of price readjustment. It is not a case of exhaustion or of waiting to grow up to investments that have been made. The new work would not go forward upon the level of costs created by the war, and regarded as abnormal and temporary."

Commercializing Kindness

How a Montreal Store's Welfare Department is Operated.

THIS story has to do with the dollar and cents returns on an investment of kindness. The store manager protested vigorously when told that the social service and welfare department was to be written up, saying: "We advertise our goods but not our philanthropy. If we've done any good it's a side issue."

It was pointed out that the store had quite evidently done so much good that it was high time the other merchants were shown the way similarly to improve the morale of their staffs and the volume of sales. The manager was forced to admit that since this philanthropy was now an accomplished fact it was perforce public property and as such was open to discussion.

"I think we have the best sales girls in the city. The whole thing is to promote them. They do so much better work under the stimulus of our interest," said the head worker of the social service department, in referring to her charges.

And not only is the spiritual welfare of the staff well taken care of, but there is also an immaculate three-bed hospital in the store where a trained nurse is always on hand to administer first aid or in serious cases to accompany a girl home in a cab.

The welfare department has authority in every part of the store but control over none. Its task is to look after the girls of the store, to improve their lot in every way possible and to so co-ordinate its efforts in the various sections that in helping girls it also helps the store and builds up an organization with a soul.

This is how it works out:

Hiring a New Girl

A girl is engaged by a department manager who is assisted by the head of the employment bureau. Then she must present a certificate of health that is signed by the resident nurse of the store. If unhealthy or unvaccinated, or unwilling to be vaccinated by the store doctor her application is refused.

If accepted, the applicant is interviewed by the head of the social service department, who investigated the girl's record and character. If this is found to be satisfactory she advises the girl as to the general requirements of her new position, one of which is the acquisition of a black costume at cost, and paid for gradually out of future wages. If found unsatisfactory, however, no further interview is necessary. Once accepted, however, she becomes one of the store's big family.

Breaking the Girl In

The girl usually comes fresh from school and may be from 14 years old upward. She is regarded as an apprentice, and is put at tying up parcels. After a reasonable length of time she is promoted to the notion counter, the training school of the store, where the green girl learns to make out sales slips and other tasks of a general nature. In short she becomes a sales-lady. Here she begins to earn more money.

From the notion counter she will go into any department that needs her. This is the stream that feeds all departments. A small increase is a recognized part of the move into a department.

Promoting Troubles Away

The girl is now well started in her career in the store. It becomes the task of the social service department to follow that career and make the rough places smooth. Assisting in the promotion of deserving girls and the securing of more pay for them is the chief task. The girls have made it so. The store expects the department to fight the girls' battles and overcome any injustice it may innocently do them. As a result of a changed economic situation and the work of this department, the store pay roll has increased some thousands of dollars lately. Department managers tend to avoid raising a girl's pay in order to keep their costs down. If the girl can prove to the head of the welfare department that she is entitled to more pay, the latter presents the case to the department head. If the latter still refuses she begins to look around for a position for that girl in another department that offers more money. And when found, the girl moves. Needless to say such a task requires tact. Fortunately the department heads endeavor to be fair, but even when they are they cannot always pay a girl as much as her case entitles her to, so the move may be made without the slightest danger of ill-feeling arising and with the manager's full consent.

A Typical Case

A girl reported the other day that she had worked a year without an increase although she had asked for one twice. Other things were such that an obvious injustice had been done. The manager, however, refused to raise the girl on grounds that were technically sound. Another department was found to need just such a girl and was willing to pay the advance.

By that time the other department head had experienced a change of heart and wanted to keep the girl. But it was too late. The policy of the store dictates that it is much better to promote one of its own staff than to go outside for a new girl, however good she may be. And under no circumstances is a girl hired as long as she is working for anyone else. She must be able to say she is out of employment before she can be engaged.

The Classes

Any problem that affects the spiritual or physical welfare of the girl comes to the social service department. Frequently it is necessary to invoke the aid of the manager who opposes a move that appears to threaten his department. Thus in the case of a class in telephone instruction, one manager objected to his girls being taken away at intervals to attend the class until it was explained to him that the training was for the purpose of increasing the efficiency of his own staff, and not merely to help the general telephone service out. That was what was needed to gain his enthusiastic support. Other classes are held as needed. For instance, a list is kept of the poor writers. The audit department collects the data and compiles the list and sends it through the social service department to the manager of the employment bureau who has charge of this class.

The Graphic Instructor

A large bulletin board is used to furnish graphic instructions in selling to the girls. The subject matter is changed every week. A large photo that illustrates sales methods forms the centre of interest. Beneath it are helpful suggestions such as the following:

APPEAL THROUGH SENSES AND INSTINCTS

CUSTOMER: "Please show me some cotton lisle hose, size 9½."

Miss Everpleasant, after getting customer seated, gets several styles of the hose requested, and places them in the customer's hands, one pair at a time, noting preference shown for certain numbers, and concentrating on those in her selling talk.

She also introduces some silk hose and is successful in selling both kinds.

NOTE. — Placing one's hand inside of hose shows up the texture nicely—by placing them in a customer's hands, you make a still stronger appeal—she feels the fine quality of texture, and imagines how nicely she would appear in them. You have thus made a strong appeal to her instincts of adornment and self-possession.

Also there are large cards containing small sample of goods with a simply worded description of the material. In the middle of the board there is a bunch of enquiry cards for the girls to fill out. They are headed: "Question and Suggestion Card" and have a blank space for the girl's question together with her name, number, and department. Small books on salesmanship are sent to the girls, who are afterwards questioned about them. They are searched out in their departments at quiet times of the day and instructed in the history and manufacture of the goods they sell.

Social Service

A list of absentees is turned in to the welfare department every morning. If a girl has been absent two days the head worker then goes to her home to investigate. If the girl is found ill, adequate medical attention is obtained and the living conditions improved if necessary.

The head worker's morning is spent in the store and her afternoons spent in calls at the homes of the absentees or others who appear to require such special assistance. If a girl loses any member of her family the head worker personally takes a message of condolence from the store manager. The latter receives a report on the activities of the department once a week and gives to special cases his personal attention.

The Social Side

A comfortable rest room is provided with all the latest magazines, and a girls' club is contemplated. A cafeteria is operated at cost and a good dinner may be had from 10 to 15 cents. Occasional concerts are held and every encouragement is given to any action that will encourage a better mutual understanding in the staff. "One big happy family," the head worker calls her charges. Both she and the resident nurse say that the girls very rarely take advantage of the assistance rendered them. Instead they are intensely grateful and approach their work in a better spirit.

Humble Philanthropy

The girls do a great deal of good amongst themselves. Recently one girl lost her father. The other girls raised $60 amongst themselves and gave it to the social service department to present to the girl's mother. Upon several occasions they have made up to a girl the accidental loss of her pay.

No girl is discharged except for dishonesty or disloyalty. If in being transferred from one department to the other she does not come with recommendations, the welfare department steps in and gives her special attention.

There is a transfer department through which all exchanges of help are made and which keeps a check on such matters. Discharges, however, are rare. Girls usually leave only to get married or to better their position.

Team Work

Judged impartially the sum total of the work of this department is an improved morale that results in better team work, an increased interest in the work and the interests of the store. Customers remark on the improved appearance, manners and knowledge of the girls. The latter in turn feel that they are appreciated, that someone is looking out for them, that the store is their one best friend.

Finding the Average

One Definite Aim for the Trade—Merchant Has It in His Power to Hasten Readjustment—Public His Barometer.

THE average of human exuberance and depression is found somewhere close in the neighborhood of the ordinary mood in which we are found carrying on. The mean of highest and lowest temperatures is not far from the temperature that prevails for the greatest number of the 365 days of the year; and over a period of years (say ten) the abnormal and subnormal extremes of trade average not far from the condition in which the demand for all classes of merchandise is well-proportioned and in which prices are at a normal level, being neither too low nor excessively high.

It is therefore to be expected that following a period of abnormal inflation there will be a period of subnormal depression; but it is also a rule that the average of the two periods should be what the merchant considers happy days. To compel this average from the two periods, the latter of which is now here, should be the present aim of trade.

It is apparent, on the face of things, that this law of average works out from the standpoint of the public, the purchasers.

During the past six years there has been an abnormal distribution of wealth. Sections of the public formerly in all but destitute circumstances, have found themselves in comparative opulence. And the artisan has been known by his silk shirt; the mechanic by his closed car and shop clerks by their player pianos. As they have earned abnormally, so have they spent. Full heartedly they entered into the new conditions, led, it must be admitted, however, unconsciously, by those who have always enjoyed greater wealth, but who have, with increased wealth, also indulged in increased luxury.

Now is the pinch coming. Lower wages, shorter hours by reason of decreased production, in some cases loss of jobs, are combining again to popularize plain foods, plain clothes, comfortable houses and efficient but less elaborate baby carriages and things. People will now buy more moderately and less extravagantly, but they will continue to buy—rather to supply their need than to gratify their fancy. To that extent we will have hard times, not necessarily any further.

Canada Is Rich

For the much money that circulated during the war has not been lost. It is still in existence and will still be used to conduct business and keep the old world going. Maybe the banks are calling it in; but it is in the banks to somebody's credit and will circulate so soon as it is seen that a sound basis has been restored to national business. And that restoration will be complete so soon as there is completed a sound basis to national living.

So, such depression as we may now expect is but transitory rather than permanent; it is the inevitable step from abnormality to the mean. Its name is temporary subnormality.

Co-operation is therefore the prime requisite in speedily re-arriving at the mean condition. Merchants who carry on in a reasonable way, offering reasonable goods, being satisfied with reasonable turnovers and profits, who appreciate that they are dealing with reasonable people who must now live reasonably, are those whose credit at the banks will most readily be restored, those who will least feel the pinch and who will most quickly recover from it.

Foresight

If the mistake has been made of living only from season to season, the greater will be the difficulty of ameliorating the trials of the next few months. But those who have always realized that they will be in business for the most of their lives will have already appreciated the importance of maintaining an average, a mean condition through all ups and downs; and to them even the most unusual conditions, up or down, resultant from war, are just the ordinary exigencies intensified. They are to be met by the old standby methods intensified.

It is the fear of hard times that intensifies depression. But the calm acceptance of hard times as a necessary transition to normality will ameliorate depression, providing adequate service for adequate returns is always the principle. When the public was a well-fed person it wanted caviar—and paid adequately for it. When it is a hungry child it wants porridge—and will pay adequately for it. And when enough porridge can be provided for adequate pay, there will be enough work to provide enough money to provide enough porridge. It goes round and round.

When the retail merchant makes his cog in the wheel fit and work smoothly, we are then much nearer the goal.

Many Recessions in Dry Goods Lines

New Cotton Lists For Next Spring Show Reductions of From 20 to 30 Per Cent. and Wholesalers Are Meeting It by Reductions Which Correspond — Some Reductions Being Made in Woollen Dress Goods—Silk Men Say Trade is Buying Silk Now Below Replacement Values—The Markets at a Glance

RECESSIONS in many lines of the dry goods trade, with here and there a slight increase, are happening. There are various causes assigned for these recessions but, generally speaking, manufacturers, wholesalers and jobbers are revising prices, having in view replacement values. Vendors to the trade believe this to be the soundest and the fairest principle of business on which to operate, and as soon as they receive advices of cuts in prices they are making their own revisions for the benefit of the trade in general. They are cutting down the margins of profit in some cases; in others they are cutting them away altogether. Here and there are lines of goods which, during the rush of the last few years, they added to their standard lines because the outlet to the trade was good. It is not their intention to repeat these lines; consequently, they are sacrificing them to get rid of them. In some of the novelty lines, notably silk, merchandise is being offered in some quarters to-day at a price which, in all probability, is considerably below the replacement value. Jobbers say that some lines of dry goods can be bought more cheaply to-day and during the next few months than in the Spring because necessity is forcing goods on the market.

Business generally hovers between quiet and fairly good. Retailers are continuing their policy of buying from hand to mouth and are placing very little for Spring. On the other hand, they seem to be doing a very good business themselves, judging from reports that reach us. But the orders they are placing with wholesalers and jobbers are spotty and in dribbles. The wholesale trade, however, feels that the present lull is only temporary, that the consumer who has been holding off now for some months will soon be back in the market and that business will be good again, even at the lower price margin. They are looking for further recessions in some lines and do not hesitate to state so, and they evince a disposition to accept what losses are their in the readjustment without undue murmuring.

Staple Cottons

The Dominion Textile lists for Spring, 1921, are out, containing reductions in many lines of from 20 to 30 per cent. Cantons, sheetings, pillow cottons, ducks and yarns in white and grey cottons, all show these reductions. A fine bleached cotton, for instance, that formerly was quoted by the mills at 20¼ cents is now 15 cents, and all other lines show about the same margin of reduction. As pointed out last month, colored cottons, that is cottonades, denims, etc., also show a corresponding drop. One line that shows an increase for Spring is awnings.

The downward trend of prices is a little faster than the upward tr .d. Take, for instance, a line of bleached cotton that on August 18th was quoted at 15¾ cents. On July 2nd, it was quoted at 20¼ cents, while the latest quotation is 15 cents.

Cotton Dress Goods

Cotton dress goods are also undergoing price revision downward. Jobbers and wholesalers are revising their lists to the trade to correspond to the new prices quoted to them and their stocks are pretty heavy. The new lists from one mill on prints and steel clad galateas, etc., show reductions of about 20 per cent. over the prices of Spring, 1920. On flannelettes, the reduction is about 10 to 15 per cent. Gingham seems to be about the only line on which the price holds firm. Plain saxonies, stripes, etc., are down from the Fall quotations about 10 to 15 per cent. but seem still slightly higher than the Spring prices of 1920. Heads of departments in wholesale houses point out that they are getting hit both ways in the price revision. On orders booked, the retailer is asking for the new prices, while they are obliged to cut their margins of profit on goods still on the shelves.

Linens

While the source of supply for all linen goods has undergone no improvement—nor is there any improvement in sight for the raw material—Old Country manufacturers are inclined to make some cuts in prices to stimulate business with Canadian houses. They have made cuts of from 20 to 30 per cent. but buyers here state that these cuts cannot be felt in this country yet to any extent. Canadian buyers bought heavily many months ago and, since then the peak prices in the linen market have been reached. It is from these peak prices that the present 20 to 30 per cent. cuts are being offered and wholesalers state that any further reductions will have to be made before prices to the trade will be materially affected. Stocks in the hands of Canadian houses are still below present day values being offered by British manufacturers.

Silks

Retailers to-day can probably buy silks cheaper than they will be able to buy them next Spring unless, by some means or other, producing costs are greatly reduced. Goaded on by necessity or a desire to get rid of lines that are not to be repeated, houses are offering some lines of merchandise far below the replace-

ment values' basis. Conservative houses are marking down their standard lines having in view the replacement value; there are other houses selling merchandise without this policy in view, either to keep things going or because they need the business. "The public are getting silks to-day," said the head of one house to Dry Goods Review, "at prices which are not right from the legitimate merchandising point of view because they will not be able to get the same silks later on at the same price. That is not a healthy recession of prices." Silk men say they have constantly offered and sold silks to the Canadian trade cheaper than they have been sold elsewhere because they bought their quantities before the peak in prices had been reached. For instance, one line of Swiss silk reached the peak price at $2.50. The peak price paid by the Canadian house was $2.25. The revised price of this same line, having in view the replacement value, should be about $1.65 a yard. Revisions are being made on all standard lines and prices now are about the same as Spring, 1919.

Spot business is very quiet in spite of the fact that the retailer seems to be doing a fairly lively business in silks. Jobbers are looking for a lively sorting business for Spring because they feel sure that the stocks of the retailer are getting very low and that the revised prices will relieve the situation so far as the luxury tax is concerned, if, indeed, there is any luxury tax by that time.

Laces and Embroideries

While there have been no advices regarding price recessions in laces and embroideries from British houses, manufactures' agents here say they are looking for a 10 per cent. reduction in embroideries very soon. They do not see it yet in laces, nor do they see an appreciable reduction at all unless labor costs are reduced. "Unless mill owners fire their staffs and hire them over again at reduced wages, I don't see that we will have any great reductions in laces," said one agent to Dry Goods Review. It is, in other words, largely a matter of producing costs.

Woollen Dress Goods

Wholesale houses are revising some of their price lists according to the recent advices they have received from American houses as to price recessions on such lines as come from across the line, notably silk and woollen voiles. Revisions are also being made by some houses, having in view the benefit derived from the exchange rate. There is no concealment of the fact that prices are coming down and wholesalers are doing what they can to meet the situation fairly. They caution, however, that the Canadian trade should not be led astray by the announcements of 20 to 25 per cent. reductions on higher-priced lines of woollen goods sold in the United States. They say that such reductions are from the peak prices, and that Canadian houses did not buy at peak prices which obtained over there and which affected only their own domestic market, not the foreign one. One wholesaler cited a case in point of a fine velour that was quoted by American houses at $5.75 in New York. Laid down here it would mean $7.35. This wholesaler was selling the same thing now and had been for some time at $5.00. This applies to very many lines.

The English market, for the most part, is holding very firm and Canadian buyers are somewhat at sea to know what to do about going into it for the Canadian trade.

Carpets, Rugs and Linoleums

So far as the English linoleum lines are concerned, the prices have been practically guaranteed until the 31st of July next year and big, if any, reductions are looked for on these lines. Buyers think, however, that similar American lines will be lower. Cotton quiltings that were $2.40 in June are now $1.75; another size that was $3.00 is now $2.15, a third size that was $2.62 is now $1.75, while a fourth size that was $2.95 is now $1.95. Local houses that have stocks on hand are meeting these revised lists from the Canadian mills. Oilcloth prices have been guaranteed till March 31st of next year and there have been no advices of recessions yet. Rugs and carpets are remaining firm in price. So far as all cotton lines in house furnishings are concerned, buyers are uncertain just what will happen.

Curtains and Draperies

Some of the cotton lines in curtains and draperies are undergoing a downward price revision, owing to the action taken by Amercian houses. On Canadian tapestries, velours, etc., there have recently been slight reductions made. Canadian houses say they did not buy at peak prices which were reached last Spring; but that they bought over a year ago when prices were considerably lower than peak. At the same time, there is the tendency toward lower prices and Canadian houses are doing what they can to meet a demand for lower prices. On shades, there have been no reductions at all.

Notions

Among notions, celluloid goods are still on the increase and are likely to be even higher next year. Jobbers were advised just the other day of an increase in celluloid needles of $1.00 a gross. Side combs, knitting pins and shell pins are affected by this increase. For instance, shell pins that sold four on a card last year for $9.00 will be three on a card for the same price in future. While there has been a drop in the American quotation on crochet cotton, it is not yet sufficient to affect the Canadian price which was not fixed according to the peak price reached across the line. The American price went as high as $2.00 while Canadians never paid more than $1.15 for it. There is a slight reduction recorded in turkey red cotton. No advices have been received of a drop in cotton threads or silkine but jobbers are looking for it and are not buying great quantities yet.

Making Calgary Come His Way

A. E. Snell Establishes Dry Goods Store Seven Blocks From Business Section in Defiance of Popular Opinion—Now Heads One of Best Known Businesses in Alberta—Volume of Turnover Increased 25 Times in 14 Years.



Five views of the Snell store showing arrangement of depart ments.

WHEN a Westerner undertakes to do a thing right he rarely stops half-way. A. E. Snell is a Westerner and in 1907 he started out to become a successful dry goods merchant. He chose Calgary as his "city of fortune" and displayed his name over the door of a little store on First Street West. All his friends thought he was crazy to try to run a store seven whole blocks away from the business centre of the town. To prove that he knew what he was doing Mr. Snell moved in 1912 to a bigger building, and in 1918 he trebled his floor space, taking over the entire basement and main floor of the building at 1301 First Street West.

A $400,000 stock is now carried and since the business was started the volume of turnover has increased twenty-five times. Mr. Snell has also experienced the satisfaction of having used his own judgment to his own advantage—for Calgary's business section is gradually and surely growing in the direction of the wide-awake First Street store. As Mr. Snell himself explains, the traffic to all the large residential districts passes his door and there are not many people in Calgary who do not at least know where the Snell store is located. Another thing upon which Mr. Snell is already gauging increased business is the proposed erection by the C.N.R. in the near future of a large station and hotel within a few blocks of the business, a fact that carries much significance.

No Use for Forced Sales

Mr. Snell's advertising policy is simple, practical and does not recognize sensationalism.

"If a man's business is in a healthy condition, he does not need to incorporate forced sales and sensational advertising in his merchandising policy," said Mr. Snell to a representative of Dry Goods Review. "I stage just two sales a year —season sales—Winter and Summer. When there is a demand for a certain line of goods in season we advertise but we never feel obliged to announce forced sales. We are too firm sponsors of normal trade."

Store Arrangement Perfect

The accompanying illustrations will throw further light on the success of the Snell store. Few large Eastern establishments could boast a more attractive looking stock, a neater arrangement of the various departments shown, or a prettier prospective of a store interior than revealed in any of the five views of this handsome Calgary store. The ready-to-wear, the accessories, the art needlework and notions, the lingerie and the toy departments are each shown, and in addition the handsomely appointed rest room set aside for the use of store patrons is shown in the background of the accessories department illustration. A shoe department and a men's furnishing section (not including clothing) have been further added this year. The store is departmentalized—each department being run on its own merit.

"Our two new departments are work-

ing in nicely," declared Mr. Snell in answer to a question regarding the opening up at this time of additional stock.

Although special features are introduced in the toy department at Christmas time, this fine department is consistently active right through the year, and it occupies a psychological position in the store. In the basement is located the children's wear department, where mothers can purchase any required garment for children of any age from babyhood up. A special effort is made to accommodate children's needs, and the fact that the toy department is conspicuously situated in the basement, whither the junior element sojourn in the quest of new reefers, toques and rompers, has turned many sales to the counters on which repose blocks, dolls, electric trains, drums and picture books. Good nature has frequently been preserved during the trying and bothersome ordeal of being fitted for a Winter coat by a preliminary visit to the toy department.

Another department which has won an enviable reputation is that of the millinery section. It is recognized as one of the best in the city of Calgary.

Great attention is also paid to the dress goods and silks stocks of this business, and the advice of the heads of this department is recognized to be unerring when the question of style, color and quality arises.

Aim to Please

As will be noticed, great attention is given to store display. Up-to-date equipment is employed to show off the lovely garments in the lingerie department, and handsome wood wardrobes with panelled glass doors enhance the ready-to-wear section and prove a source of convenience to patrons when models are being tried on and considered.

The windows of the store, too, are faultlessly kept and trims are frequently changed against the handsome backgrounds of genuine Mexican mahogany panellings. The windows extend 125 feet on First Street. The staff at present numbers fifty and an important feature of the staff policy is to cultivate the confidence of every customer who comes into the store by remembering them by name and by seeing that their particular needs are given immediate and individual attention. To further this service a splendid alteration department has been established, so that no matter what a customer may purchase her own individual tastes may be further catered to should she wish the slightest detail changed in the article or garment purchased.

"Today," declared Mr. Snell, "my customers are buying only the best of goods. They want quality and are willing to pay for it. I am looking for a big season, as the crops were never better in Alberta, and I expect the buying public will be disposed to buy." Mr. Snell has a clear-cut, frank way of putting things. His business reflects in every detail this characteristic which has undoubtedly placed him among the foremost dry goods merchants of the West.

A New Source of Wool Supply From Buffaloes

By W. McD. Tait

If all the sheep in all the world should die there would still be left the possibility of a limited supply of wool.

It has been known for many decades that the wool of buffalo, when used as filling for comforters or as robes produced great warmth. But it is a matter of quite recent discovery that this wool, when carded and spun, makes excellent yarn, and when woven into cloth and blankets retains its warmth producing qualities. It is claimed, in fact, that there is more warmth in buffalo wool than any other kind of wool, and anyone who has lived in Northern Canada and used buffalo overcoats knows that no fur so successfully withstands the rigors of winter. These pioneers of the northern outposts also claim that one buffalo robe is warmer than four ordinary blankets.

It was, however, left to Colonel Chas. Goodnight, of Goodnight, Texas, and Bill Cochrane, a range-rider in Buffalo Park, Wainwright, Alberta, to demonstrate in a practical way that wool of buffalo has commercial value removed from the pelt.

Colonel Goodnight collected a quantity of wool from time to time and this was sent to woolen mills where blankets were made. Bill Cochrane picked wool from scrub brush and out of wallows and sent it to his mother in Scotland who carded and spun it and sent back good home-made sox. The blankets made for Col. Goodnight were seven feet long by six feet wide and weighed only 4 pounds 5 ounces, but were very warm. The sox made in Scotland were softer and finer than those made from the finest ordinary yarn and they would not wear out.

The question of how to obtain the wool from living buffalo has not yet been definitely decided. They cannot be sheared the same as sheep because of their great strength and fighting ability. A squeezer such as is sometimes used in the West for branding horses would seem to be a satisfactory contrivance for holding them. In it there would be no danger to the buffalo or the shearers, and the loose wool could be pulled off and what remained sheared off.

There are many pounds of valuable wool going to waste every year and there is no doubt but what it could be collected and made into yarn and fabrics that would command good prices.

In Canada there are about 5,000 head of buffalo in captivity. If each buffalo sheared even twenty pounds of wool the total of 100,000 pounds would be well worth all the effort involved in getting it off the animals' backs.

Buffalo wool is fine and fluffy and somewhat difficult to handle. On hind quarters it averages two and a half inches, but on fore quarters its length averages five and a half inches. The difficulty of handling is readily overcome by mixing in a small amount of Karakule wool, which does not affect the color and puts just enough fibre into it to hold it up for spinning.

The Department of the Interior is now experimenting with buffalo wool and if a process can be devised whereby the wool can be handled satisfactorily, arrangements will be made to shear the 4,500 head in the Buffalo Park at Wainwright, Alberta.



Roaming in Alberta

Buffalo herds in the Canadian West are providing their owners with a splendid quality of wool. The Dept. of Interior is investigating the advisability of lending Government support to what looks to be a promising enterprise.

Now New Departments Are Added to Business: Valuable Information From "Want Lists"

C. H. Smith Co., Ltd., of Windsor, Has Added Two New Departments Recently Because of the Information Gathered From These Lists—Get to Know What Business is Not Being Done That Might Be Done—Educates the Staff, Too.

NOT a little of the success which has attended the commercial effort of the C. H. Smith Co. Ltd. of Windsor is attributed by the president, C. H. Smith, to what is known in their institution as the "Want List". As a matter of fact, two new departments have been added to this large departmental store as a direct result of the data that is obtained from the salespeople throughout the store from these want lists. It is not a requisition for repeat orders of goods already carried, necessarily; it is rather a record of things people may be asking for which the store does not carry. For instance, a person might ask for an automobile. The salesperson would be disposed to tell the customer that automobiles were not carried in their store and let it rest at that. But that is not enough. The Board of Directors of the C. H. Smith Co. want to know that some one has asked for an automobile. Some day, they might decide to go into the automobile business; and the thing that will decide them can and will be traced back to these want lists. There will be on file in their offices these want lists which show that a great many people have been asking for automobiles, enough people, in fact, to justify their going into this line of merchandise. It is precisely this method that has led to the addition of the two new departments in this store within a comparatively short time.

Overcoming Departmental Spirit

The danger of a departmental manager is, sometimes, to forget that there are other departments in the store, or that it is desirable from the firm's viewpoint to branch out into larger business and handle more lines of merchandise. It was this which Mr. Smith had in mind when he outlined this feature of their store life. "To frequently," he said, "department managers pass judgment on what they want or don't want for their own department, whereas there may be demands coming in that might be profitably filled with considerable advantage to the store if these lines were stocked. Moreover, department managers are inclined to place orders in certain channels either through friendship or because they believe best values are attainable in a certain quarter. The result is that sometimes lines are starved because the particular representative from whom this department manager buys is not on the ground, or because the manager himself may be shortly going on a buying trip and may be holding off buying required lines on this account.

Not Noted Under Old System

"Under the old system when the manager of the department made out the want list, these discrepancies were not noted and we had no knowledge of unfilled requests for certain lines of merchandise.

"Under our present system every salesperson in the organization is supplied with want lists and on this list the salesperson must place everything asked for and not carried in stock by that particular department, or where they have failed to make a sale. The salesperson is allowed absolutely no discrimination in this respect; if the customer asks for a street car, it must be entered in this list, for who knows but that some day we may handle street cars? The salesperson doesn't know, and we want to know if there is a request for something we do not carry. The simple rule is that all things asked for and not carried must be entered on these lists.

"Another rule in connection with these lists is that the request for merchandise not carried must be entered as often as the request is made. This means that if the same article of merchandise is asked for five times in the day it must be entered that number of times. In this way we know how urgent the request is for a certain line of merchandise and we can govern ourselves accordingly."

Why It was Introduced

"It was brought to our attention," said Mr. Smith, "that a great many salespeople were being asked for merchandise that we did not carry and the customer was simply told that we did not carry this line. In many cases, we found that this line was carried in some other department. Consequently, when this want list was laid before us in the morning and we looked it over we were able to see that this particular clerk did not know that the thing she or he had entered on the list was in the store. We have found that this is a good way to educate our own staff as to the number of things we carry in the store and in which departments.

"In this way, too, the firm gets an idea of the things that are being asked for that we do not carry in stock. In the development of our business, these lists form the basis of new departments that are or may be added from time to time. We found out that many requests were being made for candy, with the result that we added a candy department to the store, knowing that the demand was such as to justify this step in the business. Still another department, the art department, was added to the store because of the data we obtained from these want lists.

"In checking over our several departments we know the business that is being done; but by these lists we also get to know the business that is not being done and which might be done. These lists are not handed to the heads of departments but to the merchandise heads and, after consideration, they are handed back to the buyers for them to look after.

"These lists have told us more about our business than we ever knew before and we have actually established two new departments as a result of the information we have gained from them. Looking at it from the firm's viewpoint, we are building up business not for one particular department alone but for the whole store. By these lists, salespersons are constantly reminded of the fact that this is a store of many departments, not simply one; and that we are building for the future as well as the present."

Dundas & Flavelles, Ltd., of Lindsay, are celebrating their sixtieth anniversary by a Great Diamond Jubilee Sale lasting 15 days. On the opening day of the sale they had the 45th regimental band, of Lindsay, playing in front of the store during the afternoon and special music by an orchestra in the evening.

WANT LIST.

Goods Asked For, Not In Stock

Dept..... Sales person..... Date.....

WRITE PLAINLY

EVERY REQUEST by Customers for merchandise not in stock MUST BE ENTERED on want list. This Rule Must Be Followed.

Note.—This is a copy of the Want List used by C. H. Smith Co., Ltd., of Windsor.

Catering to Women and Movie Fans

Dave Livinson, of Montreal, Adapts His Business to Immediate Surroundings—Finds That Theatre-Goers Are Good Purchasers—Manufactures Ties to Meet Demand for New Jazz Style—Arcade Idea Trebles Sales Within a Month

DAVE LIVINSON, haberdasher, of St. Catherine Street, Montreal, does not let many opportunities slip past him when it comes to furthering his business. There are few stores in Montreal so compact and yet so capable of doing a successful business in men's wear, and the reason, according to Mr. Livinson, is because he makes the utmost of every possible opportunity and is always looking for an excuse to do more business.

Location is undeniably a great factor in achieving success in any business, and there are few branches of trade so susceptible to environment as is the men's wear business, since it subsists in great measure upon a class who are notoriously indifferent shoppers, besides being occupied during the greater part of ordinary shopping hours to the complete exclusion of such ideas as the need of new clothes. The haberdasher, who by choice or by force of circumstances is located off the busy thoroughfare, away from the huge department stores, soon learns that his situation is the dominating factor in his business life, no matter what his methods of business may be nor what his stock comprises.

When Mr. Livinson selected his present site some years back he was astute enough to recognize the latent possibilities in being next door to a theatre, but it is only during the last few months that the said possibilities have materialized into what may be considered as a really valuable sales force. According to Mr. Livinson, it pays to cultivate the movie fans, and with this idea in mind he has taken special pains to study the tastes and requirements of his customers in order to make his store as attractive to them as possible.

Catering to Movie Fans

The store itself runs back from the street parallel foot for foot with the lobby of the Gaiety Theatre, and the front windows have always been dressed with special care on this account, but during the past summer the theatre management decided to change the situation of their box office, and the outcome of the matter was that for the trifling consideration of some three square feet of space in Mr. Livinson's shop, the latter was permitted to cut three large display windows through from his shop to the theatre lobby. The loss of the few feet of space is negligible to Mr. Livinson, and the benefits accruing from the added display already are becoming noticeable to a remarkable degree.

The advantages of being near to a theatre are many, according to Mr. Livinson. First of all, it is surprising how many women are about early in the day to get their tickets for the evening performance. They drop in to the store and invariably the query comes: "My husband said he saw some ties in your window last night and he wanted me to look at them and get the price." Such conversation as this rarely fails to result in a sale, and usually additional purchases are made. Then again, there are the people who drop in for a few minutes during the intermission, who come from a distance as a rule and who are anxious to get something out of the ordinary. In such cases it is always advisable to keep a large assortment of the latest things in neckwear, socks, gloves, or jewellery so that customers may not lose time in selecting something which takes their fancy. One point emphasized by Mr. Livinson was that a retailer catering to a Jewish clientele must be always on the "qui vive" for the latest thing in haberdashery as there is no race so insistent upon being up to date and different when it comes to matters relating to dress and personal appearance.

Selling Jazz Bows

An interesting anecdote was related by Mr. Livinson to illustrate his point. During the Summer he was besieged with enquiries for the tiny jazz bows so much worn in the States, and which had not as yet become common in Montreal. He sent out hurry calls to various manufacturers but could not secure prompt deliveries, and so in desperation his wife suggested that she convert some fancy cravats which were not as popular sellers as the new bow ties, into the minute butterfly effect so greatly admired. Her idea was carried out at once, and the first dozen went like hot cakes at fifty cents apiece with calls for as many more as could be made. "Give 'em something that no one else has got," said Mr. Livinson, "and you can do all the business you can handle."

On Friday and Saturday nights the little store fairly hums, and Mr. Livinson finds that he can scarcely handle all the business which comes from the continuous stream of theatre patrons. His arcade windows, as they may well be termed, are always dressed carefully with the newest things in haberdashery and are further embellished with photographs of the prettiest movie queens who may happen to appear upon the screen of the Gaiety. Side by side with Anita Stewart or Marguerite Clarke will be seen a neat yellow show card stating that certain ties are $1.50 or else that shirts may be purchased for $3. "Goods must be moderately priced and yet up to date," declared Mr. Livinson, "if one wants to succeed nowadays."

Will Make Additions

A little later on Mr. Livinson plans to build in a suitable background to the arcade windows and instal improved lighting effects so that the atmosphere of his store will be fairly redolent of Broadway and the "Gay White Way." Mr. Livinson admits that he owes a great measure of his success to his silent partner, to whose resourcefulness and business acumen he attributes the highest praise, modestly disclaiming any credit for the buying of stocks or the choice of styles. His partner, by the way, happens to be his wife. The French have a saying: "Cherchez la femme" when it comes to the final analysis of the motive of any deed, and no better instance of the truth of this epigram can be cited than by Mr. Livinson's frank admission of the ability of a woman to guide and superintend the strictly business end of a man's store, while he himself is content to see to the artistic arrangement of the windows and the important matter of salesmanship. Even the casual observer can see that Mr. Livinson is unusually fortunate in the matter of a partner no less than in the locality of his progressive and attractive store.

The Consumer Orders the Menu

"I do not blame the daily newspapers one scrap," said a prominent Toronto wholesaler this month discussing the lull in the trade.

"A few years ago when we started boosting prices, the papers stood behind us and told why prices were rising. They kept the public posted on conditions and prepared them for all the shocks. Now the time has come for us to get back into a somewhat normal stride—a gradual decline in prices is inevitable and the papers, always the first to sense a change in conditions, are now reporting on the situation. But they should not be held responsible for the present caution being displayed in buying. This condition was bound to come and the extremely warm Fall has done much to make it very pronounced. It is my opinion that just as soon as some real Winter weather sets in people will commence buying and by Spring things should be fairly active again. After all, it is the public that has the say, and if they want lower prices they will get them."

ART CLOTHES
COOK BROS. & ALLEN LIMITED

Show the Advantages of Specialization

We specialize in smartly designed *high-grade* clothing for men and young men. Suits and overcoats that are distinctively up-to-date, and tailored *right*.

Whether it's the fit, the style, the good quality, or the extra satisfaction we build into ART CLOTHES, people who buy ART CLOTHES once, keep on buying them.

Ready for service or made-to-measure.

Cook Bros. & Allen, Limited
TORONTO

Deacon Shirts

will please them !

STARCHED SHIRTS
WORKING
and
OUTING SHIRTS
FLANNEL SHIRTS
VIYELLAS
CLYDELLAS
SATEENS
OXFORDS
TWEEDS
DRILLS
Etc.

Every man's needs and tastes are considered in this extensive range.

The shrewd buyer who looks carefully for those qualities that mean permanent satisfaction, appreciates DEACON SHIRTS.

Every DEACON SHIRT is designed, made and finished with one aim — to give absolute satisfaction!

The Deacon Shirt Co.
Belleville Ontario

Special Values

"Direct from Mill *to the Trade"*

"Through Commission Merchants"

For Ladies' Wear

Botany Wool Serges, Gabardines, etc., etc.,

For Men's Wear

Indigo and Black Serges and Vicunas
Grey and Fancy Worsteds
Also

Pure Wool SCOTTISH WOOLLEN TRADE MARK ASSOCIATION **Scotch Tweeds**

"Manufactured in Scotland of pure, new wool, free from cotton or other vegetable fibre, shoddy, mungo, thread waste or any other remanufactured wool."

ON account of
THE HEATHER MILLS COMPANY,
Selkirk (Scotland).

"From whom we have Sole Canadian Selling Agency"

Stocks of all the above on hand.
Ready for immediate shipment.

C. E. ROBINSON & CO.

Importers Mappin & Webb Building 10 Victoria Street *Commission Merchants*

MONTREAL

EIGHT HOUR WORK DAY CARHARTT GLOVES & OVERALLS TROUSERS

ANTICIPATING careful buying on your part for the next few months, we have arranged to keep our stocks well assorted.

Immediate Shipments can be made from all our lines

Our Winnipeg and Vancouver offices, as well as ourselves, are prepared to serve you promptly and efficiently.

Write or wire for your needs.

Prices always as low as market values will permit.

Best quality and workmanship comprise the Carhartt Line of Overall Uniforms, Gloves and Work Trousers.

HAMILTON CARHARTT COTTON MILLS LIMITED

TORONTO, ONT.

WINNIPEG, MAN. VICTORIA B.C.

TAPATCO
REGISTERED TRADE MARK BRAND

WORKING GLOVES



Best All-round Glove on the Market

We don't ask you to take our word for it—ask any working man who has ever worn a pair of Tapatco Gloves.

Best for Wear
-Appearance
-Value

If you are not stocking this Brand you are losing a chance to protect yourself on an important line of merchandise. Try them out!

Wide range of styles:

Band Top Knit Wrist Gauntlet
Leather tipped Leather faced
Jersey Gloves and Jersey Mitts

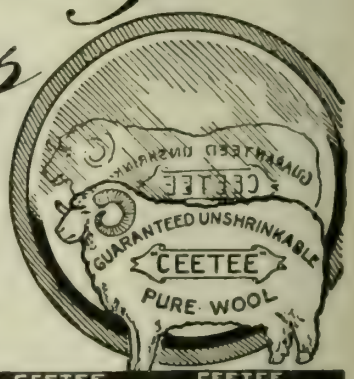
Weights:
Heavy Medium Light

Colors:
Tan Slate Oxford

MADE BY
The American Pad & Textile Company
Chatham, Ontario

"CEETEE" *Reflects Quality in your Shop*

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK



There is no manufacturer in Canada except ourselves making full-fashioned underclothing—such as Turnbull's "CEETEE," which requires special machinery. Our only competition is from imported articles.

But remember—there is **no low grade** "CEETEE" made—only the very finest quality and highest grade underclothing bears the famous "CEETEE SHEEP" trademark.

The C. Turnbull Co. of Galt, Ontario

Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

A Tree is Told by its Fruit

Quite all right. Try it out. Pass this copy of DRY GOODS REVIEW on to your assistant, or to your buyer, or to one of your salesmen. Let him have the greater knowledge of business conditions that it will bring. Watch for increased efficiency, for a marked interest in things along your line. Try the plan anyway. If it's worth the trouble, results will tell.


ROCKFAST DRILLS
WORKING clothes made from this superior hard spun, closely woven drill cloth will stand the hardest wear. It is one of the "Prue Cottons" line. Every dealer should stock and recommend it.
DOMINION TEXTILE CO.,
LIMITED
MONTREAL TORONTO WINNIPEG
PRUE
COTTONS
25

Paris Wraps Itself In Cosy Fabrics

Manufacturers of Superb Woollen Materials Provide Fair Devotees With Delightful Cloth Garments For the Winter Months That Easily Rival Furs—Hats in France Are Often Practical and Some Don't Object to Rough and Ready Wear.

Paris, France,
November, 1920.

EDITOR, Dry Goods Review,—The price of furs being frightfully high, the demand for thick woollen cloths to replace it has been very large, and much taste had to be displayed to suit every lady's fancy.

Herewith are various samples of the latest novelties in that line, which, although they are already being sold for this Winter will still be very fashionable next year for travelling purposes, for Spring trips at the seaside, etc.

Some of these cloths are plain, others are reversible, others are fanciful, but all are thick and fluffy, having a most comfortable appearance.

A Cosy Jumper

In these days when the greater part of tourists spend the Winter in the Alps or in Switzerland, pattern No. 1 will find a ready use. It is a plain, heavy duvetyne, just a little bit coarse, which will make some cosy jumpers. with a high collar covering the chin, long sleeves with a turned-up cuff, and the cap to match it. A lady will wear such a jumper in white (or cream rather) with a short navy pleated skirt of serge, or in pink as pattern. In green it will make a nice coat, as well as in brown and tan, and be found useful for motoring or sledding.

For the Kiddies' Clothes

No. 2 is a sample of reversible bure that is so useful in every department. It makes some overcoats for gentlemen or boys, although it is in the ladies' and girls' departments that it is mostly seen. In yellow and blue, children's and little girls' coats will look nice, especially as this shade of blue is the most fashionable for youngsters this season. The hats will, of course, match the coats, whether they be bonnets in this material or ribbon hats. In iron and silver grey they will make some cloaks for school girls and their mothers, the lighter shade being usually seen as trimming on the cuffs, belt, pockets and muffler collars. In beige and red brick it will make some travelling coats, the trimmings being in the red shade. The same applies to the navy and red pattern.

A Lovely Homespun

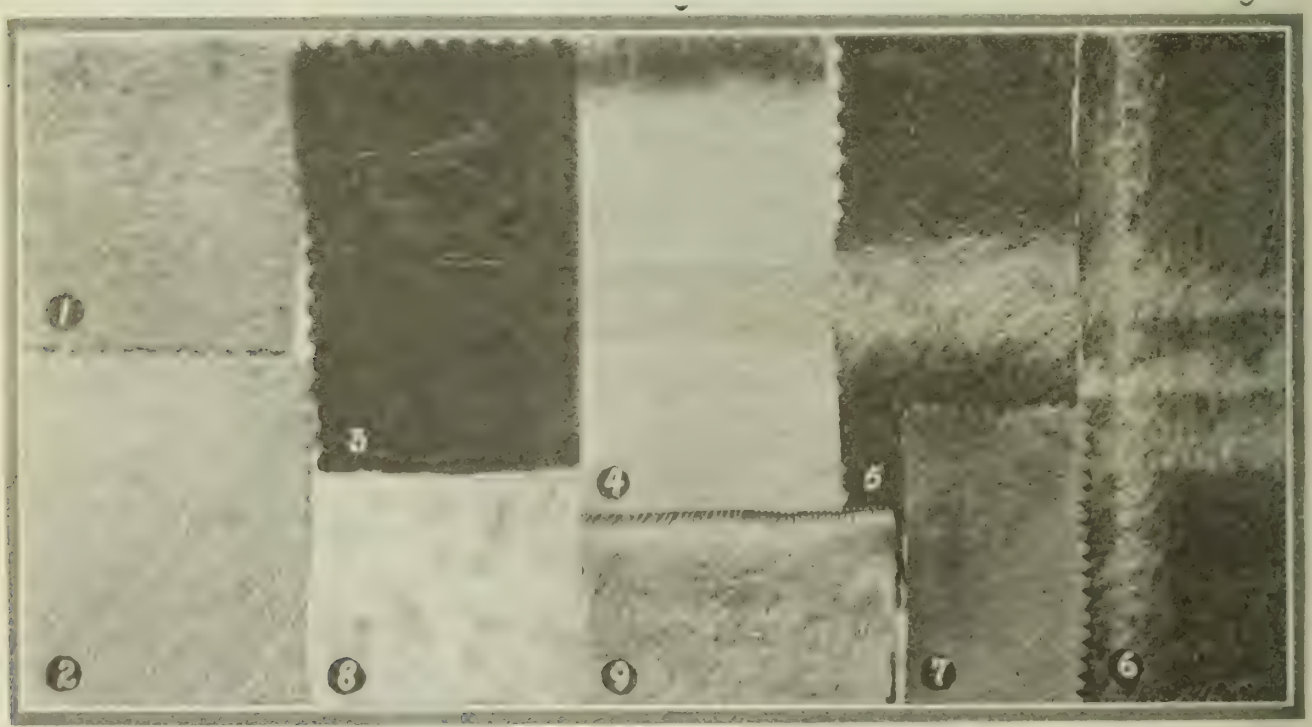
No. 3 is a good pattern of homespun cloth made in two shades and highly suitable for the Carrick-like coats that are coming into fashion again. Although it is not exactly striped, it looks so by means of the long hair on the right side of the cloth. The ground is black and the threads of blue or green wool make it look greenish. The pattern with red threads looks brown, while the one with yellow stitches is of a yellowish green. This cloth is also quite suitable for everyday wear and for children's school cloaks.

The Fancy Weaves

All the above patterns are of the staple style and have a ready use in almost every instance. The next ones are more fanciful and are mostly suitable for elegant people who can afford to have several coats.

No. 4, a kind of diagonal in various shades, has some stripes of two colors: grey on black ground, red brick and green on grey, green on navy (the latter is very fashionable this Winter), light tan ground with a stripe brown and another green, it ought to suit every taste and purpose. It would make some dainty Autumn robe manteaux with just a fur collar and a muff, or be used for children's wear. For Winter, however, it would require a padded lining.

No. 5 would be more suitable than the former for real cold Winter days, for it is thicker. It is the same class of goods but heavier, and there is only one kind of stripes, silver grey on dark grey ground, green on brick, beaver color on



Handsome French Coatings

A group of cosy manteau materials in thick, soft luxuriant weaves, designed for smart Winter wraps—two of the samples are of mock-fur, while several of the lighter goods shown may also be adapted to costume needs.—Described fully in Paris letter.

brown, saxe blue on navy, brown on beige. This stripe is hairy, as are many materials this season still. The above shades would suit Autumn though, and some very dainty riding coats or dresses for morning walks in the parks ought to be devised with these patterns. The hat in the same color of silk, with a hanging veil, some tan gloves and boots would complete the toilette and make it very neat indeed. If necessary a beaver collar and muff could be added and be none the less effective.

Plaids and Tartans

As you know, tartans and Scotch plaids are very much in favor this season, which is not surprising since many capes are nothing but pieces of material cut on the cross, in which case all tartans are most suitable; in other instances we have some collets over a straight coat, or we have some Carrick coats. Moreover, trimmings are always becoming when made of plaid cut on the cross. In some cases it is absolutely necessary to have them thus, for instance, to make up a garment for a stout lady who could not wear checks to advantage. Therefore the cloth manufacturers have designed several, one of the most fashionable is pattern No. 6 enclosed.

In Handsome Colors

In black, green and yellow; black, grey, green and brown; black, grey, green and red brick; black, green and tan, it ought to suit every taste and every age. It could be made as above-mentioned in capes or collets, or in skirts, with a plain jacket, or used as the basque in a straight-fitting jacket, as mentioned in my letter about couturiers' collection. As to using it for trimming purposes there are no end of ways: in collars, revers, belts, pocket bands, etc., it would be very effective.

A Cashmere Reproduction

Last of these fancy cloths is No. 7, which is the reproduction of cashmere designs on thick bure. It is quite a work of art, for the pattern is woven. It is original, yet not showy, and one could wear it very easily. The sample in beige ground with blue, yellow and red motifs would do very well for travelling coats. I would use another, black, red, green and yellow as a morning gown, or a robe de chambre for a gentleman, with some red revers and a silk lining also red. The grey ground one would do very well, I think, for an afternoon coat. One would be sure not to be copied to any extent, for this cloth comes in very expensive, but of course it is valuable accordingly.

The Paris Chapeau

I will now tell you a few words about hats:

This season, apart from the very dressy hats made of velvet or satin, with large drooping brims and a sprig of ostrich feathers, or bird of paradise, generally dyed brown, black or blue, we mostly have some small practical toques or berets that are very supple and can stand wind, rough weather and crowd without being at all soiled. These may be in velvet, plain or embroidered (and one can get them ready to be made in the dry goods stores) or in duvetyne as per samples enclosed, in beaver color, grey, taupe, green, and beige. No trimmings are required on these toques, but as a rule one wears a veil made of net and embroidered all round the edge, in which case a square piece of net is used. No hatpins, except as trimming, in which case the pin is very small and the head a huge mushroom of ivory, tortoiseshell, or beads.

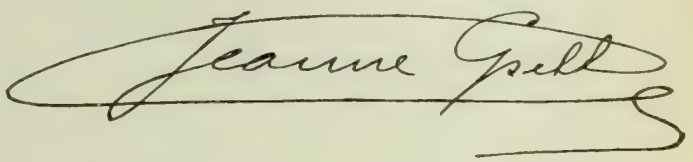
Many ladies also wear some berets made of knitted yarns, which are as fashionable as ever. I will tell you about this in my next letter as well as about sundries.

To close this letter, let me show you two more patterns:

No. 8 is a sample of cloth, hairy on both faces, to be used as a trimming on almost every coat.

No. 9 is a splendid specimen of plush that imitates fur to perfection, especially in brown, as the pattern. It looks like beaver and is used as trimming on blouses, dresses, and even coats by a good many dressmakers.

Yours truly,



Sensational Stunts Employed

Retailers Using All Possible Means to Entice Purchasers—Big Drive For Christmas Brings Forth Many Novelties in Shops.

IN normal times the months of October and November are generally expected to usher in a period of revival in the business world. The holiday season is past, and every branch of finance and trade settles down in earnest to the winter's programme. The experiences which these months are bringing are different this year, and the difference is a reminder of the extent to which the times are out of joint.

All the time-honored and once popular methods of trade stimulation seem once more to be the resort of the retailer in the large centres, in order to quicken interest in merchandising and relieve the stagnation which threatened to paralyze trade. Quite a flurry of interest was attached to the announcement by the J. Garmaise store, of 561 St. Catherine St. East, offering a handsome prize to the person who succeeded in capturing a notorious criminal, known only by number, who was supposed to promenade the main street of Montreal at a certain hour proceeding in the direction of the store. After three days' search, No. 561, as he was called, was captured and a handsome chinchilla overcoat was awarded to the amateur detective who made the discovery.

Less sensational but of even greater interest to Montreal shoppers is the recent announcement made by the better class stores that prices on all ready-to-wear clothing would be reduced by 20 to 33 1-3 per cent. Among the stores which have offered such sweeping reductions are Holt-Renfrew, Fairweathers Ltd., The Fair and St. George's Store, all of St. Catherine Street. Other sensational offerings in other lines have been made by Almy's Limited and Dupuis Freres,

(Continued on page 127)

561 CAUGHT!

Captured at last. Yesterday afternoon No. 561 was absolutely cornered. There were a good many amateur sleuths on his trail—the chase had been getting warmer every day—but this afternoon at 4 o'clock No. 561 knew that his period of liberty was almost at an end—especially when

Mr. Camille Neveu
734 Mount Royal East

tapped him on the shoulder and said: "You are the notorious 561." So to Mr. Neveu has been awarded one Chinchilla Overcoat, which he acknowledges as follows:

Mr J. Garmaise
561 St. Catherine Street East

Dear Sir —I wish to thank you for the prize in capturing No. 561. Your generosity in awarding a beautiful Chinchilla Winter Overcoat is much appreciated. I wish you and your business the success it deserves.
Yours truly
(Signed) CAMILLE NEVEU
734 Mount Royal East

Everybody Knows Now

Five-Six-One

is the number of the store on St. Catherine St. East where there is a Carnival of Bargains. Just look at these prices and shop tomorrow.

All Wool Serge and Gabardine Suits. Regular $40.00 Sale Price $20.00

Ladies' Coats, in Velour and Silvertone. Regular $35.00 line. Clearance $19.75

1 Lot Black and Blue Serge and Poplin Suits. Regular $50.00 value for this Great Sale $24.50

A Better Line of Coats. Reg $45.00 Sale price $24.95

Choice Fall Suits of the very latest creations. Regular $60.00 Clearance $34.75

1 Lot of Coats, with fur collar. These we sold all along for $65.00 Sale Price $29.50

Ladies' Coats in Tweed and Melton, all sizes. We sold them at $25.00 Sale Price $9.75

French Seal Coats, collar and cuffs trimmed with fine Russian mole. These are actually worth $200. They go on sale at $124.50

Ladies' Coats, in Velour, Melton and Tweed. These are now selling at $30 Sale price $15.25

Marmot Coats, collar and cuffs trimmed with sea. While they clear these at $149.00

561 J. GARMAISE 561
ST. CATHERINE STREET EAST
Corner Amherst

Cotton and Woolen Markets Cause Considerable Concern

Overseas Trade Commissioner Supplies Exclusive Report to Dry Goods Review—Slackness Now Having Effect on Prices—Uncertainty Characterizes Entire Industrial Field

THE following report on the cotton and woolen market situation was furnished exclusively to Dry Goods Review from the offices of the Department of Overseas Trade in Toronto. The statement was given out by the officer in charge during the absence of the Overseas Commissioner, who is at present in Great Britain. Developments during the past month are decidedly disappointing as will be seen in the following paragraphs, which point out that the whole situation may be attributed to the uncertainty which characterizes the industrial world to-day.

"The present position in the cotton industry shows no improvement such as has been anticipated during the past two months. The expectation that the cessation of production during the holidays would lead to a subsequent revival of activity has not so far been justified. On the contrary, the position is causing no small amount of concern and has caused the question of organized short time working to be brought very much to the fore. So much so, indeed, that the question caused serious discussion at a recent meeting of the Emergency Committee of the Federation of Master Cotton Spinners, when it was apparent that a large section of the trade was in favor of some degree of short time being introduced. Nevertheless, in view of the general industrial uncertainty due to the coal situation, a decision was deferred. The fact of this question having attained such prominence is indicative of the present state of the industry.

"There is little doubt that, in the main, this slackness is due to uncertainty. There is the uncertainty in the general industrial position—referred to above—which is so largely affecting all industries in some degree, while there is also the pronounced uncertainty in the factors governing this particular industry, especially the question of future price movements.

"Given a normal industrial situation there would appear no room to doubt that an active trade would ensue, for it is practically certain that the world's supply of goods is still far short of actual requirements, and that demand should be of such volume as to ensure a period of maximum production. As it is, however, high prices and the continued uncertainty as to their future movements, general financial stringency, and difficulties of exchange all tend to make buyers hold off and buy, where buying is indulged in, only for immediate and pressing requirements. This is borne out by the fact that other factors existent would normally induce active buying.

Price Reductions

"The slackness is, however, having some effect upon prices. It appears evident that buyers both at home and overseas intend to hold off as long as possible, and here and there are occurring specific instances of manufacturers of cotton goods reducing their prices —a case in point being a reduction of 5 per cent. in prices from the 9th September by Horrockses, Crewdson & Co., Ltd.—while reports also indicate that Manchester manufacturers generally are reducing prices in order to realize on present stocks. While these reductions, if they can be maintained, may be of ultimate benefit to the volume of trade, their immediate effect appears to be to confirm buyers in their present policy of buying from hand to mouth pending further possible reductions.

"The cotton statistics recently published by the International Federation of Master Cotton Spinners and Manufacturers' Associations show the world's total number of spindles to be estimated at 154,201,462.

"Of these a great number are at present idle, although in several countries this number has been materially reduced during the past twelve months. This reduction is most pronounced in the case of Czecho-Slovakia where there were on 31st July only 1,980,563 spindles idle as compared with 2,740,000 on 1st February. The British returns, although far from satisfactory, compare very favorably with those of other nations and show a reduction from 1,976,179 to 1,599,499 during the period. France shows little improvement, the figures now being 1,576,250 as against 1,578,643. Germany has, it is estimated, 9,400,000 spindles, but of these more than one-third are believed to be idle."

Woolens

Dealing with woolens, the report states that:

"Conditions in the woolen and worsted trades continue very disappointing, nor do there appear any prospects of a material improvement in the near future. Much of the unsettledness is due to the continued cancellation of contracts. This very adverse development started with Japanese buyers, who, in consequence of the financial crisis in that country, were compelled to repudiate their contracts, and as these were for a heavy volume of goods bought at high prices, the effect upon the industry here was pronounced. This was followed by the American campaign against high prices, which brought forth another large crop of cancellations, while subsequently Continental buyers also became nervous and showed a tendency to cancel their commitments.

"It is thus apparent that the industry has suffered severely and that many firms are left with high-priced goods on their hands, or are faced with the necessity of accepting them on delivery. Buyers have generally been accommodated as far as possible, manufacturers delaying delivery, but the position is causing no small amount of concern in view of the continued tendency towards lower prices for the raw material, each decline meaning the increase in losses on goods purchased to fill contracts which have now been cancelled.

"The auctions which opened in London on 21st September did not tend to improve matters, for not only were there heavy withdrawals, but the decline in prices, which averaged from 10 to 15 per cent., was greater than generally anticipated. Medium and inferior descriptions met a very poor demand and coarse crossbreds were practically unsaleable.

"The general result of all these factors has been to reduce trade to hand-to-mouth levels, with a growing necessity for working short time, and its effects are now being felt by some of the operatives' unions. The coal crisis and the proximity of the Colonial auctions, when the basis of prices is expected to be considerably lower, have been the two factors which have recently tended to prevent any return of confidence.

"The demand for piece goods is very slow, and merchants are naturally disinclined to buy on a falling market when the extent of the decline cannot be at present estimated, especially in view of the fact that the public also are refraining from buying in the hope of lower prices.

"Opinion on the question of future prices differs considerably, but on the whole it seems to be the growing idea that with cloth already available at cheaper prices, it is almost certain that men's and women's clothing will be cheaper in the Spring, and that the growth of competition for the demand which is no longer abnormal, will induce clothiers to be content with smaller profits. Certainly the present position appears to support this belief.

"The demand on export account is also disappointing, although a moderate volume of orders continues to come to hand. Manufacturers are, therefore, devoting increasing attention to overseas markets, but on all sides it appears to be admitted that until buyers can be assured of a more stable basis of values, trade on both home and export account must continue below the volume proportionate to the operation of the usual factors of supply and demand."

Popular Priced Silks Are Selling

Jap Silks and Crepe de Chines Retailing Under Two Dollars a Yard Are in Big Demand—Wholesalers' Business Very Slow—Expect Quiet Period to Last Till Spring.

THE demand has increased during the past few weeks for lower-priced silks—Jap Habutai that will retail at $2 and under being called for by the retail at the present time.

The silk men are making no bones about the lull in the silk market at present, according to the statement made by one Toronto wholesaler interviewed recently.

"Business has been dead for the past four months and we will do well if we break even at the end of the year," declared this importer.

"In my opinion there will be very few silk firms end up this year where they started last January. The banks have tightened up on everyone, thousands of dollars' worth of orders have been cancelled during the past season and the profits of the first six months of the year have been swallowed in many instances during the past four months."

This wholesaler said that their silk sales had been better in the smaller centres than in the large cities.

"We are selling very little at any price in Toronto. The stores have simply stopped buying," he stated. "On the other hand in the smaller cities our customers are placing orders fairly consistently and at any rate are not practising a policy of wholesale cancellation." It was stated that since the enforcement of the luxury tax the demand for popular-priced silks had steadily increased.

"The retail stores are doing an excellent business in Habutai and crepe de Chines at prices ranging at $2 a yard and lower," declared one merchant, his statement corroborating that of the silk merchant.

All the dress goods departments in the big stores are making tempting offers almost daily to stimulate trade. The policy of quick turnover is sponsored by retailers and wholesalers alike. The retailer would rather have "sacrifice" sales daily at this stage than have his store half empty. This is a commendable view of the situation, and while a great deal is now being sold over the counter at a figure below which the order in many cases could be repeated, the merchant is pursuing a wise policy by keeping in touch with the consumer. The wholesaler feels very much the same way apparently for one of the most prominent firms in Toronto declared a short time ago that they had just made a Christmas box to one of their largest customers. They enlightened the representative of Dry Goods Review, who was calling, by stating that they had sold a large quantity of goods to the customer in question at a figure between 50 and 60 per cent. less than they had paid for the goods themselves.

"We would rather do this and keep in touch with our customers than hold the stock over until they commence buying again. In our particular line we find it better to clear our stocks as quickly as possible." This wholesaler is handling novelty goods and he stated that in future he would endeavor to carry heavier stocks in popular-priced lines and go more lightly on the high-priced stuff until the demand warranted a change of policy again.

Linen Trade Upset By Price Reductions

Importers Revising Prices Downward—Fund Established to Aid British Firms

London, Nov. 3.—In consequence of the depression in the Ulster linen trade, it has been decided to establish a protection fund of £500,000 to help firms who may require financial aid.

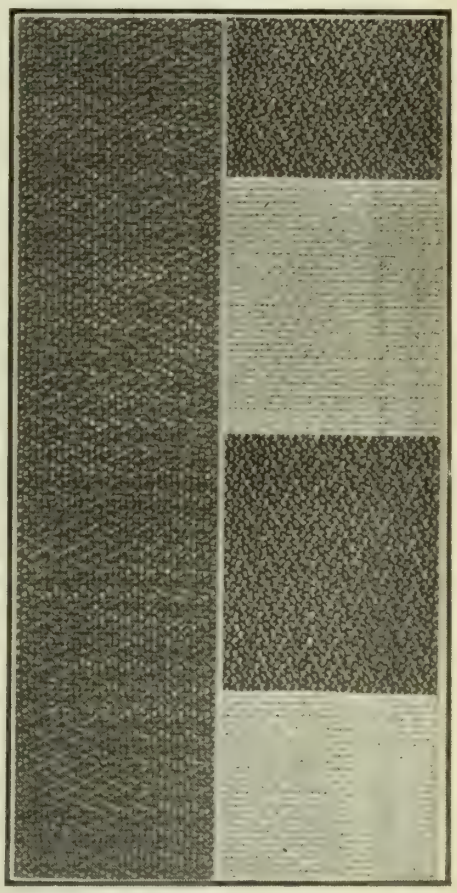
New York, Nov. 3.—Importers of linen are revising prices downward, although the reductions are not equivalent to the discount reported a few days ago as having been agreed upon by the manufacturers in Great Britain. Some sellers in this city cut prices for a number of items 10 per cent. and others 15 per cent. In a few instances sellers here reduced their entire line of linens, including damasks, 10 to 15 per cent., and those who have made this reduction point out that before long all stocks will have to be offered at similar discounts and perhaps greater concessions.

The linen trade in this country is considerably upset through the 33 to 40 per cent. reductions in yarns reported a fortnight ago and the 24 per cent. decline for linens named last week. Prior to that time, linen buyers had purchased sparingly, and many customers have withdrawn from the market entirely to await a readjustment of values here and a more settled market in which to shop. One of the late cables received tells of an agreement made by Belfast manufacturers regarding minimum prices for damasks, huckabacks, covered canvas and some other descriptions.

This information provoked considerable comment in the New York market, and was not interpreted alike by all importers. Some believed it was meaningless and expressed themselves to that effect, while others looked upon the latest action abroad as the final blow that would provoke price-cutting in the United States and elsewhere.

Conditions in the primary market in Belfast are anything but satisfactory. The mills are working only three or four days a week because of lack of orders. This is in direct contrast of conditions during the early months of the present year, when the factories were operated on full time and the workers put in considerable overtime. The situation in Scotland and Belgium is about the same as in Ireland, and the markets in the English cities are particularly dull. Publications issued in the interest of the linen trade in Great Britain say it will take a considerable time to recover from.

Manufacturers abroad are receiving cancellations from importers, and the importers in this country and elsewhere are in turn getting cancellations from their customers.



A New Mohair

A New York manufacturer has recently created a new mohair weave, known as double end crepe mohair in which sports devotees will find an effective and soft, though durable, material. Samples shown herewith sent from our New York office.

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Through our national advertising in newspapers and women's publications the label is emphasized. Garment manufacturers appreciate the value of this distinguishing mark and are specifying Shelton Looms Woven Furs.

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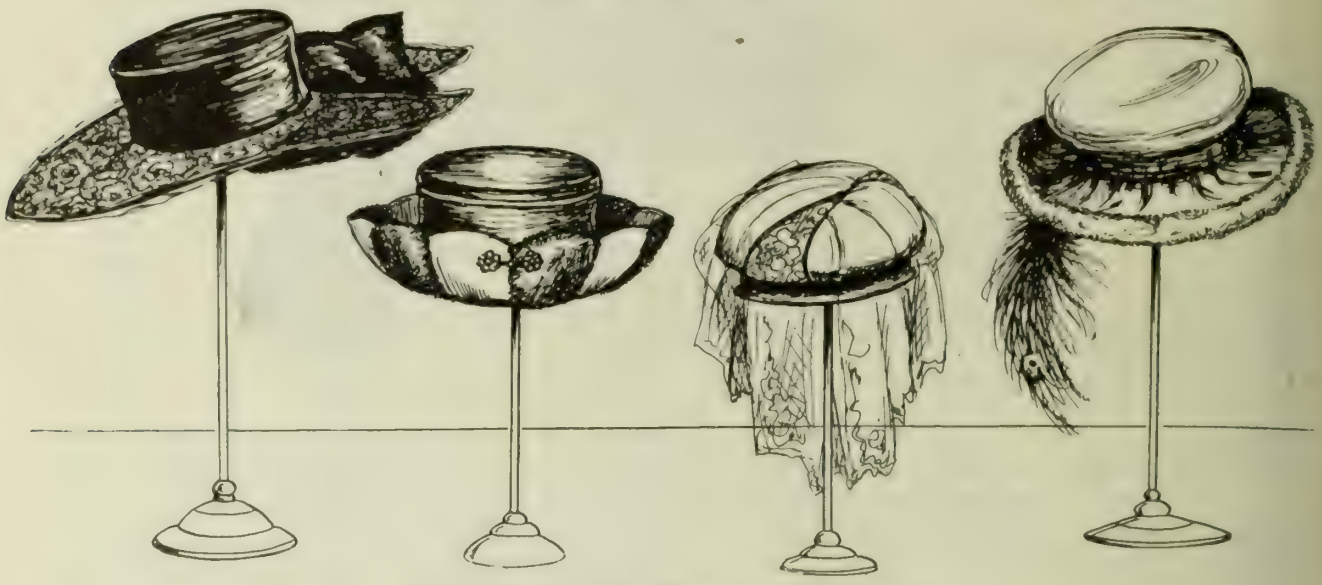
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The AGB Fabrics

Winter Hats For Winter Wear

Furs, Metals and Laces Employed on Smart Mid-winter Chapeaux—Special Showings Are Well Patronized—Brilliant Colors Come For Snow Season—Gray Creates a Stir —Wholesalers Non-committal.



Seen at a Mid-Winter Opening

Four exquisite millinery offerings fashioned from velvets, furs, metal tissues and laces for mid-season wear. Dress models are given unusual prominence. Models described below.—Sketched at T. Eaton Company Mid-Winter opening by Dry Goods Review's staff artist.

THE enthusiasm with which the "Winter Hats for Winter Wear" were received at the recent show on the Century Roof, when the New York trade to the number of 1,000 applauded the new models, has been repeated in various centres during the past few weeks, and as a result the retail trade has received no small amount of encouragement. During the second week of November many of the leading stores in the larger Canadian cities—more especially Toronto and Montreal—featured very smart showings of Winter millinery.

In Retail Shops

The T. Eaton Company, of Toronto, made a very special feature of the Winter hats showing, which began on Wednesday, November 10, and continued for several days. Individual pots of silver-frosted foliage lent a festive note, while the models themselves ushered in a new note of riotous color, which was not noticed at the Fall openings when black predominated with shades of brown as the color note. The Winter models are characterized by color, and emphasis placed on the dress hat. Grey is given unusual prominence, being the last word from Paris this month, and now predicted as the leading shade for Spring. This newly-favored grey is a soft, true grey of a silvery tint, lending itself equally to soft fabrics, metal effects, feathers, fur and foliage. Whole cases are being devoted to the exclusive showing of dress hats in grey and their beauty of shade is only matched by the distinction of line displayed in models large or small.

Draped in Tissue

The draped tissue toque with its touch of fur or its chiffon scarf is perhaps one of the season's prettiest millinery confections. It is usually developed along Indian or Egyptian lines and the gossamer fabrics employed are arranged with such artistry that the models seem to be created—not made in a workroom. Stitching is not in evidence, and where a fastening is needed, as it is at least once in a draped turban, a beautiful little brilliant pin is usually in evidence. Many of these turbans have been fashioned from a single length of rich ribbon, and the milliners have become so deft that they do not find it necessary to cut the ribbons even for the crown covering.

Models Illustrated

In the accompanying illustration, sketched exclusively for Dry Goods Review, four characteristic models are shown, chosen from the T. Eaton Company's Winter collection.

The first is a superb gold lace picture model with crown of velvet and brim veiled in black tulle. The application of the seal is unique. It is almost a square and is applied flat to the top of the brim —a slit being made so that it passes underneath and rests flatly against the lace. This touch of fur close to the face is considered by the French to be very chic and almost invariably adds charm to the wearer's face.

As the touch of fur is the seal of approval in the Mid-Winter hat, the swagger little tailored model next divides the honors equally between navy blue velvet and mole. The crown is of the velvet and the brim is in alternating scallops, with the centre front indicated by a quaint little conventional ornament made out of brilliants.

Silver Veiled

The tissue-draped turban described above as a leader this season is exquisitely interpreted in the third model shown. It is in silver tissue folded over silver lace and mounted on a shallow tissue rim above which, outlining the lower edge of the crown, is a narrow band of seal. A cobwebby silver lace veil envelops the whole model and drops at the back. This is essentially a model for the tea hour or the afternoon dance and is designed for wear with a fluffy afternoon dress.

On the right is an artistic model of unusual beauty in rich brown velvet and beaver with a mount mingling dark brown and henna which sweeps close to the face on the under brim.

From these models it will be seen that richness of fabric and color is being encouraged and the use of fur made almost obligatory in the dressier mid-season models. Certainly the snow season is ideal for the exploitation of bright shades and luxuriant peltry, and the

milliners have done themselves proud at a time when conditions promise little. Their gamble was a good one, however, for since the openings have been in full swing the millinery departments have taken on new life and high-priced as well as popular-priced models are selling well.

Other Novelties

Bright embroideries are also seen, various odd and lovely feather mounts, odd vivid ornaments and exquisitely-tinted foliage. Chiffon, Malines lace and tulle garnish models fashioned of velvet duvetyn or fur. Hatters' plush is also shown trimmed elegantly with plumage. Black with metal is very handsome, while vivid tones in draped close-fitting cloth models are especially good looking for wear with fur wraps and coats.

At the Wholesalers

In the millinery wholesale houses things are admittedly quiet just at present. The big establishments had secured their materials considerably in advance and business with the smaller shops has been quiet since the Fall openings owing to the fine weather. The demand for immediate requirements is expected to pick up in a week or two if the weather is sufficiently encouraging.

The wholesalers best versed in trade matters are loath to comment on Spring business. "Things are not too brisk for immediate business, and it would be inadvisable to predict for Spring at this stage," said one overseas buyer for a big Toronto wholesaler. "We find, however, that there is an increasing demand for brilliant shades as the season advances and we are finding that corsage bouquets in highly colorful tints are selling well at present." This wholesaler refused to be pessimistic about Spring business.

"With Canada in her present prosperous state, due to her wonderful crops, we cannot contemplate a prolonged depression in the trade," declared this buyer. "Canada is rich, and money will be spent."

It is expected that the wholesale milliners will be ready to talk about Spring in a very short time.

JANUARY AUCTION

The Canadian Fur Auction Sales Co. have announced a mid-winter fur auction which will commence in Montreal on January 31, 1921.

New Official Appointed

R. S. Coltart, vice-president and managing director of the Canadian Fur Auction Sales Co., has announced the appointment of Wm. Zobel, of New York, as general representative of the Canadian company.

Mr. Zobel's activities will be divided between Montreal and New York and his duties will be of a highly responsible character as he will be consulted on all questions of business policy. He has had a highly successful career of thirty-five years in the fur business, the last four years of which were devoted to the interests of the New York Fur Auction Sales Corporation, of which he was general manager.

Plans Completed For Live Fox Exhibit

ACCORDING to information given out by the officials of the Canadian Fur Auction Company of Montreal, the number of entries of pure-bred silver foxes has greatly exceeded all expectations and to date nearly 500 single entries have been received. The exhibition is to take place during the week of November 22nd, in the Motordrome, corner of Sherbrooke and St. Denis streets, the capacity of which will be taxed to the utmost to accommodate the large number of applicants. Of the total number, the great majority of entries come from Prince Edward Island, while over 250 have been received from the Province of Quebec and several from the United States, so that the affair will be truly one of international character.

Judging will be begun on Monday and Tuesday of the week and will be private, the public exhibitions taking place on the 24th and following days.

The utmost interest has been expressed in the undertaking which promises to be one of the most unique and profitable in the history of the fur business in Montreal.

Unusual Novelties From Paris

A new headdress which has been received from Paris consists of a rope of willow ostrich binding the hair, and an ostrich pompon of curled feathers hanging down on the side.

Some exotic headdresses which are almost glorified boudoir caps are shown. One of the prettiest hair arrangements comes from Lanvin. It is just a flat string of pale roses placed against the neck below the knot of hair curving up a bit at either side to partly enclose the knot. Flower bracelets to match are worn.

A youthful coiffure had a wreath of roses on each side of the temples, emphasizing the Greek arrangement of the hair. Above the knot of hair a roll of three silver ribbons recalled the antique.

The Cleopatra headband, with pendants falling over the ears, is still very much seen; this goes very well with regular features, but is rather too theatrical.

A diadem of stones is well set down on the forehead and placed about at the eyebrow. At the sides the diadem disappears completely in the waves of the hair, arranged low on the nape of the neck.

Another puffy headband of velvet is delicately embroidered in jet and a fan effect of feathers placed forward on the forehead.

Turbans are still popular for evening wear. This is a practical headdress, either for dinner at a restaurant or for dancing, the hair being completely held in by the invisible foundation of tulle in the same shade as the hair, and the rolled headband holding the sides well in place.

Oriental jewels are presenting different diadems or headbands in translucent enamel, which are really marvels.

Many women now wear in the evening the large Spanish comb of openwork shell.—Illustrated Milliner.

Would Appreciate Formal Display of Canadian Styles

THAT a Canadian Fashion Show would be thoroughly appreciated by the trade is evidenced in the various replies received by Dry Goods Review in answer to the query in the October issue accompanying Mr. Roy C. Root's very fine letter.

As might be expected the smaller centres were first heard from. The idea was supported immediately by our readers in the smaller centres.

With the inauguration of such a display as described last month, merchants could visit the city in which the representative models were being shown and see for themselves just what's what for the season ahead. They could see and study the samples along with other prospective purchasers on a fair basis and place their orders on the spot. They would not be obliged to wait and take a chance on what happens to come their way. For those who could not attend, a full and detailed report on every feature of the display would be available through trade paper columns and models would be reproduced. But it is believed that if such an organization was once gotten under way buyers would gladly flock to view the new models submitted by Canadian makers. It is believed that such an event held semi-annually could not fail to be of tremendous assistance to the ready-to-wear buyers, and once under way it would soon prove its value to the merchant in the medium-sized town and make him as strong an adherent to the idea as the buyer for the big concern is to the trip to New York, London and Paris.

The large concerns handling Canadian manufactured ready-to-wear would be greatly convenienced by the inauguration of such a show, and certainly the makers themselves would derive unlimited benefits.



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Are guaranteed Rainproof. They resist Rain—Dampness—Snow—Sun and Perspiration.

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We can ship any of these at once from stock at much lower prices than import.

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Sweeping Reduction in Furs

Montreal Retailers Are Offering 33 1-3 to 50 Per Cent. Mark Down in Order to Stimulate Buying—Weather Holds Up Trade—Australian Pelt Joins Seal Imitations—Styles in Vogue.

THE fur business in Montreal has undergone some important changes during the past few weeks and sweeping reductions are the order of the day in all the more important stores. Among the firms who have decided to sacrifice their legitimate profit in order to move stocks are the Holt, Renfrew Co. and the Fairweather Company, both of whom have reduced their prices from 33 1-3 to 50 per cent. In the majority of cases, this action on the part of the furriers has been prompted more on account of the adverse weather conditions which have prevailed throughout the months of October and November than by reason of any decline in the fur market. Undoubtedly the latter has affected prices of stocks in the hands of the wholesalers and, according to one man interviewed by Dry Goods Review, some of the large houses have marked down their fur coats, etc., at least twice since they started out last Spring to get placing orders for fall. It would therefore appear that such a reduction represents a loss to the manufacturer on the price which they paid for the raw skins.

The present price of fur coats is based on a three-dollar purchase price for muskrat, whereas last Spring's figure was $7.00. According to one prominent wholesaler, it is doubtful whether any good skins could be bought at present for less than $4, but as merchants will not pay more than a certain price for coats, the only recourse possible to the retailer was to reduce prices in order to induce them to buy. Those who bought skins this Spring at the high prices are therefore experiencing a heavy loss.

Another serious factor in the situation is attributable to the increased charges of the dyers, which have mounted since last Spring still further, and also upon the first of July this year an increase of wages went into effect. The general feeling is that business will be rather slow in the next few months unless the present tendency to offer reductions is productive of tangible results.

Elaborate Wraps Reduced

Manufacturers in Montreal have used every means possible to lower expenses and produce garments at a reasonable price. One feature which has had a most marked effect upon prices is the shortening of the length of the average coat from 40 inches and over to 30 to 36 inches. This applies, of course, only to the utility or practical coat, not to the elaborate wrap, which is a law to itself and remains as long as possible in order to provide the necessary warmth and comfort demanded of such a garment. The wave of price reduction, however, has not passed by these sumptuous and regal wraps and certain stores are featuring seal and mole wraps at astounding discounts. One magnificent wrap of Hudson seal and kolinsky is being offered for $400, marked down from $950. When once the public is educated to realize the significance of these reductions there should be a marked impetus to the fur trade, which will possibly offset the difficulties of the present month.



In Seal and Sable

A smart fur wrap of practical design offered by James W. Grant and Company, Ltd., of Montreal. The model is an exclusive design in Labraska seal with Alaska sable trimming, which lends a rich note.

An Australian Pelt

Hudson seal still leads in public favor, by all accounts, and all its imitations are more or less assured of popularity since they closely approach the original pelt in beauty of appearance. Among the newest and most practical skins to be adapted to the seal trade is the Australian wallaby, which can be dyed and treated to resemble real seal in a most beautiful and durable finish. The great feature of the Australian pelt lies in its absolute resistance to any strain after the fur has been treated by the dyeing process, and the fact that it cannot stretch from enlarging pores when once the garment has been manufactured. Another feature which commends it to retailer and consumer alike is that a garment composed of the Australian skins needs only a fraction as many to complete it as it would were muskrat to be employed. Two skins of the wallaby will provide sufficient depth for an average coat and therefore only half as many will be required for an entire garment. When combined with Alaska sable, this type of coat is as luxurious as any on the market and is ideal for general wear as well.

An interesting fact with regard to the use of Australian furs in the Canadian trade is that they can be made up to represent fox, lynx or seal, and be guaranteed absolutely. For this reason they are being largely featured by mail-order houses which are obliged to give satisfaction or "your money back."

Truth In Furs

Under the existing nature of things in the trade, the efforts of those furriers who are endeavoring to secure legislation relative to "truth in furs" will be fraught with difficulties in connection with seal, since it can be imitated so closely with such a wide variety of pelts. Until the committee in charge of this proposed plan can induce all manufacturers to incorporate all the furs of whatsoever description and origin which are now offered on the market, there can be no object in agitating for legislation. In the opinion of all reputable men, however, the sooner the plan is carried out successfully the better, and it is believed that the results of such a measure would more than repay any manufacturer in the long run.

Modes

Seal, as before stated, holds its own in public favor with mink, squirrel, mole, pony and baby lamb following close behind. The universal tendency in the case of dressier models is to combine these pelts with beaver, nutria, opossum, sable, etc.

One very attractive model shown this month was a loose belted-in coat of Hudson seal with bell sleeves. The deep cape collar was of Australian opossum.

One very stunning evening wrap seen was a cape effect in moleskin with wide flounces and a panel back. Slits under the flounces provide openings for the hands to pass through. The lining is the only gay coloring of the coat and was of satin in a lovely shade of burnt orange and gray.

Among neck pieces the one and two-skin chokers are especially popular, and the three-skin choker is also growing in popularity. The preferred pelts for these furs are mink, Hudson Bay sable, stone martin, ermine and copper sable, The popular scarf in straight effect is still selling well, especially in the voluminous shawl style, with jaunty pockets.

The greatest demand is for neckpieces, which are designed so that one end may pass through the other, forming close fitting effect if the wearer so desires.

The vogue for fox is expected to increase as time goes on, and many stores are featuring some exceptionally fine collections of these rare and expensive pelts.

Muffs are not as yet showing any signs of emerging from their enforced retirement, and although some very pretty small designs have made their appearance in the windows, they are not seen upon Montreal women. Manufacturers report a fair trade in muffs with country districts, where warmth is essential before style.

The fur-trimmed suit has undoubtedly exercised a marked influence upon the separate neck piece trade, and many houses report a large influx of orders from regular customers for transforming muffs or out-of-date neckpieces into collar and cuff sets for the street suit.

Prices

Approximate retail prices for fur garments of various sorts as quoted this month are as follows:

Hudson Seal in utility styles	$250 to $700
Hudson Seal in utility styles	$250 to $700
Near Seal in several varieties	100 to 300
Russian Pony	160 to 300
Neckpieces:—	
Mink (small)	$ 7.50 to $ 60.00
Mink (large)	100.00 to 500.00
Alaska Sable	20.00 to 280.00
Mole	16.00 to 225.00
Lynx	25.00 to 125.00
Lamb	16.00 to 150.00
Seal	20.00 to 225.00
Squirrel	20.00 to 250.00
Cross Fox	40.00 to 200.00
Opossum	18.00 to 175.00
Wolf	20.00 to 75.00
Muskrat	3.00 to 50.00

The above list represents the highest and the lowest prices obtaining in the Montreal retail market during the present month. It is stated that there is a marked preference for lines which come underneath the luxury tax limit, still, and the tendency will be more marked as the season advances.

Offering Big Reduction

Retail Furriers Encouraging Buying by Offering Stocks at 33 1-3 to 50 Per Cent. Off—Some Merchants Report Fair Season—Small Men Suffer.

MANY of the shops are now offering reductions in furs from 33 1-3 to 50 per cent. on coats, capes, wraps, neckpieces and muffs.

The fur trade has suffered severely for a very prolonged period and sacrifices are being made on every hand to encourage buying.

The small retail furriers are facing heavy losses and declare that if business does not soon pick up they will be in a sorry plight.

One of the greatest drawbacks to sales, the retailers claim, is the Government luxury tax. The exemption in the case of fur coats in only $200 and as fur men point out you can't sell seal coats these times that will be exempt from the provisions of the luxury tax. Many dealers refer to the tax as being a great hindrance to business. They sell the fur garment at a certain price. Then when an additional cost of from $40 to $50 for the luxury tax is mentioned the customer is naturally inclined to reconsider the question of purchase.

They complain that the result has been that in many instances the retailer is practically compelled to bear the tax himself in order to make a sale. This means of course that his profits are clipped by that amount so that for many of these stores the luxury tax is going to mean a greatly reduced profit on the season's operations. Many stores report that the tax is a greater drawback to sales than they ever anticipated before the season opened. At first one of the chief objections was that the government was making the fur retailer a collector for its taxes but it has turned out that he not only has to collect them but in many instances really pay them himself.

However, nothwithstanding this many dealers report themselves as quite well satisfied with the season so far and that in spite of the fact that the weather has not been the best for sales. One firm reports that sales have been exceptionally good and that business for the month of September was quite on a par with last year. There is a lot of repair business in evidence, many people being inclined to fix up old garments where they would have bought new ones under normal conditions. Firms that sell furs on credit state that first payments this year are very substantial, indicating that people are fairly well supplied with money. Altogether the season is being looked forward to by the average dealer with a great deal of confidence in spite of the handicaps to business that are present.

Fairweathers of Toronto recently advertised high priced models valued up to $850, along with popular priced stoles, etc. at a reduction of one-third. The sacrifice was announced as a price readjustment sale of high priced furs. The large departmental stores as well as the exclusive and small furriers have joined in the advertising campaign and retail fur prices are being slashed.

As to the outlook for fur prices for the future, very little is being said at present for the reason that few dealers care to hazard a guess. That a great deal of uncertainty exists, there is no denying. One thing that is worth noting is the fact that the trade has been cleared of the speculative element that did not help the situation last year by any means.

London Fur Sales Show Further Decline

The reports received on the London Fur Sales which were held October 11-19 declare that:

Business has been far from active since the May sale, partly due to seasonal quietness, but chiefly to financial conditions and industrial uncertainty, and it has been evident for some time that values were continuing their downward tendency.

"A certain amount of pressure was brought to bear from the United States"; the report adds in order to get the sales here postponed as they have been in America, but without success. The range of values being established in these sales will form a basis for future operations in the fur trade in all countries.

"Prices as a whole again show a heavy decline, although it must be borne in mind that the collections consist mostly of stale goods, a large part of which were carried over from last sale, and as regards the home trade, at any rate, the prices realized earlier in the year have come very little into operation.

"French buyers were much in evidence, Germany also was well represented in the sale room and was a considerable buyer of many of the articles that regularly went to Leipzig before the war."

This report covers only the first part of the sales. During the latter part of October the withdrawals of furs from the sales were heavy. The attendance was reported discouraging and a general decline was noted compared with the May sales.

The home trade is said to have appeared as the principal buyers, while Germany bought considerable of the cheaper grades of furs.

James Coristine & Co.

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EXTEND to their many customers their thanks for past favors, and wish them the Season's Greetings, and a Happy and Prosperous New Year 1921.

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Prices will be marked with the smallest margin possible, based on current costs in raw materials, and with object of meeting future business conditions.

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Fall Season 1921



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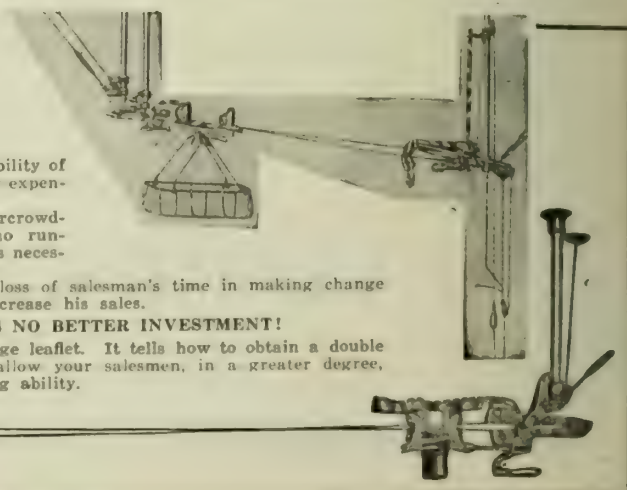
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One of the many attractive combination designs constituting our assortment of high-grade furs.

The style, obviously beautiful, is of the Gnaedinger standard, the workmanship faultless and the material is of the best.

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L. Gnaedinger, Son & Co.

90-94 St. Peter St., Montreal

In the Maze of Pretty Ribbons!

Christmas Winds Its Spell in the Novelties and Notions Departments With Beautiful Ribbons in Every Color, Quality and Width—Ribbon Accessories Claim Unique Importance This Season by Binding the Fashionable Coiffure.



For the Softly Lighted Ball Room

Accessories assume extreme importance when milady dons formal attire. Among the most fashionable items this season are the new long gloves buttoned on the outside seam above the elbow, the daintily perfumed corsage bouquet and the bracelet, which is returning to new favor. The coiffure band is again a matter of peculiar interest and this dainty circle is made of ostrich strands and caught with Prince of Wales tips. Pearls are unusually fashionable, and the feather fan declines to be laid aside.

THE approach of the holiday season brings with it all the joys of party preparations, and the merchant who overlooks the possibilities of his ribbon and notions counter at a time when Yuletide festivities are drawing nigh will unnecessarily sacrifice a very brisk trade in tempting lines. In the first place the ribbon manufacturers have provided a wealth of exquisite designs, rare colorings, and useful widths with which the dry goods merchant may enhance his ribbon department this Christmas. These lovely metal and vivid hued ribbons permit of the most attractive displays and in every up-to-date ribbon department their use has now reached a more advanced stage, and from various widths—from one-quarter of an inch to twelve or eighteen inches—are evolved the most exquisite conceits which prove to be very acceptable gifts for boudoir and wardrobe at Christmas.

For weeks past the work rooms run in conjunction with the novelty and fancy goods departments in the larger shops have been busy on scores of these dainty ribbon novelties which are now appearing at the counters in the shops and aiding considerably in enticing early Christmas shopping.

Coiffure Bandeaux

Foremost among these dainty ribbon confections are the alluring new coiffure bandeaux which provide something so dainty that they are proving positively irresistible. With the passing of the very extreme decollete—especially in the case of the "bud" and her "not-out-sister"—a note of quaintness has crept into the matter of evening attire; and even the arrangement of milady's tresses has already been influenced—so far as the younger devotee is concerned—by the spell of modesty and coquetry that has invaded the ball-rooms abroad and is likely to meet with decided approval on this side as well, after a tedious regime of brief bodices and exposed shoulders.

Evening frocks from the leading French houses this season are almost without exception sleeved. Tulle, lace or chiffon is used,—sometimes a long flowing drape, sometimes a tiny puff falling off the shoulder in the true Victorian style. Fluffy lines are the order of the day in dance frocks for the younger set and to carry out the picturesque effect conceived by the designers, jewelry and coiffure ornaments must harmonize.

Bandeaux to Harmonize

To bind the quaint clipped head of the twentieth century maid there is just such a ribbon garland as graced the brow of this same little lady's great-grandmother. Narrow ribbons are interlaced and studded with tiny pearls or brilliants, wider ribbons are caught with delicate tinted French flowers and the most narrow widths of all are twisted and coiled into trellises and nosegays of various widths that may be becomingly worn with high or low coiffs in a variety of prettily arranged modes.

Pretty Variations

The intertwined ribbon bandeau is frequently referred to in the trade as the Empire wreath, being very effective when fashioned of ribbon leaves sewn to a faille foundation and studded with rhinestones. Pastel tints and the fashionable evening shades are shown.

Very youthful is the coiffure band shown in narrow two-toned tinsel ribbon trimmed with loops and ends and finished with applique flowers and pendant buds. Another dainty band seen in one of the smart Yonge Street shops in Toronto this month was designed on the lines of the old-time Venetian fillet, showing knotted lattice effect of ribbons in pastel tints trimmed with clusters of ribbon loops and jeweled velvet foliage. Other bandeaux of ribbon, silver or gold, ribbons and jeweled velvets are made in two, three and five strand bands and display unusually pretty trimmings of loops and flowers so that whether arranged on a highly dressed head or on a bobbed coiff the fastenings are equally becoming and dainty.

The pretty bags that are being fashioned of ribbon for Christmas are legion and are being given prominence for evening wear, being developed in the metal broches that match those employed in the fashioning of the wrap. Also all manner of dainty receptacles for the boudoir table are being shown and prettily disguised coat hangers, telephone cabinets, work boxes, etc., are developed in most unique designs from pretty ribbons. Dainty garters, lingerie bows and ribbon girdles for negligee wear are shown in pastels, vivid tones and black with touches of metal, or brilliant studs. Wide ribbons are used for gift lingerie and

narrow ribbons in all styles and colors are in demand.

"Ribbons are selling," said a leading Toronto wholesaler this month, "but the demand is for popular priced lines and we are concentrating on the styles which the retailers are finding the biggest sale for. We are not attempting to push the higher priced ribbons for the Christmas trade for all the high-class French and Swiss ribbons we have had in stock have had to go at a sacrifice and if we do carry these metallic and high priced fancy lines again in the Spring it will have to be at lower prices than previously."

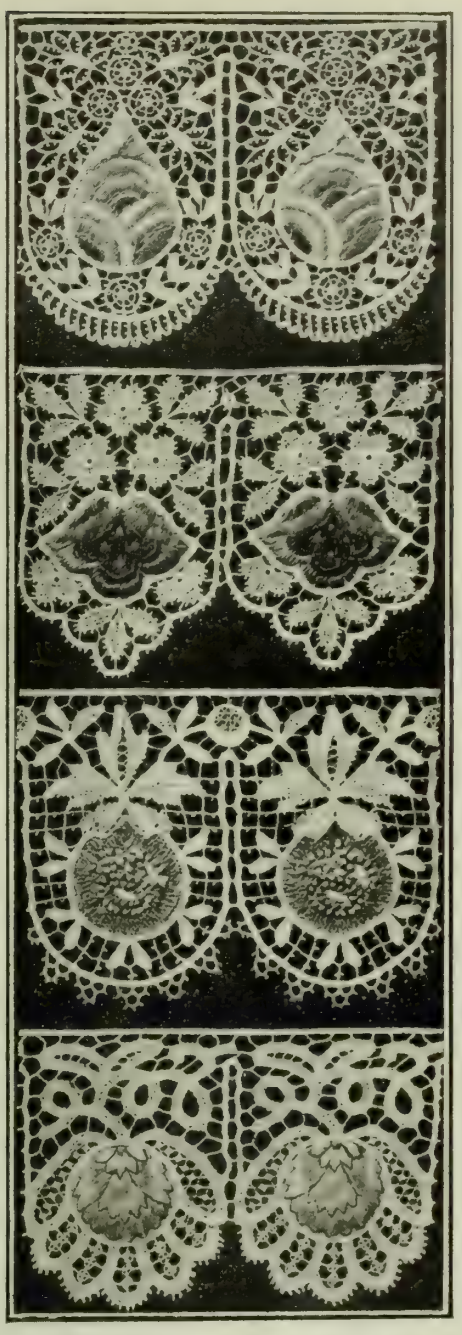
This wholesaler said that the biggest demands coming from the ribbon departments at present were for lines that would sell below the luxury tax prices. Dry Goods Review was shown a number of very pretty ribbons in floral designs that will retail at about 50 cents a yard. Six months ago these ribbons could not be bought at that price from the manufacturer. These ribbons are either in taffeta or a very attractive soft charmeuse satin finish with a highly waxed surface. They can be washed successfully and consequently are excellent for lingerie purposes. They make smart camisoles, being available in a splendid range of colors. Narrow fancy ribbons are also selling well, also the very narrow wash satin lines that are used for shoulder straps, runner ribbons and for ornaments on camisole, chemise and robe de nuit.

Asked as to the possibility of a renewed vogue for metals in the Spring one prominent wholesaler said:

"A year or two ago nobody wanted low priced goods of any kind. Money was plentiful, everybody was buying on a rising market and goods were bought at any price just so long as they could be secured. This was true of the wholesale and retail trade alike, and the consumer naturally fell into stride. Today the whole situation is reversed. Everybody wants lower prices, they want to be able to buy but to buy cheaper goods. We do expect a demand for fancies and metallic effects in the Spring, but we expect to sell them more cheaply. Swiss ribbons have dropped 38 per cent. They have realized that to compete with the United States, which is getting the business by providing the consumers with lines they want, they must offer their artistically manufactured ribbons at a lower figure to this market."

HOSIERY TRADE SUFFERS

A serious situation has arisen in the Midland hosiery trade, largely as the result of the unrestricted importation of goods of German origin. These are allowed to come without any marks indicating their origin, and are thus foisted upon the public, whether they are prepared to buy German goods or not. Already the mills in the Leicester and Nottingham area are working short time.



Exquisite Trimming

Samples of four lovely new Swiss collar laces of Point Venise with embroidered medallion insets in colors and metal. Laces may be cut to fit any neckline and are shown in ecru and white.—Imported by Sterling Lace Co., Toronto.

THE PAISLEY SHAWL

Its rarity and beauty have made Paisley weavers famed for all time.

The Paisley people are said to be the proudest of the proud. It is over the fact that the Paisley weavers beat the weavers of the Orient at their own specialty—shawls.

The story of this shawl forms one of the shortest and most romantic chapters in the history of the industry. The manufacture of these most beautiful things was begun, reached a great height of prosperity and became extinct in the space of a little over eighty years. The Paisley shawl has not been woven since 1880, and none is ever likely to leave the looms again.

The shawl had its origin in the ambition of the Paisley weavers to produce on the loom the amazingly elaborate patterns wrought by the needle in the Cashmere shawls that had been sent home from the East by Scottish officers and traders to their womenfolk.

The Paisley weavers were notable craftsmen, and they produced a shawl which excelled its prototype in beauty of design and richness of color. Their success was the reward of patience, skill, taste and a delicacy of touch which, experts declare, has probably never been equaled before or since in the weaving craft.

Mutual Delivery Works Like Charm In City of Brantford

The city of Brantford has not left all the up-to-date innovations to her more populated neighbors. One of the most progressive community schemes put into effect is that of the mutual delivery system, introduced with the mutual consent and support of some thirty merchants. Druggists, butchers and dry goods men, cobblers and hardware dealers, all avail themselves of the service, and no one is shown any preference. The deliveries go everywhere in the city with equal frequency—the housewife on the outskirts and in rural districts has the same consideration as her sister in the heart of the town.

"The mutual delivery system is operated with efficiency and satisfaction to the stores and customers alike," said Mr. C. F. Ramsey, vice-president and general manager of the E. B. Crompton firm, in explaining the scheme to Dry Goods Review recently. "The leading stores all use the delivery and are taxed according to the amount of merchandise delivered each month.

"The deliveries are made by motors and by horse-drawn vehicles three times daily to all districts. There is a morning delivery at 9 o'clock; one at 1 o'clock and 1 at 4 p.m. On Saturdays a late delivery is made at 7 o'clock."

All of the merchants seen in Brantford acclaimed this mutual delivery system as the best possible service. Inconvenience and unnecessary expense are done away with, and the difficulty experienced by small stores employing unreliable and youthful messenger boys is avoided. Set deliveries do away with unnecessarily frequent trips on the part of messengers and the customers are thoroughly satisfied in knowing the exact time at which their goods will arrive, whether ordered a block away or a couple of miles.

Accessories for the Smart Costume

Elaborate Made Veils Garnish Many Chic Little Millinery Creations — Colorful Parasols Are Also Seen, and Gauntlet Gloves in Two-toned Effects Which Are Very Smart.

INCREASING attention is paid each season to the minor details of the smart woman's costume, and many feminine devotees of fashion feel that they solve the high cost of dress problem by adhering to very simple costumes and indulging in rather elaborate accessories to an almost riotous extent. This buying tendency is probably due to the fact that women have realized the importance of accessories and know that if hats, shoes, gloves and veils are up to the minute in style and freshness the casual observer will be quite unaware of the fact that the gown or suit they accompany may not be of this season's vintage.

Hats for day time are frequently made entirely of bright colored fabric. Veils, many of them at least, carry out the same scheme. Glittering metallic threads are interwoven with vivid shades of orange, purple or blue. These very extreme novelties in coloring and design always appear in the draped or made veils, and quite as much variety is evidenced in the shaping of these veils. One interesting veil noticed this month was shaped in panels, or rather slashed to represent panels. It could be worn either down over the face in front or the wearer could lift the centre panel and drop it back across the hat. Another veil was slashed so that one section might, if desired, be drawn down beneath the chin, leaving the face uncovered, or the wearer may draw it up over the face and secure it to the hat with a pin so that to all appearances the veil is of the conventional type.

Parasols in Colors

Not only veils are greatly in demand just at present but also parasols and umbrellas are much asked for, particularly in the novelty lines in colored silks with the highly ornamental handles which characterize the newest styles. The argument in favor of a simple costume and elaborate accessories is justified when one realizes that the same accessories may accompany a number of costumes and may be made to last through several seasons. Such is the conclusive argument presented by one of the sales staff of a department store this month when a gorgeously-beaded hand-bag was under consideration.

Elaborate Hand-Bags

All-bead bags have had a long run in Paris but are still in high favor over here and are competing with the brocade or velvet bags in the favor of Canadian women. Paris, our guide in all matters of dress, has decreed that hand-bags for Winter shall be very sizeable affairs, and further, that gorgeous fabrics and handsome mountings shall have the highest approval. Frenchwomen have shown a tendency during the past season or two to wear rather simple garments—dresses, wraps, etc.—and indulge in more elaborate and expensive accessories. The self-same handsome bag may accompany any number of street frocks or suits, and the same may be said of accessories designed for evening wear. All the shops offer handsome frames that may be attached to bags of brocades, handsomely embroidered fabrics, or metal cloths. Pendant monograms are also very smart just now.

Suede and other leather bags are less frequently seen than those made of silk and metal fabrics, although a very smart fancy is to have a hand-bag match the shoes and gloves worn with street frock or suit.

Glove Novelties

Novelty cuffs are the features of the new gauntlet gloves being brought out for Winter. Some show the glove of one color with cuff or gauntlet entirely of another color and again the glove will be in one color with gore stitchings in contrasting shade. A great many wrist straps are seen, some of the new gloves having the length and cut of the mousquetaire with a wrist strap or a tab across the inner wrist attached.

There is to be a pronounced revival of the fancy for black gloves for Winter, the smartest of these gloves showing trimming in contrasting color. For example, a black wrist strap glove is shown embroidered in pearl grey and with pearl grey clasps and V-shaped gores of grey kid. Often the cuff will be faced with a contrasting color. The glove facing, stitching, etc., is usually in a lighter, softer shade than the glove itself. Browns are trimmed with leather of a very light tan or soft yellow and so on. The 12-button glove is sharing the honors with the gauntlet at present, from all reports, and it seems likely that the demand will continue through the Winter.



Fashionable Tuxedo

Lace collars are becoming more and more a necessity in the wardrobe of smartly dressed women—this handsome tuxedo model in Point Venise illustrates a new line carried by the Sterling Lace Co., Ltd.

A Scarf and a Printed Kerchief

Colossal Importance is Attached to the Little Things That Go to Make Up Milady's Wardrobe—Chief Among Her Accessories This Season Will Be the Scarf at Her Throat And the Mouchoir in Her Pocket.

THE shops are aglow with pretty accessories with which to charm the fashionable woman. Every possible vanity that will appeal to womankind is displayed in the big departmental stores and in the smart little specialty shops as well.

Neckwear presents unusual daintiness and originality as may be seen in the charming tuxedo of point Venise illustrated in these pages, and the frothy little conceit in high necked style evolved from black ribbon and tulle. Apart from the actual dress accessories in collars, vestees and guimps elsewhere described, there are the most fascinating novelties in neckwear in the way of knitted silk, soft crepe de Chine, and cosy luxurious wool scarfs. These are proving big sellers again and the stores are expecting active sales with the approach of cold weather. The silk woven and crepe de Chine scarfs are quite the newest thing and are being shown for wear with the fur coat or the handsome cloth wrap. They are ideal for wear next the throat when a heavy wrap is donned and prove equally becoming when the climate only demands a suit or coat frock. Some of these scarfs exploit unusually artistic designs and all are developed in attractive color effects in keeping with the season's favorite shades. Paisley effects are very pretty also the big loose floral patterns in rich deep tones, while Batik designs characterize the most alluring models.

For Formal Wear

Many of the scarfs are of hand-painted chiffon, but these are for more formal wear and they are just once removed from the elegant lace and sequinned scarfs intended for wear with elaborate evening toilettes. Hand-embroidery beading and metallic applications vie in many of these pretty examples, and the scarf which was once an essential thing of valueless effect has now become one of the most artistic of milady's dress accessories. A becoming shade will add considerably to her appearance and a clever design carefully chosen will add tone to her entire costume.

Embroidery on Point Venise

Newly arrived and ordered especially for the Christmas trade are the exquisite yardage laces shown featuring a centre medallion of embroidery. These laces are point Venise and the medallions are most beautifully worked in rich silken shades with a touch of gold or silver. The designs are delicate and most original. The lace is made so that it can be cut to fit any neckline, and it will retail at between $2.25 and $3.50 a yard. It comes in ecru and white and the colors employed in the embroidered motifs range from rich Oriental tones to softest pastel shades, touched with silver. This type of lace is likely to be one of the best sellers in the neckwear departments carrying them for less than a yard makes the collar, and if cuffs are required a very exquisite dress trimming can be had for between $3 and $5. They have the advantage of being made in sections caught together with fine threads and are not spoiled in the slightest by being cut. In this way they may be adjusted to any neckline, high or low, square, rounded or V-shaped. Frillings are also selling well in black, white and ecru, and in the popular shades.

Malines nets for evening scarfs are being shown in a superb range of colors and are selling rapidly, so that no possible fabric that will enhance the contour of the wearer's face and throat has been overlooked, and only the thoughtless shopper need go forth inartistically dressed as to sleeve and neck fixings.

Continued on Next Page.



Novel Printed Designs

The gaily printed 'kerchief is one of the real fads of the Christmas trade—one Toronto firm has had several of the new designs copied for box covers—and the demand for these smartly-gotten-up accessories is expected to be very big.—Courtesy of Lace Goods, Ltd., Toronto.

Novelty Imported Neckwear

Charming Conceits Appear in Montreal Shops to Entice Christmas Shoppers—Colored Embroideries, Frilly Nets and Costly Laces Are Employed.

NECKWEAR stocks for the holiday season are practically complete in the department stores along St. Catherine Street, Montreal, and never have such alluring and becoming accessories been exhibited in so bewildering a variety as this season. Paris and New York have sent much of their newest to adorn the frocks and blouses of Canadian women, and in spite of a somewhat dull merchandising season the demand for these dainty fragments of lace and net seems keener than ever.

Although few new ideas in the wide sense of the word are noticed, yet designers have not been idle as regards original conceptions of the conventional neckpiece. Until the mode in women's garments varies more radically than it has done in the past season, there can be little or no change in the accessories demanded for its adornment. Neither the very high neck or the very long sleeves which were prophesied a few months ago for this Winter have materialized to the extent anticipated, and therefore they have not influenced the trend of design in any way.

Generally speaking, the main demand in neckwear is for the guimp-vestee, the vestee with collar attached and cuffs, and for the straight tuxedo collar and cuff set. In the first-named class were noted many elaborate conceits of Georgette, net and fine lawn opening down the front and finished with a smartly plaited frill in jabot effect. Hemstitching was the usual finish on these accessories, but narrow inserts of lace were also numerous and exceedingly attractive.

The vestee without a body-support is shown in a multitude of variations, combining Georgette, net, satin and lace, with all kinds of laces, both real and imitation. Guipure is enjoying an unprecedented popularity just now and is developed in designs equal to the choicest old point or Venice lace. The collar used with these vestees is always of the tuxedo type and usually cuffs are provided to match. In connection with the numerous sales of silks and other materials which are a feature of the present season it is reported that neckwear of this description is selling very freely as part of the home dressmaker's equipment.

Lovely Laces for Collars

Among the newest ideas in collars are some simple effects in round or scalloped designs made of ecru net and embroidered in colored wool. A single thread of black wool is run round the outer edge and provides a firm yet



Collar Conceit

Of black tulle and satin is the dainty neck ruch, caught at one side with peach-colored posies and velvet leaves. One of the novelties seen in the neckwear department of the Robert Simpson Company, Toronto.

charming finish to the collar. Another little set of cream "broderie anglaise" is said to be tremendously popular on account of its mourning-like simplicity. Another fine pleated Georgette collar was hemstitched and trimmed with a wide fringe of guipure lace edging. All varieties of real lace in filet, Cluny, Venetian and Irish crochet are shown in collars and sets at prices varying from $3 up. Guipure and Oriental laces by the yard are also proving very acceptable for the Christmas season, and are shown in 2½ and 3½ inch widths in white and ecru. Vestings of plain Georgette or trimmed with Val. lace, as well as those of fine net and guipure are featured for the more exclusive shoppers to whom a matter of $14 per yard is not important.

Novel Vestees

There are some novel vests displayed which are made of vivid colored flannel, in putty or canary shades and trimmed with a small collar, self-covered buttons and two jaunty pockets near the lower edge.

The small round collar in Peter Pan style is very popular developed in lace and net for the young girl.

Among the delightful French neckwear is a large collection of mourning collars of black and white silk crepe, piped or edged in a contrasting effect. These are altogether irresistible when worn with a white or black frock and are usually accompanied by dainty narrow cuffs to match.

Neckwear will undoubtedly form the gift par excellence this season for Christmas, since it commends itself by reason of its high quality and costliness to the giver of really appreciated Christmas presents.

A SCARF AND A PRINTED KERCHIEF

Continued from Page 81

Probably the most fascinating novelties have been introduced in the handkerchief departments this season, for not only are the quaintest designs available in the new mouchoir designs but these charming bits of colored fabrics are being offered in boxes of such artistic design that they should sell their contents with very little selling effort. One big handkerchief firm in Toronto is putting up two and three of these gay printed 'kerchiefs in boxes of most artistic and original design and is offering them to the shops at a price that will enable them to be retailed at the modest price of $1 a box. This novelty cannot fail to appeal, for as a gift it will be ideally useful, captivating to look at and unusually attractive from the point of price. The 'kerchiefs are of Swiss make and show the most attractive array of fetching patterns developed in the ever-appealing pastels in rich Oriental blues and reds, in Paisley effects and in vivid contrasts that will appeal strongly to the younger devotee. The box covers are equally colorful and repeat the patterns revealed on the 'kerchiefs. Embroidered motifs and lace edges characterize other pretty handkerchiefs that are now being shown, but these bright-colored novelties are making a big bid for favor and are promised quite a vogue.

FRENCH INVASION OF LONDON

Famous Parisian couturieres have opened branches in the West End of London, in what appears to be a concerted attempt by French fashion experts to capture a large portion of the trade in exclusive dresses which hitherto has been done by British dressmakers. English firms have greatly improved their "creations" during the recent seasons, and English women are, therefore, becoming more appreciative of the good things which are produced at home to the detriment of the Parisian article. So the French houses have been forced to take premises in the heart of fashionable London in order to revive their trade.

In other sections of the textile industry, such as trimmings, woollen merchants and even the stores, French enterprise is very apparent, and if many more French firms come over there will soon be quite a Parisian atmosphere in some parts of the West End.

We have your stock *of* Christmas Ribbons



We have the best assorted stock possible in lines that you need for this season of year.

Your Ribbon counter is one of your most important departments for holiday trade.

Every live Ribbon counter needs assorting for the Christmas season.

Buy only what you are short of. We don't want large orders; we do want what you need.

We are the Ribbon House of Canada—we sell ribbons only

And offer you the benefit of this advantage in *better assortments, better values* and *the goods by return.*

Write, telegraph or telephone. We absolutely guarantee orders sent us in this way.

Walter H. Barry & Co.

The Ribbon House of Canada

6 St. Helen Street
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XMAS Ribbons

—the finest stock in the land

ACME
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SPECIALS IN LADIES' GLOVES

IMMEDIATE DELIVERY

NO.		PRICE
211	Ladies' Tan Mocha, cotton fleece lined, ½ pique sewn, gore in wrist, dome fastener	$16.50 Doz.
212	Ladies' Grey Mocha, cotton fleece lined, ½ pique sewn, gore in wrist, dome fastener	16.50 "
213	Ladies' Tan Suede, unlined, ½ pique sewn, dome fastener	16.50 "
214	Ladies' Tan Cape, unlined, ½ pique sewn, dome fastener	21.00 "
215	Child's Tan Cape, unlined, ½ pique sewn, dome fastener	16.50 "
216	Child's Tan Cape, unlined, outseam sewn, dome fastener	16.50 "
217	Ladies' Tan Cape, unlined gauntlet glove, outseam sewn, large cuff with fringe	26.50 "

Ladies' Lined Gloves, assorted sizes 6 to 8 to the dozen.

Ladies' Unlined Gloves, solid sizes 5¾ to 8.

Children's Unlined Gloves, solid sizes 1 to 7.

ACME GLOVE WORKS
LIMITED
MONTREAL

ACME A MAKE

Chantilly **Margot** **Gold on Silk Net**
Filet Net Embroidered **Silver on Silk Net**

LACES

Never before in the annals of fashion have its creators decreed such lavish use of Laces as the present season demands.

Our line is ready to supply the newest and most exquisite variety of patterns, prepared in accordance with the dictates of fashion, for Lace Gowns and Lace-trimmed Gowns.

Chantilly
Gold and Silver
Radium
Filet Margot
Flounces
and
Allovers

IN BLACK, WHITE, CHAMPAGNE, BROWN, NAVY AND ALL THE LATEST EVENING SHADES



Our representative is on his way—see him or write to us for a selection on memo.

EMBROIDERIES

A healthy demand continues for Skirtings, Baby Flouncings, and Baby Sets.

FOR IMMEDIATE DELIVERY

Advance styles indicate great popularity for Organdy and Voile Flounces and Allovers for SPRING.

Handkerchiefs

Ritchie - made Handkerchiefs combine artistic effects, quality and reasonable prices.

Lingerie

Dainty, practical "under things" to delight Milady. Write for sample lot.

H. P. RITCHIE & CO.

Manufacturers

38-42 Clifford Street

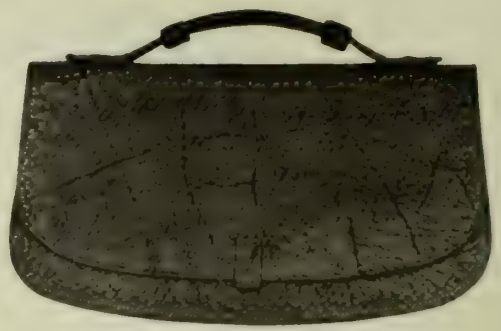
TORONTO

The Julian Sale Leather Goods Company, Limited



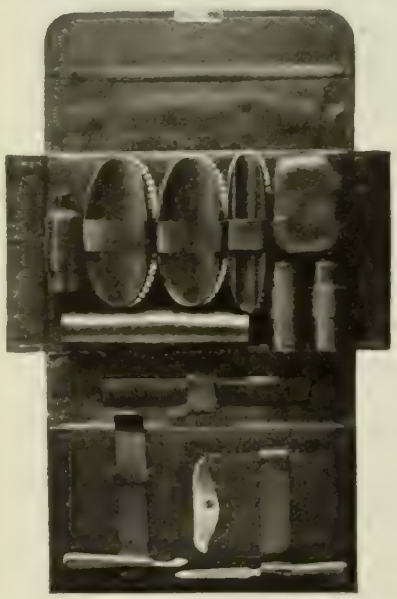
LADIES' HAND BAGS IN SILKS AND LEATHERS

Are You Ready for the Holiday Trade?



STRAP HANDLE PURSES.
One Hundred Styles.

High time now that you had your holiday stocks on the shelves—in transit—or the orders placed—and of the thousand-and-one things that "Julian Sale" make and sell, there's not an article which you might not well count in your selection to meet the demand for useful, novel and sensible Christmas gifts — and so we emphasize here such things as—



DRESSING CASES FOR MEN AND WOMEN.

Ladies' Hand Bags in Leathers and Silks—Ladies' Lucille Bags, 40 styles to choose from—Strap Handle Purses—Canteen Bags—Overnight Bags—Waterproof Toilet Rolls—Writing Cases—Music Holders—Gentlemen's Collar Bags—Military Brushes—Manicure Rolls—Dressing Bags—Dressing Cases for Men and Women—Fitted Bags—Fitted Suit Cases—Travelling Bags—Visiting Cases—Kit Bags—Wallets—Letter Cases—Tobacco Pouches—Cigar and Cigarette Cases—Jewel Cases—and other things in Leather Goods, which for quality and "good style" it will be a pleasure to present to your customers.

Our New Catalogue No. 39

Is yours for the asking—the best we have ever issued. The illustrations are direct from the goods—the descriptions are complete, and altogether "No. 39" will prove an excellent buying guide. So that if you are out of touch with the "Julian Sale" traveller, let us have your name for a catalogue—and when you get it do not mutilate it, but order by number and keep it on your ready reference fyle.

Orders received will have our prompt and careful attention whether you write, phone or wire.

The Julian Sale Leather Goods Company, Limited

Wholesale - Factory - Sample and Sales Rooms - Offices

600 King Street West, Toronto

Cold Weather Is Coming!

—And with it the demand for suitable gloves. Delayed sales will pour in—people will buy because they must. We are ready. Are you?

The first pair of GRIFFIN GLOVES represented an ideal—in quality, design and value. This ideal has contributed to Glovedom the best glove of its kind in the

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Hand-Painted Quill Pen Sets $30.00 Per Doz. Sets Write for samples



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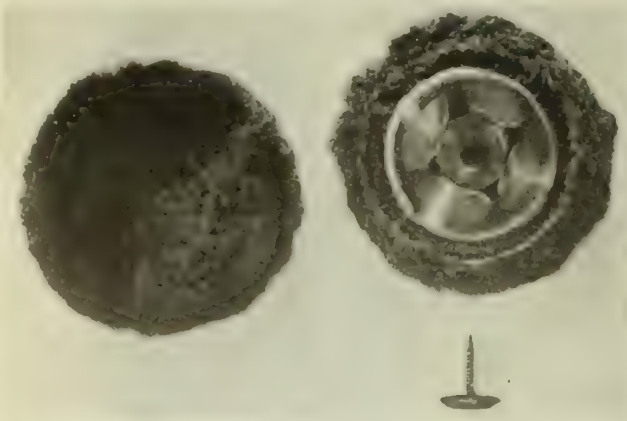
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4 Mottled Quills, 1 each of 4 best sellers (sell at $2.00 each)	$ 4.50
1 Hand-painted quill set (as shown), (sells for $4.50)	2.50
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Cost to you	$ 8.50
Sell for	15.25
PROFIT	$ 6.75

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FRONT *BACK*

To put button on, push stud through cloth and squeeze button on firmly.

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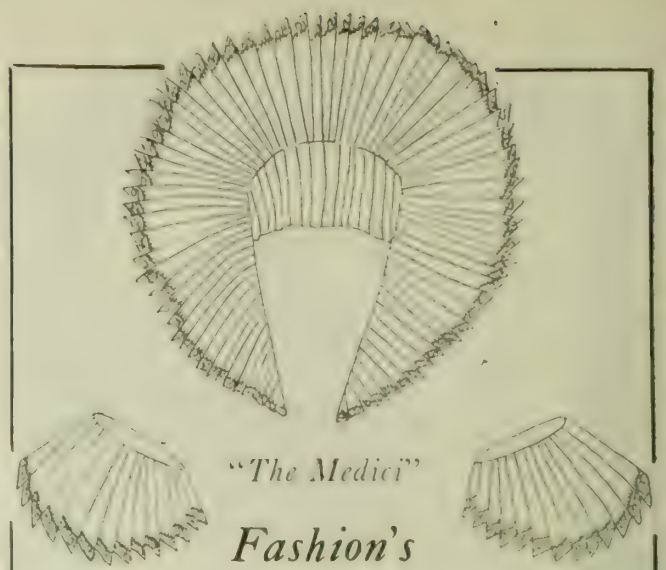
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In addition to the neckwear we manufacture a beautiful line of BOUDOIR CAPS, TEA APRONS, CAMISOLES, ETC., vast in variety and designed to meet the taste of discriminate wearers.

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Send for an assortment of our—

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Dainty Camisoles

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EVERY MANUFACTURER

Possesses information as to costs of materials, availability of supplies and expenses of production likely to govern the merchandising of the article he manufactures.

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Makes himself thoroughly conversant with conditions before ordering his goods.

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Should have first-hand information in order to protect himself in both buying and selling his merchandise.

HAVE YOU RECEIVED OUR BOOKLET?

THE GLOVE SITUATION AND WHY

If by chance you have not, please advise us, when we shall be pleased to mail copy by return.

IT CONTAINS VALUABLE INFORMATION FOR ALL GLOVE DEALERS

DENT, ALLCROFT & CO. (CANADA)

LIMITED

Wilder Building, Bleury Street

MONTREAL

Satisfaction in Prevailing Lines

Attitude of Customers, and Unstable Condition of Market, Will Influence Corset Designs For Spring Silhouette Expected to Remain as It is Until Dress Changes Make New Designs Essential.

QUEBEC corset manufacturers do not predict any marked change in the lines of the average corset put on the market for Spring, 1921, and this for the reason that conditions are unstable as yet as regards the cost and delivery of raw materials, and therefore all makers are agreed upon the advisability of retaining the present silhouette as long as possible.

Women have expressed themselves as entirely satisfied with the prevailing lines of the corsets of today and furthermore retailers are averse to undertaking any more lines than they are carrying at present, owing to the quietness which has prevailed throughout the trade during the last few months. It usually follows that when ready-to-wear is dull corset sales are similarly affected, and this season especially the corset department has not been as active as most retailers would like.

Women who are careful of their appearance now give more attention to corsets than formerly, perhaps on account of the increasing facilities offered to them in the stores where they are accustomed to purchase such accessories. The desired effect just at present is to appear boyishly slender and as youthful as possible. The low bust corset allows a freedom of shoulders and bust that helps to create poise, carriage and individuality. The fashionable silhouette for the coming season is to be more than ever slender, with suggestions of curves more pronounced than formerly. Strong indications of the tendency to modify the silhouette are the basque-like, tightly fitted overblouses shown in plaids and gay striped materials to wear with separate skirts. Belts also are coming in, and are usually tightly fitted on spring models, fastening snugly round the waist in place of the girdle effects so long popular.

Higher Grades Are Imported

Whatever else one is, one must be slender, and in fashionable circles curves and more definite outline are evident. Women demand corsets which express the body instead of making it conform to the rigid, unyielding lines of the corset. For this reason, perhaps, one manufacturer stated to Dry Goods Review that his firm would put out as many elastic topped corsets for Spring as possible since the demand was daily increasing, and it was certainly the most comfortable feature introduced for several years. As far as the finer, more luxurious models are concerned, this manufacturer stated that it did not pay the Canadian maker to go in for them, as they can be procured by retailers more reasonably by importing than if they were bought from a manufacturer on this side. The cost of the finer materials of which these high-priced models are made, together with the necessity for designing them in up-to-the-minute styles featuring any novelty which happens to catch the fancy of the moment, makes it impossible for Canadian manufacturers to compete successfully with the American maker.

There is more demand for the high-priced novelty corset in the specialty shops than in the regular departments of the stores, and in such shops as these, the brocade, satin, trico and jersey corset finds a ready sale. Pink is still the popular shade for fabrics, although makers report a slight increase in the demand for all white again.

Retailers should be prepared before long for a change of lines in the various lines which they carry since it is inevitable that the dress designers will bring about a change of silhouette before many months, and it will naturally follow that the corset must correspond line for line with the costume with which it will be worn.

No Reductions Yet

The retailer who does not carry too heavy a corset stock, comprising too many lines, need not view with alarm any announcement of a change of corset designs by the makers. At present nearly all retailers are overstocked, and are acting upon the principle that prices must fall before very long so that buying for spring should be deferred as long as possible. Prices are settled for the coming Spring, and any reductions which will come into effect following the recent decline in cottons and silks will not be experienced until the Fall, 1921, samples are out. The market just now is described as a buyer's market in so far as most commodities are concerned, and probably corsets will be affected to a greater extent than most types of merchandise, still no reductions are announced by the manufacturers as yet.

Brassiere Styles

The situation as regards brassieres is very similar to that of corsets. Prices on these lines have been fluctuating upwards for two or three years, but are now more likely to decline in the course of the next few months. Every reputable Canadian and American corset house produces its own brassieres, and adapts them to its own particular needs. The manufacturer has found that it pays to provide these accessories in many styles and varieties in order that the most individual tastes may be indulged.

According to a prominent Montreal importer of these lines, the bandeau style sells twice as readily as the brassiere, and he notices an increasing demand for the bandeaux which incorporate lace and fabric. Brocades, satins and crepe-de-chines are especially in favor just now, and the popular-priced ranges, not higher than $2.50 each, retail, are selling best. The very expensive novelty lines are usually imported by the department stores by their own buyers direct, and by far the most stock is handled by the corset and brassiere specialty shops nowadays in Montreal.

One particularly lovely model bandeau noticed by Dry Goods Review was composed of several kinds of lace, both insertion and edging. The insertion was joined together in all-over fashion and composed the body of the garment. Two fan-shaped portions made of edging were placed point upwards from waist to bust line upon the front and provided an unusually dainty finish. These laces are invariably of the Cluny variety and are strong and very serviceable.

The retail stores are anticipating a big sale of the daintier sorts of brassieres as Christmas approaches and already many lovely models are on view. The types appropriate for evening wear are developed in such sheer materials as georgette and net, and embellished with hand embroideries, etc. According to one corsetiere interviewed, brassieres undeniably help to push corset sales nowadays, so attractive and serviceable are they. It requires ability of a high order to fit these bandeaux artistically, yet the trouble is well worth taking.

In connection with selling brassieres, it is well to bear in mind that there are at least six different types of customers who will require to be suited, and therefore it is not only necessary to stock many practical models, but also the corsetiere must not omit a wide range of the daintier ones as well. The latter variety are best suited for giving a smooth foundation for the blouse, usually without modifying the contour of the bust. The more practical styles, and those which feature rubber reducing belts and other hygienic features, will have to be worn under a camisole and so their appeal lies in the perfection of fit which the corsetiere can achieve. To this end, she must endeavor to conceal the line at the top of the corset and flatten the bust in some cases, while in others she will be required to emphasize the bust line, which is considered by some to be youthful in effect.

Look For Better Quality In Spring Corset Lines

Buyers Believe That Price Will Vary Only in Higher-priced Lines — Expect Decided Improvement in Popular-priced Stocks—Elastic May be Omitted in Spring Models.

THERE may not be any noticeable change in the corset silhouette this Spring, and it is not yet known whether prices will differ to any extent from the present season's figures, but there is every indication that the consumer will soon be receiving better value.

"We do not expect any definite change in line or style, but we do expect that better materials and better workmanship will go into the models for Spring," said a buyer for the corset department of a big Toronto store. "We have had great difficulty with even our high priced lines, for it seemed almost impossible to get the wearing quality in the materials. We expect a marked improvement before long."

This bears out a report from New York in which the corset manufacturer's position is described as unique in the trade. The report refers to the fact that when the market commenced to go up during the early part of the war, price advances on corsets were delayed as long as possible in view of the fact that they had been sold for many years at a standardized series of prices. The report says in part:

"In the readjustment of prices it will be necessary for costs to drop sufficiently to enable manufacturers to decrease their prices by the recognized fixed notches, such as $21 to $18, $18 to $15, $15 to $12, etc.

The reduction in cotton cloth, effective so far, does not represent a lowering in the production costs of corsets sufficient to enable corset manufacturers to reduce any series of prices from one notch to another.

It is probable, therefore, that the chief changes the corset trade will experience this year will be in a gradual improvement of quality. As the cost of production gradually comes down through the gradual reduction in price of raw materials, most of the leading corset manufacturers will take advantage of this reduction in cost by improving the quality of their lines.

We are referring now mainly to the more popular-priced lines. In the expensive satin and silk brocades, there will be no doubt substantial price reductions.

As we view the immediate outlook, therefore, the situation calls for unusual care on the part of the buyer.

Orders must now be placed on a basis of quality."

This buyer also informed Dry Goods Review that orders for Spring lines had not been placed yet owing to the uncertainty of the market, but it was expected that some new lines would be considered within a week or two.

Failed to Win Favor

At the present time there is not any inclination towards a more extreme silhouette. It will be remembered that following the attempt of the manufacturers last year to introduce the nipped-in waist-line, more freedom than ever in corset lines followed. Straight hips and the low bust line were adopted more eagerly it would seem for fear of the possible return of the pinched-in waist and its attending inconveniences. Women have asserted their right to health and comfort and it is scarcely probable that any mode will ever live long enough again to endanger the present vogue for comfortable corsets. Modern activities in which modern women engage require a greater freedom and an easy grace that is only imparted by the corset which conforms as nearly as possible to the natural lines. A more graceful bearing is imparted with the adoption of flexible materials and the discarding of unnecessary steels. The up-to-date corset relies upon proper fashioning, durable pliable fabric and good workmanship rather than boning to preserve its shape, and the wearer benefits accordingly.

At the present time pink is the first color of favor in corsets as in lingerie, though it is suggested in some centres that white is being asked for to a greater extent than during several past seasons.

May Omit Elastic

The corset makers may not introduce any radical innovations for Spring but it is altogether likely that many manufacturers will eliminate certain features in some lines and introduce certain other little improvements in those which they intend to show. It is believed by some corset buyers that the elastic top corset will not be featured.

"In the Winter the heat from these elastic tops and insertions is not uncomfortably noticeable," explained one corsetiere, "but in warm weather even the small inserts draw an additional heat and it is quite possible that the corsets fashioned with elastic will be discouraged in the Spring lines."

Reports from numerous corsetieres show that in the brassiere departments the bandeaux in the hooked back style and cross-over style are selling very briskly while among the very recent novelties which should prove a splendid seller is the combination of vestee and camisole of satin designed for wear with a one-piece frock, a tuxedo overblouse or a suit costume.

Corset Salesman Can Assist Buyer

Comes in Contact With Successful Systems Employed in Many Departments.

With few exceptions, retail corset buyers are unusually broad in their receptive attitude toward helpful suggestion.

The live buyer is generally very glad to hear of how other buyers keep their stock records, arrange for fittings, and attend to the many other important problems of profitably merchandising their departments.

This is an attitude of which salesmen should take full advantage, for, next only to the trade press and the corset schools, there is no more helpful influence for the retail buyer than that which may be exerted by the travelling corset salesman.

Coming, as he does, in direct contact with all the leading buyers in his territory, his opportunity for acquiring the most advanced information with respect to stockkeeping departmental arrangements, advertising and displays are practically unlimited.

There is no ethical objection to his passing on such information to another buyer, providing, of course, no competitive conditions exist and no breach of confidence is involved.

While this is true even in large cities, it is especially true in the smaller towns where buyers do not enjoy the same opportunities of frequent trips to the market.

A salesman making these small towns enjoys the opportunity of making himself an invaluable aid both to the merchant and to the buyer.

And it is a significant fact that the salesmen who do the biggest business in these small towns are those who go the farthest in their efforts to help the buyer to quickly move the lines he has sold them.

By the same token, the buyers, both in small towns and large cities, who score the most pronounced successes are those who know how to develop and retain the good will and friendship of the salesmen who call on them.

Warner's Rust-Proof Corsets—

American Corsets—Canadian Made

Warner's Rust-Proof Corsets—the product of half a century's success in the United States—are now made in Canada.

Warner's Rust-Proof Corsets are made with the care that insures perfection. Improved machinery and an everlasting attention to detail are responsible for the reputation that these famous corsets have won.

Warner's Rust-Proof Corsets are made of cloths that are soft and strong; their *double* boning gives flexibility and greater strength; interlinings and reinforcements where the greatest tension comes, assure the corset longer wear.

And Warner's Rust-Proof Models made in Canada are selected styles that have already proved their success not only in the United States, but throughout the world at large.

By January we will be showing a standard line of Back Lace and Front Lace models, up to $39 per dozen. At present we have some styles ready for immediate delivery which are offered at special value to merchants interested and establishing the line this Fall.

May we send you samples? The styles that we are so disposing of are as follows:

Style	Price	Sizes	
41	$15.00	20-32	Low Bust, Slender Figures, Batiste.
51	18.00	19-32	Medium Bust, Average Figures, Coutil.
65	18.00	19-28	Rubber Top, Slender Figures, Batiste.
113	21.00	22-34	High Bust, Full Figures, Coutil.
109	21.00	20-28	Medium Bust, Average Figures, Coutil, Graduated Clasp.
343	21.00	19-32	High Bust, Average Figures, Coutil.
12	24.00	20-32	Medium Bust, Long Skirt, Coutil, Graduated Clasp.
361	27.00	20-32	Medium Bust, Full Figures, Coutil, Double Skirt.

All above styles White only.
Style 41 packed 6 to a box.
Above styles are subject to prior sale.

The Warner Brothers Company, Inc.

of Bridgeport, Conn.

Canadian Factory and Sales Office:

St. Ambroise & Turgeon Streets
Montreal



NEW PRICES FOR NEW TIMES

SPECIALS TO ATTRACT BUSINESS

Silk Underskirts for Christmas Gifts

THESE illustrations are for five special Silk Underskirts, two Shot and Black Taffetas, two Shot and Black Duchesse Messaline, one Heavy Pussy Willow Jap. These Skirts on the old price of silk would sell for about $90.00 per dozen. We are selling these in five dozen assortments, one dozen of each style to the lot. This assortment will include all the standard petticoat shots and plain shades, including black.

Write or wire your order in at these prices and values, the lot will soon be sold. Remember the quality is fine Swiss Taffeta, good Swiss Duchesse Messaline and a heavy Pussy Willow Jap, sizes 34, 36, 38. O.S. or extra large sizes cost 20% extra.

Price $72 per Dozen. Special Price for Five Dozen Assorted Lots, $60 per Dozen.

Samples Sent on Request

The Canadian Underskirt Company, Limited, Toronto

DARLING BUILDING ***Manufacturers of the Registered Brands***

Billie Burke Dresses **Beauty Bloomers** **Cucie Underskirts** **Mermaid Bathing Suits**

Conditions Acute in England

British Reports Show Trade to Have Suffered—Free Trade Is Subject of Complaint

Nottingham, England. — Periods of acute depression have been common to the two great Midland industries of lace and hosiery production, but seldom has there been a slump of a more severe nature than is being experienced in the trades of which Nottingham and Leicester are the main centres. While the adverse state of the exchange has had its inevitably disastrous effects in the curtailment of export, and labor troubles, involving inordinately high wage demands, have further tended to the embarrassment of British manufacturers, there are other and wider causes to which attention is now being directed and of these the perpetuation of a free trade system constitutes the main subject of complaint.

Conditions are bad enough in the Midland lace trade, in which matters have been recently aggravated by a strike of plain net makers, extending over a period of nearly five months, but they have become infinitely worse in the hosiery industry, threatening to bring about a repetition of last year's disaster.

H. W. Salmon, vice-chairman of the British Hosiery Manufacturers' Association, in a supplementary communication which he has forwarded to Sir Robert Horne, points out, as the mouthpiece of the largest combination of hosiery producers in the country, that great quantities of goods are now coming in from America and other territories.

War operation necessarily put a complete stop to hosiery competition which had been growing at such an enormous rate, but that its revival has already become assured is evidenced by the circumstance that the imports into Great Britain of goods falling within this category had risen in the seven months ending July last to the value of £1,266,216, this representing the total from all extraneous sources, the principal contributors being represented by American and Japanese manufacturers, but German producers being also responsible for a substantial share in the aggregate.

Many Suggestions in New Booklet

"Fall and Winter Sports," Published by Belding-Corticelli Has Hints For Knitters

Something new and decidedly up-to-date is shown in the new book entitled: "Fall and Winter Sports," which has just been published by Belding-Corticelli, Ltd., manufacturers of the Belding and Corticelli products.

The experienced knitter as well as the woman who is learning to knit will find in "Fall and Winter Sports" a world of inspiration. Every garment shown in it has been designed exclusively for Belding-Corticelli Ltd., and illustrations are shown in full color so that the knitter may see just how the garment will look when finished. The color combination in various garments are unusual in the extreme and beautiful.

While designs are mostly for out-of-door sports, many other garments in this book are suitable for general wear. For instance, the attractive spencer, sweaters, scarfs, stockings, etc.

There will be an appeal to the knitter who is looking for something unusual in the way of sport garments in the directions for knitting the automobile wrap. There will also be found a very unique cape with a vest to match, a particularly fetching sport costume showing tam, sweater, scarf, stockings and gloves, teddy bear outfit for the kiddies, a complete sport suit for men, and many other attractive and unusual articles, each accompanied by very clear knitting directions.

DIAMOND JUBILEE OF LINDSAY FIRM

Dundas and Flavelles, Ltd., Complete 60 Years' Successful Business

In November, 1860, the dry goods firm of Cluxton and Dundas commenced business in Lindsay, Ontario. In 1877 the firm name was changed to Dundas and Flavelle Bros., Messrs. J. D. and William Flavelle having acquired partnerships in the business. Since 1892 the firm has been known as Dundas and Flavelles, Ltd. This firm during its 60 years of life has built up one of the finest small city dry goods establishments in Canada, and during the celebration of its diamond jubilee during the first two weeks in November, fitting appreciation by the municipality was expressed for the contribution this firm has made to the growth and development of Lindsay.

HOW TO WASH KNIT GARMENTS

Wash woollen garments in clean, warm water in which pure white soap has been thoroughly dissolved. If garments are stained by perspiration add a few drops of liquid ammonia to the water. Do not rub or wring garments. Squeeze the soiled spots, holding them in the water, and when clean, squeeze, not wring, water out of garment. Rinse three or four times in warm water, and in final water put the tiniest amount of dissolved soap for dressing. Lay garment in shape on a board, drying it quickly in an even temperature, or hang inside a pillow-case shorter than garment.

Is This Policy Worth the Risk?

Recently a shopper was making enquiries in the linen department of one of the leading stores in a large Canadian city. The salesman took the opportunity of drawing her attention to a line of small linen luncheon cloths which they were featuring at that time. He explained that new numbers in the same line were being received at prices $1 above the price of the goods he was offering her. He then took from the shelves one of the new luncheon cloths and proceeded to offer it to her, as a special inducement, at the price of the old stock—$1 less than its marked price. He explained that he would just take one of the older ones and mark it up $1—"just make the exchange." This did not seem to strike the shopper in the same way as the clerk. She asked him if she would have to pay $1 more for the old stock number should she come in the next day to buy it. Of course the clerk stoutly maintained she would not. As this shopper had purchased at different times from this same clerk, and had reason to believe that he would not remember her in less than a week's time, she realized that there was no particular reason why this favor should be extended to her. The unfairness of this policy could easily be seen, and the result is that this customer's confidence in the store and its values has been entirely shaken. In fact she has not made a single purchase in that department since, even though she had gotten into the habit of always inspecting their stock before that of any other store in purchasing.

In the same store a few days previous to the above incident, she had been shown some linen check towelling by another salesman. He had warranted a certain line to be all linen, and the customer after comparison with other all linen lines in other stores had returned to buy a piece of this particular number, as the price was considerably below that of other stores for the same (?) goods. Just before actually buying the goods she happened to ask the salesman again if he was positive it was all linen towelling, and after a minute's hesitation, he said, "Well, what cotton there is in it is what you call 'cotton warp' and can really be called 'linen.'" This after he had declared on the first occasion that it was positively all linen.

These two incidents, within a few days, have combined to shake a rather unusual sample of confidence, as this customer had always felt that she could buy right in this store. These are just two incidents to show how this sort of thing soon hurts the general policy of the store.

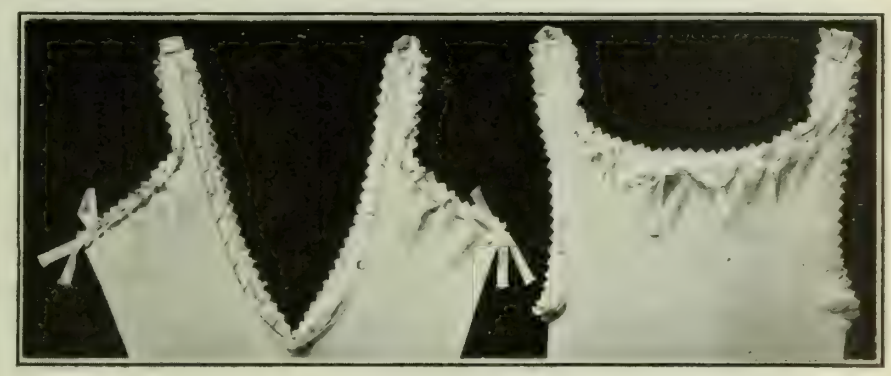
Knit Goods Trade Suffers From Continued Inactivity

American Goods Said to be Flooding Canadian Market—Retailer Buying Nothing—Montreal Knit Goods Plant May Close Down—Sweater Lines For Spring Being Considered—Woollen Scarfs Selling Well.

CANADIAN underwear manufacturers, particularly those who specialize in cotton knit goods, are facing a serious situation, according to one prominent Montreal manufacturer interviewed this month by Dry Goods Review. This mill owner states his case as follows: Owing to the tremendous influx of American-made goods of this description which is flooding the Canadian market at present, the Canadian retailer can purchase any amount of goods at prices with which the Canadian manufacturer cannot hope to compete. But the retailer is not buying any sort of knit goods whatsoever, and in consequence the manufacturer is facing the prospect of closing down his plants in the not distant future, as soon as his present orders on Fall lines are completed. According to this manufacturer, the American goods which are just now glutting the market are apt to be withdrawn as quickly as they were dumped down, and from the retailer's viewpoint he was inclined to fear that prices would take another rise in 1921, when everybody gets into the market at once for replenishment of stocks. "It will be the same situation over again," he continued, "as prevailed right after the armistice, when the clamor for merchandise sent prices up sky high." The Association of Knit Goods Manufacturers in Canada is of the opinion that if the market is to remain at all stable, wholesalers and retailers must co-operate with them and both by buying and cutting profits help to do their share in maintaining a normal condition.

What little business that is being done in Montreal factories is merely the finishing up of late Fall orders, which the manufacturer fears may be cancelled at any time. As far as labor costs are concerned, they are as low as they can possibly be consistent with the grade of work done in such factories, and workers in the knit goods trade have not received increases in the same proportion as those granted to the garment workers during the last year.

Knit goods manufacturers have not accepted any cancellations for the reason that their contracts with the spinners were too binding to permit of any such refusals. Prices prevailing now must also continue until the spinners are in a position to reduce the costs of raw materials in the first stage of manufacture. No such reduction is in sight as yet, so far as Canadian goods are concerned.



"Interchangeable" Vest

By unbuttoning and changing the shoulder straps of this neat vest model, the garment can be converted into a round or V neck as desired. This can be accomplished without removing the garment and is convenient when costumes of difficult necklines are worn.

Insofar as woolen goods are concerned, Dry Goods Review is informed that the only manufacturer who is still filling orders for 1921 in any great extent is head of a house which has eclipsed its former efforts in the way of original designs in ladies' sweaters and in children's garments.

Novelties in Sweaters

The features of the Spring range will be the new Peter Pan collars, with contrasting borders, which will provide an entirely new finish to the sweaters. The regulation tuxedo collar will still be a feature, but will also be shown in half length, reaching only to the bust. Sashes of braided wool will be much used and sleeves will flare at the cuffs in the full length styles. The surplice style blouse sweater seems destined to continue for next Spring and is shown in both long and elbow sleeves, with sashes and belts. The newest weaves are developed in angora or mohair wool and also in the finest of soft yarns in a plain stitch, almost resembling hand work.

In the range of children's knitted and Jersey cloth suits many fascinating novelties are shown in Oliver Twist and regulation styles. These little suits will provide the maximum of wear on account of the method of manufacture which does away with unnecessary seams except at the armholes and edges. All the darker colors are featured in these lines and many are enhanced with buttons in contrasting color.

Pure wool Jersey bathing suits in one and two-piece styles are also shown, and in these, while not presenting any marked novelties in the way of design, are yet very smart and practical for the feminine devotee of the swimming tank.

Hand work in worsted embroidery will undoubtedly be the smart touch on all knitted goods for 1921, and narrow bandings and floral motif will be much used both on sweaters and entire garments.

Pull-over Makes Its Exit

The pull-over is dead so far as the manufacturer is concerned and no models in this line are being included among the spring samples. The surplice or the plain coat model are the only two shown. However, one style was seen which featured a Dutch square neck and a straight border of alpaca wool trimming which simulated a pull-over. This will not be generally adopted, however.

Retail stores are offering heavy reductions in sweaters just now in Montreal, and from all indications it seems evident that the only line which is meeting with any degree of approval from the buying public are the heavy scarves of brushed wool which are undoubtedly smart and comfortable for wintry weather. These will continue to sell well during the Winter, it is expected.

Richard S. Lilienthal

346 Broadway, New York

Direct Mill Selling Agent

Full Line for 1921 Delivery Now Open and On Sale

Ladies' Fine Gauze Vests, Bodices, Union Suits. Boys' and Misses' Ribbed Vests, Pants, Union Suits. Misses' and Ladies' Bloomers. Complete Line of Bathing Suits. Everything in Knit Goods.

Samples on Request.

The products of my Mills are sold to the Jobbing Trade exclusively, with a guarantee of Highest Quality of Workmanship and Service

CLIFT & GOODRICH INC.

328 and 330 Broadway
NEW YORK CITY, N.Y.

COMMISSION MERCHANTS

TO THE JOBBING TRADE EXCLUSIVELY

Wish to announce the opening of Underwear for Spring 1921 delivery.

GARDINER & WARRING, AMSTERDAM, N.Y., line of:
Men's and Boys' Balbriggan and Mesh Union Suits.

SPRING CITY KNITTING COMPANY, SPRING CITY, PA., line of:
Women's Summer Ribbed Vests.
Women's Summer Ribbed Union Vests, in the various finishes.

SAMPLES ON REQUEST.

Canadian Representative: **MR. R. READE DAVIS, 31 Melinda St., Toronto, Canada**

The Noted Oxford UNDERWEAR for Ladies

Vests,
Drawers,
Combinations,
In
"Velvet Knit."



Summer or
Medium Weight
With
Flat Lock
Seam Finish.

THE OXFORD KNITTING COMPANY. LIMITED
Woodstock, Ontario
Representatives:

T. H. WARDELL
24 Aikins Block, Winnipeg

H. R. BLADE
Carleton Chambers, Ottawa

F. W. McLEAN
5 Paddock St., St. John, N.B.



REG'D.

FLEECE

An Appreciation And A Promise

IN opening the new Beaver Fleece-Lined Underwear numbers for the Fall of 1921, the Beaver Knitting Mills, Limited, expresses its appreciation of the patronage extended to the company during past years, and promises that the confidence the trade has always placed in its efforts to serve its customers will not go unrewarded.

The Beaver lines are famous all over Canada for their genuine quality, and the close proximity of price to the cost of production. The wholesaler knows this; so does the retailer, consequently there is a big demand.

We have anticipated this demand by doubling our capacity to fill orders promptly. But we have not overlooked the importance of maintaining the Beaver quality of fit, finish, workmanship and texture, to which the trade is accustomed.

Our customers know that we have always guaranteed delivery of merchandise up to sample. That guarantee holds as good to-day as it ever did.

Our sales representatives are now out in their respective territories with samples of

Standard Jaeger and Double Weight Violet Random

in Two-Piece and Combinations, for Men and Boys. Also

Children's Ribbed Underwear

Our Agents will be calling on you. See their samples and new prices.

Beaver Fleece-Lined Underwear is sold by all leading Wholesalers from Coast to Coast.

Selling Agents:

Ontario and Western Canada
R. Reade Davis
33 Melinda Street,
Toronto, Ont.

Quebec and Maritime Provinces
William C. Forster
43 St. Sacrement St.
Montreal, Que,

BEAVER KNITTING MILLS, LIMITED

ALTON, ONTARIO ***Branch at*** **ERIN, ONTARIO**

NEW "DODS KNIT" LINES FOR FALL — 1921

The wholesale trade throughout Canada would do well to anticipate a visit from our selling agents during the first three weeks of December.

Our representatives are leaving for their territories with an entirely new, larger and better range of " Dods Knit" Brand Underwear lines, opened for Fall, 1921.

While prices could not be reduced to where we would like to have them, the unusual quality which has always been a dominant characteristic of "Dods Knit" Brand Underwear has been maintained, *even exceeded,* in these new ranges of

Elastic Knit ***Merino*** ***Flat-Knit***

See the samples and judge for yourselves.

To the wholesale trade only.

Selling Agents :

Ontario & Western Canada
R. Reade Davis
33 Melinda Street
Toronto, Ont.

Quebec & Maritime Provinces
Wm. C. Forster
43 St. Sacrement St.
Montreal, Que.

Dods Knitting Company, Limited

Orangeville, Ontario

"DODS KNIT"

UNDERWEAR

for MEN and Boys



NOVELTY of design, combined with unusual harmonies of color, has placed Penmans Sweater Coats high in the estimation of men and women who love outdoor life.

Penmans have realized that this popularity can only be retained by backing up style and color with quality; and have accordingly knit comfort and durability into every garment.

You will find it a pleasure to show these coats. Your Trade understands the value of Penmans label.

Penmans Sweater Coats

"THE STANDARD OF EXCELLENCE"

Penmans Limited, Paris. *Also Makers of Underwear and Hosiery.*

11.

HAWTHORN



JERSEY CLOTH

is Popular

On account of its adaptability to various methods of treatment, its luxurious softness of texture, its exceptionally pleasing appearance, and its wonderful draping qualities

HAWTHORN JERSEY CLOTH

holds the premier place in the regard of the public.

Be sure you have the stock to supply the demand. It will pay you well, in PROFITS, and customer goodwill.

For samples, prices, etc., write your wholesaler, or to us direct.

HAWTHORN MILLS LIMITED
CARLETON PLACE
ONTARIO


Vel V Knit
REG. TRADE MARK
VELVOKNIT
Pure Wool Underwear
Finer - softer - more elastic
Especially Suited for Union Suits
PURE WOOL
REG. TRADE MARK
O.V. BRAND UNDERWEAR
Manufactured by
Bates & Innes Ltd. Carleton Place, Ont.
Distributed Through the Wholesale Trade only
Sales Agents:
E. S. Bates & Co. Limited, 35 St. Nicholas St. Montreal, Que. and 8-10 Wellington St. E. Toronto Ont.
C. E. Winks, 44 Aikin Block, Winnipeg, Man.

Satisfaction

It means a great deal to you, Mr. Dealer, to have satisfied hosiery customers.

Mercury Hose are shaped in the knitting without seams, and full fashioned from toe to top. This means a snug trimness at the ankles and at the same time ample room at the top—no binding.

Combined with these advantages are the finest and most endurable materials, ensuring comfort, correct fit and style so essential to fine hosiery.

Made in mercerized, lisle, cotton, cashmere and silk — black, white, and popular shades.



Mercury Mills, Limited

Hamilton, Canada

Also Makers of Men's High Grade Hosiery and Underwear for Men, Women and Children



Identifies exactly the same qualities today as it did before the war.

Which is more than can be said for all underwear brands. While some have been made down to a price,

"St. George"

UNSHRINKABLE
UNDERWEAR
FOR MEN'S WEAR

is now being made even better than ever.

With your knowledge of underwear qualities and values your critical comparison will convince.

For those of your customers who still want the best recommend St. George Brand Scotch Knits, Heavy Wool Ribs and Fine Elastic Combinations and Two-piece.

AGENTS:

COYLE & RODGER - 230 McGill St., Montreal
R. COPPING & SON - 31 Melinda St., Toronto
A. R. McFARLANE - - Vancouver

THE SCHOFIELD WOOLLEN CO., LIMITED
OSHAWA, CANADA

A BALLANTYNE FRILLIE
FOR SPRING 1921



The Ballantyne Spring Range shows a number of fascinating models in these attractive garments. Smocks, Novelty Coats, Shawlettes, Bathing Suits for Men, Women and Children, Boys' Jerseys, Young Men's Pullovers and Children's Smocks and Middies are also shown in big variety. The quality is distinctively "Ballantyne."

R. M. BALLANTYNE, LIMITED - Stratford, Canada

Now is the Time to Get Best Results from a Buster Brown Window Display

BUSTER BROWN STOCKINGS are ideal for cold weather selling.

Closely knit, they keep boys warm.

Reinforced at points of hardest wear—with triple-ply heels and toes and double-ply legs and feet—they are built to stand the strain of winter's sports.

Display Buster Brown Stockings in your window *now*—pointing out their cold weather advantages. Place them on your counter. Recommend them to your customers. Increased sales will reward your efforts.

If your supply runs short or sizes become depleted, you can obtain Buster Brown Stockings from your wholesaler.

Buster Brown's Sister's Stockings are equally suitable for the girls. Knitted from a fine quality two-thread English mercerized lisle, in Black, Leather Shade Tan, Pink, Blue and White.

The BUSTER BROWN STOCKING

SUNSHINE HOSIERY REGISTERED

Chipman-Holton Knitting Co., Limited
Hamilton, Ont.

Insist on Buster Brown Stockings—the economical kind

A SPECIAL LOT

Genuine

Hudson Bay Blankets

for Christmas

All genuine Hudson's Bay Blankets bear this trade mark
THE HUDSON'S BAY COMPANY
INCORPORATED 1670
THE SEAL OF QUALITY
HUDSONS BAY POINT BLANKETS

We have got in a special lot of the genuine Hudson Bays—admittedly the best blankets in the world for the out-doors—whether in camp, sleeping porch or motor car. They come in three sizes—3 point, 3½ point and 4 point, weighing 8 lbs. 5 oz., 10 and 12 pounds respectively—

Red - Blue - Green - White and Striped

Dealers can do good Christmas business with these blankets.

Prices according to size.

THE D. PIKE CO.,

LIMITED

123 King Street E., Toronto, Ont.

WOOLLENS

53 years in service is your guarantee of satisfaction

again lead in quality and originality of designs and handsome colorings. Ask our Representative to show you our wide ranges in 33 oz. HALF BLOOD OVERCOATINGS, highly napped and in English Effect—also our Spring 1921 SUITINGS for both Men's and Women's Wear—smart and distinctive.

OXFORD Manufacturing Co., Ltd.

Oxford, N.S.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Victoria, B.C.	Winnipeg, Man.
Sydney, N.S.	Hamilton, Ont., and St. John's, Nfld.	

Reputation gained by long years of vigorous, conscientious and successful work.

JOHN A. THOMPSON, General Manager, Western Canada

TORONTO, ONTARIO



An Ideal Christmas Gift

A BOX OF

Burritt's Silk Hosiery

THE careful dresser is quick to appreciate the special features in this fine Hosiery, such as the anti-ravel course—the elastic garter top—the special reinforcements. Added to these, the obviously superior grade of Silk and the exceptionally close weave are a delight to the touch as well as the eye.

COLORS

White, Black, Navy, Tan, Cordovan, Grey, Beaver, Champagne.

A fine line of Burritt Lisle Hosiery also includes the above special features. All Silk and Lisle Hosiery attractively boxed.

A. Burritt & Co.

MITCHELL, ONT.

Established 1875

Manufacturers of Sweaters, Pure Camel Hair Men's Seamless Gloves, Pullovers, Toques. Boys' and Men's Ribbed Worsted Hosiery.

CIRCLE-BAR HOSIERY *for* CHRISTMAS

This year, as never before, useful articles will appeal to the public for Christmas gifts. Let people know that you have Circle-Bar Hosiery in *Silk—Plain* colors and *Heather* effect *Cashmere* for men, women and children, and they will respond with their patronage. Write or wire us for the following lines: Women's Silk Hosiery at $13.50, $15.00 and $16.50 per dozen. Colors—Black, Brown, Navy, White. Women's—Black, Brown, Grey and Cream Cashmere Hosiery at $8.00, $10.50, $13.50 and $16.50 per dozen. Women's Heather effect Cashmere Hosiery at $8.00, $9.60, $10.80, and $12.00.

Men's Plain Cashmere Socks in Black, Brown, Grey, Cream, at $6.50, $7.20, $9.00, $10.50, and $12.00 per dozen.

Men's Heather and speckled effect Cashmere Socks, at $8.40, $9.00, $10.50, and $12.00.

Merits Your Approval

Children's 1-1 Ribbed Cashmere Stockings in Black, Brown, Cream, sizes 4-4½, at $3.50 per dozen; sizes 5-5½, at $4.50 doz.; sizes 6-6½, at $6.00 doz.; sizes 7-7½, at $7.20 doz.; size 8, at $8.40 doz.; sizes 8½-9-9½-10, at $9.00 doz.

Write or wire us your order.

The Circle-Bar Knitting Co., Limited

Kincardine, Ontario

Mills at Kincardine and Owen Sound, Ont.



For the Critical Man

ATLANTIC

Made By

Atlantic Underwear

COMPANY, LIMITED

MONCTON N. B.

13

E. H. Walsh & Company

Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces



A Popular Jersey

Because it is practical from every standpoint, this All-wool Men's V-neck Jersey is a quick seller all the year round. It combines convenience, comfort and hard wear with an attractive appearance. Plain colors, and combinations as illustrated in Royal Blue and White.

Boys' Jerseys—Pullover and Dome Neck Styles; also Men's Pullover Jerseys.

JERSEY'S LIMITED

TRADE MARK REGISTERED

JERSEYS, LIMITED

455 King Street West, Toronto

Tuxedos
Sweaters
Pullovers
Shawls and
Scarfs

OUR SAMPLES for Fall 1921, also latest Spring line, are now ready, **with the right prices.**
The best time for the wholesaler to see our range.

The Tainer Knitting Mills Limited

Makers of High-Grade Knitted Goods

399 ST. LAWRENCE BLVD. MONTREAL

MAPLE LEAF | **DR. NEFF'S**

Look for these TRADE MARKS

This Trade Mark identifies these two Waterhouse Brands of

Men's Underwear

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Combinations and Two-piece

Every man who **examines** one of these garments is at once impressed with the splendid value offered — in the obvious superiority of the garment, yet at a moderate price.

Sold only to Jobbing Trade

Every man who **wears** one of these garments soon decides that he could not wish for a better garment from point of comfort, warmth, and economy. They will bring you customers!

THOS. WATERHOUSE & CO., LTD.

INGERSOLL, ONT.

Representatives:

WM. R. BEGG & Co., 20 Wellington St. West, Toronto, Ont.
C. E. HOWARD, Coristine Bldg., Montreal, P. Q.
O'BRIEN & ALLEN, Phoenix Block, Winnipeg, Man.

PRISCILLA MADE IN CANADA QUALITY

The Open Season for Woollies

With the open season for children's woollies in full swing, dealers will do well to keep prominently displayed in their stores

Priscilla Quality
Children's Woollen Garments

These garments sell quickly when offered to customers, because their high quality and workmanship are apparent on sight.

HENRY DAVIS & CO., LIMITED - - 259 Spadina Ave., Toronto

Help the Customer Decide

Offer her Peerless Underwear. Its well-made, smooth appearance attracts favorable attention—and satisfies the customer.

Many retailers find Peerless Underwear a profitable line to handle. Order it direct from the manufacturer.

For Women—Children—Infants

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. MOODIE & SONS, LIMITED
Hamilton, Ont.

"MOYER MAID" Swiss Ribbed Vests

combine all the qualities requisite to good vests, good sellers and good purchases.

We are satisfied with the superiority of the goods we are offering you; you will be satisfied with the profits of a steady turnover of "Moyer Maids" and your customers will be satisfied with the excellent fit, fine finish and long wear of the vests they have bought. A customer satisfied is a customer re-sold.

See our samples and be convinced.

THE HOME OF
OF
"MOYER MAID"



WALTER W. MOYER
EPHRATA, PA

CANADIAN AGENTS:

HAROLD F. WATSON, FOSTER LIMITED

208 CORISTINE BLDG., MONTREAL

Goodwins Accorded Royal Welcome

Patron Saint of Christmas Reaches Montreal in Aeroplane, Takes Up His Abode in a Beautiful Palace and Busies Himself for Weeks in the Interest of Eager Children—Clever Advertising Introduced in Captivating Booklet.

SELDOM if ever during the long centuries through which he has journeyed to the earth to gladden the hearts of youngsters and grown-ups has the Patron Saint of Christmas been so welcomed as he was last year in the City of Montreal by the enterprising firm of Goodwins Limited.

From the initial warning of his coming which was heralded in the daily papers in good time, thousands of kiddies in Montreal and even in the outlying districts excitedly watched the papers for further news. Beginning in the early weeks of November, Goodwins published daily a "Santagram" which embodied a personal message from Santa Claus to his small friends and which described the various vicissitudes of the Saint's journeying to the land of Canada. Clever sketches by the store's own artist generally accompanied these wireless messages and formed part of the photogram service which is so necessary to the modern Santa Claus.

Day by day Santa's doings were faithfully followed by a host of small friends who spent endless hours painstakingly spelling out letters to him which were sent in care of Goodwins to await his coming. There was nothing commonplace about Santa's method of arrival, from the outset he announced that he would arrive in Montreal by aeroplane and issued a cordial invitation to all his little friends to meet him upon his arrival. November 29th, which was a Saturday was a red letter day and close to the scheduled time for his arrival, namely at 4 p.m., Fletcher's Field, the large open space on the east side of Mount Royal was crowded by thousands of eager children. Excitement was rife until Santa arrived at last, just at dusk, in his splendid flying machine which was piloted by Lieut. Wilshire of the R.A.F. In spite of the rain, Santa held an enthusiastic reception as soon as he landed and an elaborate procedure was carrried out which included an official welcome from Mayor Martin, who presented the Saint with an enormous golden key, some 3 feet in height, with which went the freedom of the City. This key, by the way, was described in the store advertisement as having been made out of solid sunlight and this was the reason for its golden color. Needless to say, Santa Claus was deeply affected by the heartiness of this greeting and invited everyone to come and call upon him at his headquarters in the Goodwin store.

A Continuous Reception

In honor of his coming to Montreal, Santa Claus did not wear the sterotyped costume of scarlet trimmed with white, but appeared in an entire outfit of white from head to foot. He repaired at once to Goodwin's store where a magnificent castle had been erected just over the front entrance and which was brilliantly lighted in honor of his coming. Here he appeared to acknowledge the applause of the throng outside and repeated this appearance daily every few hours until Christmas arrived. Alternating with his appearance out of doors, Santa held receptions within the toy department, where long queues of kiddies waited to enjoy the privilege of shaking hands with him. So popular did this amusement become that Santa was obliged to announce that hand-shaking would be dispensed with on account of the fatigue it incurred.

In order to feature the Christmas Castle the more attractive at night, Goodwins kept a large searchlight playing continuously upon it, and the entire front was elaborately lit by electric lights.

Simultaneously with Santa's arrival, Goodwins inaugurated an even more attractive method of interesting the children by inviting all who cared to be present in the basement each morning from 9 to 9.30 to hear delightful songs and stories given by Miss Dickes, of Montreal, who undertook to entertain in this way and interpret the clever work of the advertising staff of the store.

Goodwins are perhaps the only firm in Canada who can boast of a writer, a color artist of the first talent, and a composer of music of more than ordinary gift upon its staff. Together these three contrived a charming fantasy for children which formed the basis of the advertising for the store. Daily an excerpt from the story was published in the papers and related the experience of Santa Claus on his way down to the earth. The title given was "The Story of Twinkles" as told by Santa Claus, and described the Saint's wonderful experience in discovering Twinkletown where his toys are made. According to Santa everything in Twinkletown was white except the trees, grass and the faces of the queer little folks who live there.

The trees and the grass were greeny blue.

The faces were pinky pink.

Yes, Pink!

"Just as pink as a baby's nose on Christmas morning." And the people "lived in houses like basins turned upside down made of snow with sheets of pink ice for windows."

The booklet contained 5 color pages, one of which is reproduced. Also there were interpolated two charming little songs sung by the Twinkles at their work. Seven pages of reading matter completed the booklet, which was published shortly before Christmas and sold in the store for 20 cents per copy. In all over 1,000 copies were disposed of.

(Continued on next page)



Scene in Twinkle Town

The Twinkles busily engaged in building, packing and shipping toys to Goodwins in 1919.—From Clever Christmas Booklet.

Toylands in Toronto

T. Eaton Company Stages Monster Parade in Honor of Christmas Patron—Three Floors of Toys Attract Thousands of Children —Santa Arrives Early to Cheer Things Up

TORONTO'S thoroughfares from North Yonge street station to Queen street were packed as they have seldom been packed before with eager children on Saturday morning, November 13th, when Santa Claus arrived from the land of ice palaces and diamond snows to take up his abode until Christmas Eve in the wonderful new Toyland, build for the genial patriarch and his brilliant entourage by the T. Eaton Company in the newly acquired wing of the main store.

Such scenes of enthusiasm as marked Santa's entry to the Queen City and his subsequent passage through the streets could scarcely be eclipsed—tens of hundreds of lighthearted kiddies pressed eagerly to the curb for a point of vantage, danced to keep Jack Frost from nipping little toes, or—if particularly lucky in getting an inside stand—flattened tip-tilted noses against the store windows in order to miss nothing of the long-heralded parade. Eaton's outdid any previous pageant of the kind undertaken in Toronto—elaborate and true to the loveliest picture books were the scenes enacted in the city streets, enabling rich and poor alike to make the personal acquaintance of such wonderful personages as Old King Cole, Cinderella, the Old Woman That Lived in a Shoe and all the other notables that tread the fanciful pathway of the nursery rhyme tales.

The Arrival

Loud cheering greeted each of the personages as they came by in the procession until Santa himself came into view. First a look of respect, mingled with awe, came over the little faces. Then, as the good saint turned his beaming face toward them, he at once lost all the air of mystery and they broke into a mighty cheer. It was away with doubt, away with fear. The beard of Santa Claus is not made of cotton wool, as the big boys told them. He was real. He wore no mask.

Bouncing and laughing, waving his hands and displaying the bags of toys he had brought from his workshops in the Far North, he was cheered along the whole route of the procession.

He presented a gorgeous smiling spectacle in a cardinal suit, beautifully trimmed with white fur, and when he climbed the ladder and swung into a third storey window thousands of throats cheered him as one, and straightway the joyous hordes of youngsters oozed in through the store and sought out their favorite haunts in a Toyland bigger and finer than anything they had seen before.

Here the memories of the magnificent parade with the animals on horseback, the Highlanders' band and Humpty Dumpty hanging perilously from his wall, were obscured by new subjects of wonderment and everyone forget everything but the presence of the most wonderful toys—three whole floors of them —and a toyland approached through glistening doorways and distinct as a sacred place from the rest of the store. Separate staircases built enabled the youngsters to get from one wonderful display to another without having the spell broken, and from dolls to animals, blocks to trains, automobiles to books, they wandered with unconfined enthusiasm.

At Simpson's Christmas Show

Across the way in the Robert Simpson Company's Christmas Show, Santa arrived quite quietly on Thursday, Nov. 11th, and has been holding court ever since and rushing through his terrific correspondence. After a comparatively dull season, it is astonishing to see the swarms of people again in the stores—everybody has caught the Christmas spirit, and undoubtedly the early arrival of Father Christmas has done much to stir up enthusiasm and get the wheels of trade moving once more.

GOODWINS ACCORDED ROYAL WELCOME

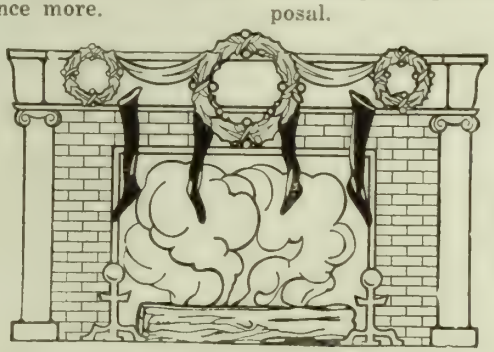
(Continued from page 112)

Every morning from 10 to noon, Santa held receptions and again in the evenings, and in between times he handled a voluminous correspondence from his youthful admirers.

Never was such a business done in toys as that resulting from the kiddies visit to "Twinkletown" as the toy department was termed, and in spite of the exhausting nature of his work Santa remained cheerful and benevolent up to the eve of Christmas itself, solving gift difficulties for parents and hearing the confidences of their eager youngsters.

From time to time Santa wrote delightful little stories in the store's advertising column in which he related any incidents regarding his beloved toys, which were naturally of intense interest to his readers. The land of Twinkletown and the story of the Twinkles who inhabit it has lingered in the minds of many children, for already several letters have been received by the advertising staff of Goodwins Ltd., written by their small friends, asking them when Santa is coming and whether he will bring the longed for doll.

It is indeed worth while to build up confidence with the children, there is not a kiddie who received a warm handshake and a smile from Santa last year who will not feel happy to go back as often as possible to Goodwins and enjoy all the privileges which are at his disposal.



Textile Output Curtailed

American Wage Conditions and Income Taxes Threaten to Close Plants.

LESS than one-half the output of three months ago is being produced in the New England textile factories, some plants having closed altogether, and some having curtailed production to the extent of 80 per cent. Wage conditions are responsible, some firms remaining on full time schedules with full forces by effecting 10 per cent. wage reductions, according to press despatches of Nov. 17th.

But other considerations tend to further curtail textile production across the line. Recent advices from Washington are to the effect that many textile manufactories will be forced into bankruptcy if Congress insists upon collection of the last instalment of the Federal income tax due December 15th. Congress convenes on December 6th and Daniel C. Roper, former Commissioner of Inland Revenue, urges that collection of the installment be deferred indefinitely, interest being charged at 8 per cent.—a proposal to which manufacturers are said to be agreeable.

The denouement of these crises will have an important but not vital effect on Canadian conditions, and it is too early to be pessimistic as there is an evident desire on the part of all concerned to amicably adjust adjustable conditions that normal production might be maintained.

Wonderful Toys Now On View

Toy Departments Overflowing With Fascinating Examples of the Toy-making Art—British, French, American and Canadian Goods Show Marked Improvement—Educational Games Are to the Fore—Mechanical Devices Are Excellent.

IT IS many a long year since stocks of toys have been so plentiful as is the case this year, and perhaps as a result of this plentitude of supply managers of toy departments have felt an incentive to elaborate their plans for Christmas display and to lay as much emphasis upon the toy in its every conceivable form as they posibly can.

According to one department manager interviewed by Dry Goods Review this month, there is no lack of toys of every sort and description, and in spite of the dullness of trade in most lines of merchandise it is expected that buying for Christmas in these lines will be better than ever. It is impossible to discriminate in favor of any country as regards the merits of any particular line, since toy manufacturing all over the world has improved by leaps and bounds within the last twelve months. Speaking roughly, it was stated that the stuffed animals from British workshops are by far the best of their sort, and dolls from American and Japanese makers are quite the most attractive. The British and Canadian educational toy is the leader of its kind, and the Japanese musical goods, such as pianos, are far superior in their class. In celluloid goods the American market is supreme, while for doll's furnishings the best range comes from France and England.

Every season, according to this manager, is noted for its own particular line of best sellers. In 1918, for instance, dolls were very slow to move and almost any other line of toy went faster; in 1919, however, dolls sold freely, in spite of the fact that they were hard to secure and this year it is expected that the mechanical and the educational toy will hold the field in the hearts of youngsters.

Hundred-Dollar Toys

Almy's Limited are all ready for their annual reception to the patron saint of Christmas, and are planning a monster parade in his honor as is their custom every season. A large section on the second floor has been set apart for toyland, and many rows of display tables and shelves have been especially decorated in scarlet with animal cut-outs appliqued upon them. All the toys will be shown upon this background of scarlet, and much evergreen and other Christmas greenery will be used as well. Among the features of Almy's toy display will be toy motor cars and stuffed horses which will sell at $100, or over, and which are marvellously made. The motors can attain a speed of 15 miles per hour by the use of clever gear arrangements, and will no doubt tempt many youthful speed artists.

Among the other new toys noticed here are miniature grand pianos, which are very tuneful and are equipped with the half tone scale so that real music can be played upon them. These should be of real educative value to their tiny owners in time to come. Another delightful novelty is the block outfit which features instructive games as well as the usual building construction effects. A feature of these new blocks is that there is only one way of fitting them together, owing to a trick in the construction, and therefore the child playing with them cannot be misled as regards his knowledge of the alphabet, for letters are carved upon each block and they must follow in their proper order. Whenever a bridge or a church is constructed of these blocks the entire alphabet inevitably appears upon the surface, or correctly spelled words of one syllable, as the case may be. The double purpose game is one of the features of 1921.

For Grown-Up Children

There has been a dearth of amusing games for older people for several years, according to the toy manager, and nothing seems to have approached ping-pong in popularity until this year, when a form of indoor golf has been perfected which is expected to achieve great success. There is no reason on earth why grown-ups should not play as well as children, yet the field is apparently untilled in this respect.

Toy Salesmanship

For older boys and girls also many ingenious scientific and mechanical outfits are making their appearance this year, such as complete telephone sets, with mouthpiece, receiver, wires, etc., and more and more emphasis is being laid upon science in toydom with every successive month. The great thing in handling this class of toys, according to the manager, is to have a sales staff with imagination and a capacity of seeing the child's viewpoint, so that sales may be stimulated by interesting the youngster as well as the parent. When a customer enquires about a toy, the sales clerk should be able to tell her something more than the price of the article. She should be able to say to her: "This little cart costs $1.50 madam, and it is one of the newest ideas in painted toys. It is made in the States and is all hand-painted and screwed together so that it will not break easily. The colors are fast, and there aren't any pointed corners to hurt a child. We have about a dozen varieties made by the same people and they are a fascinating collection for a child to make from time to time. There are all kinds of animals and carts and trees, etc., so that one can have a farmyard right away." That sort of argument will interest most mothers, and where a 50 cent article might have been sold, a $2 one will probably be sold instead or else several of the 50 cent kind.

The public does not want cheap toys, it seems, and there is certainly an increasing interest on the part of parents to try to develop an interest in home fun on the part of their children. Parents now understand that something more than just clothing and food is required by the normal child nowadays and they are seeking ways and means of making the home as attractive as possible. Following this idea, the toy department can make a definite appeal to such parents during the entire year, and one of the best things to interest grown-ups is the child's reflectroscope or lantern for showing picture post-cards, etc., which can be operated by electricity. Such an outfit will keep children amused for a whole evening and is absolutely simple to manage, as no complicated slides are required for its operation.

Still younger children are perennially interested in the Teddy bears and dolls, which this year appear in more varieties than ever and with many improvements. The walking doll is already selling well in spite of its cost, and many other English dolls which feature real hair, etc., are in strong demand. The latest English Teddy bear has a realistic growl, which makes him very attractive, and the larger the bear the more popular he is. Every possible species of animal appears this season upon wheels, in all sizes, but the largest kinds, upon which a small horseman can ride astride, will of course prove irresistible to children.

The Doll's House

There does not exist a single small girl whose heart would not beat faster at the sight of some of the wonderful doll's houses which are being featured this season by Henry Morgan & Co. One particularly attractive house, which is about 3 feet high and 2½ feet square, is entirely hand made, even to the bricks of neatly joined bits of wood, of which the walls and roof are made. The dormer and bow windows have balconies with flower pots, and there is a verandah in front. The house is completely outfitted with every modern convenience which can be imagined, even including

electricity, for which fixtures are provided in each room. There are handmade rugs upon the floors, cretonne curtains at the windows, and period furniture in each room. In the kitchen there is a refrigerator as well as the most up-to-date model kitchen cabinet, range with complete outfit of utensils, etc., and at every window flower boxes bloom with gay flowers. Such a house as this, it is interesting to note, is the product of a Montreal manufacturer, and no finer exhibition is to be found among the many British and American lines shown.

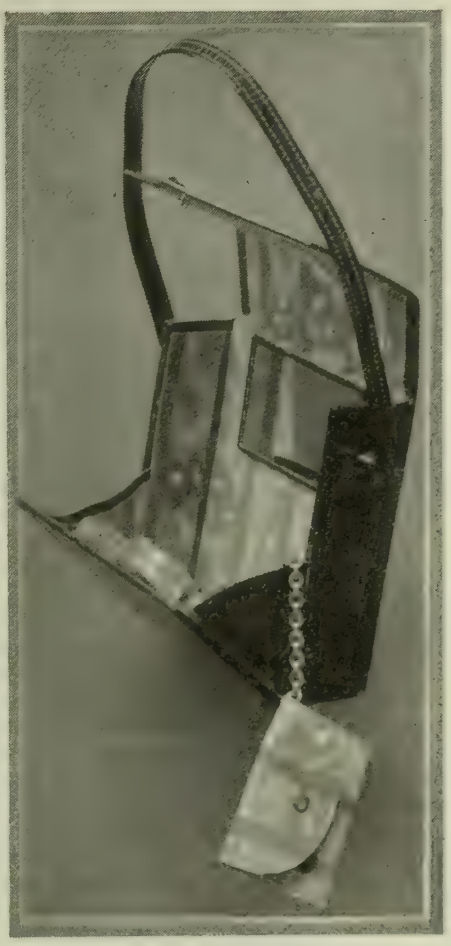
The American doll's house is well finished on the exterior, but is unfurnished within. The British house is a replica of the well-known English villa, usually tall and narrow, sometimes featuring three stories, again only a bungalow style. These houses are very attractive architecturally speaking, and often have a tennis court and bowling green on the roof, with a miniature staircase leading down to the ground. The windows in these houses are exact reproductions of quaint latticed cottage windows.

One novel house is a composite desk, table or bookcase combined, and presents an ordinary appearance of a doll's house on the outside, but when the roof is opened up can be used in any of the above capacities.

The ever popular Noah's Ark reappears this year in new colorings and more attractive appearance than ever. The large outfits not only comprise complete sets of animals, but include the whole family of Noah, and several trees for making the ark as picturesque as possible. The arks appear in half a dozen styles and feature wheels as well as the usual keel-bottom.

During an interview with a prominent toy importer who has just returned from a visit to England, Dry Goods Review was informed that British toy makers have launched a big campaign to supplant foreign toys in the British markets. An advertising campaign is being waged calling attention to the comprehensive range of toys now being manufactured in Great Britain, and urging the British public to give preference to British-made goods.

The extension of this industry means increased industrial activity in many parts of the country. The metal parts of the toys and games are chiefly manufactured in the Birmingham district, while large potteries in the vicinity of Stokes-on-Trent are providing dolls' heads, arms, legs, and eyes. The manufacture of toys from wood, wool, or fibre, is carried on in a number of cities, chiefly in London, Liverpool and Manchester. Before the war Great Britain imported toys to the value of £1,450,814 (1913), from foreign countries, and a very small amount from her own possessions. Approximately four - fifths came from Germany. Imports fell off during the war, though the toy trade



A Serviceable Style

A smart, little, patent leather hand-bag, opening on the side and containing toilette fittings and purse. The model is designed with an arm strap especially for Winter use.—Courtesy Julian Sales Co., Ltd., Toronto.

with France grew steadily to large proportions. The United States furnished large quantities in 1915, but this trade fell off to half the next year and has since been negligible, the adverse rate of exchange acting as a check.

Germany's trade, of course, stopped. The extent of its revival and the menace to the British toy manufacturer may be seen by a comparison of import figures for the first half of the present year. In that period, of imports worth £1,170,994, Germany furnished more than half —£631,138, as against £377,789 worth in the first half of 1914. British retailers do not like to handle these goods, but it is a matter of business with them.

The buyer for the toy and fancy departments in a West End house, where the annual Christmas fair is a special feature, said that in pre-war days he was accustomed to spend two months in Germany, and during that time placed orders amounting to £11,000 or so for toys, sports and fancy goods. He has been in Germany recently for several weeks. Many large German houses have been sending representatives to England to secure large orders for Christmas goods, and many Dutch houses have been acting for German manufacturers.

"Soo" Merchants Want Holiday To Remain

The merchants of Sault Ste. Marie, Ontario, are firm supporters of the Wednesday half holiday which has been observed by the trade in that town for some time with general satisfaction to customers and storekeepers alike.

One of the leading dry goods merchants asked as to the town's attitude on the question of the weekly half holiday said that at the present time there was some uncertainty as to the attitude of three or four merchants who were showing a disposition to eliminate the half holiday. A letter expressing the attitude of the other merchants should such action be taken was sent to the "Soo" daily press. It reads in part as follows:

For several years past the business men of the City of Sault Ste. Marie have been closing their stores at noon each Wednesday during the Summer months, thus giving a half holiday to themselves and also to their employees.

This has worked out very satisfactorily to all concerned, so a step further was decided upon, and we believe the decision arrived at was practically unanimous—that Wednesday afternoon be declared a half holiday all the year around with the following exceptions.

The week in which a statutory or civic holiday occurred there was to be no Wednesday half holiday and for the full month of December the Wednesday half holiday was not to be in operation.

So well have the public been seized with the knowledge of the half holiday that very few people are on the business streets Wednesday afternoon, in fact it is more like a Sunday. Naturally a man in business wishes, at least, to get his share of what trade is going, but if all stores are closed is not each one on the same footing?

The public are in sympathy with this movement and it is to be hoped that every man in business whether in a large or small way, will cheerfully continue in this good work, and thus enjoy a real ease off from work one afternoon a week, and those whom he employs will appreciate it for themselves and render better service to their employer.

It must be borne in mind that while so many industrial workers and artisans have the Saturday half holiday, and those in offices and many lines of business, that the retail stores are open not only Saturday afternoon but Saturday evening, in many cases till nearly midnight. Therefore, why should retail clerks not have their half holiday to make up for the extra work Saturdays and Saturday nights?

A big movement is now on throughout Ontario to have one afternoon a holiday all the year around, many cities and towns have already adopted it and it is bound to become general.

Showcard Writing and How it Can Help to Stimulate Business

Creating, in the Mind of the Possible Purchaser, the Desire to Buy —Neat, Attractive Showcards Will Sell Goods—How Merchants Can Do Their Own Card Writing With Little Expense.

THE use of signs as a medium of advertising or a method by which one merchant could have his business distinguished from another, has been in use for several centuries. Even before people could read or write some such method was in common use. The red, white and blue pole used today by the barber, and the three gilded balls of the pawnbroker have been handed down from the earlier generations. These relics of bygone days stand out as evidence that even in ancient times the merchants realized that in order to meet competition some method must be used to mark up their places of business.

Signs, show cards and price tickets are synonymous, signs being used to classify or direct people to certain places of business; show-cards and price tickets to draw attention to the goods on display, telling something about the goods and the prices for which they can be purchased. The show-card is in the same category as a salesman. It creates in the mind of the possible purchaser the desire to possess and the price ticket is the medium that clinches the sale.

Value of Show-cards

There are some stores that do not believe in the use of price tickets. They are of the opinion that they tend to cheapen the article, and no doubt from the view of such merchants their arguments are quite right. On the other hand there are merchants who owe the greater volume of their business to the use of show-cards and price tickets freely about their business. Scientific merchants, men who have made a special study of methods to increase business, are agreed on the point that neat attractive show-cards will sell the goods.

The object of this article is not to argue the pros and cons of show-cards but to explain as simply as possible the fundamentals of show-card writing. Many merchants are of the opinion that to learn show-card writing means long hours of tedious work, when the fact is that anyone with a little practice can soon make presentable cards.

Choosing the Outfit

The first essential is to procure good brushes, the better the quality the easier the work will become. Show-card brushes are called "riggers," and the best quality are made from red sable. They come in a number of sizes, but probably the best sizes for the beginner are Nos. 6, 8 and 12, an assortment of stub pens for the writing of small letters and for rapid writing, two or three bottles of show-card paint, and a fair-sized drawing board and T-square complete the equipment. These two last are not really essential but they assist in making for rapid work.

How the Work is Done

Now pin the card of the desired size to the drawing board, and with the aid of the T-square draw a margin all around. Be generous with this margin as the general effect of the finished card will depend a great deal upon this margin. Then rule top and bottom lines for the lettering, and with a soft lead pencil lightsketch in the words. Take a small portion of the color out on a piece of cardboard and proceed to charge the brush. The mere dipping of the brush into the color does not charge it. The brush must be wiggled from one side to the other through the color and the surplus brushed off. In this way the brush becomes thoroughly charged and the color will flow freely and evenly from the brush. The next step is the lettering. Choose a plain letter, one that has not too many curves and omitting all fancy scrolls. Go at it carefully and deliberately. Never mind if you do make a crooked line. A little practice will soon set this right.

One of the principal points in making a show card is to be particular about the layout. By that is meant margin around the card, position of the words on the card, and the spacing of the letters. A good layout cannot fail to make a pleasing card even if the letters are not accurately drawn.

Pictures Pasted on Cards

An illustrated card has a great deal of merit as the picture tends to attract attention. These pictures should have something in common with the text, and are obtainable from many sources. Magazines and particularly the ladies' magazines contain many illustrations that are adaptable for show cards. All that is required is to cut them out and paste them on the card. This must be done very carefully otherwise the card will have a slovenly appearance. Often a little retouching will improve the design. A little experience will soon teach one just where and how much retouching should be done. It is not advisable to use too many colors on a card. Black and red colors on a white card, or white color on a dark card are the most suitable. A color combination on a white card that is very attractive and yet neat is to paint the letters blue and the figures in red. If no figures are to be used, then a little underlining in red is very effective.

Beware of Dirty Cards

If a merchant is to get the best results from his show cards he must be very particular to see that they are clean. When the cards become soiled they should be discarded. There is nothing that will kill a sale so quickly as a dirty card placed on a pile of goods. Better not to use a card at all than to use one that has become dirty from constant use.

Speeding Up Your Turnover

RETAILERS must carry sufficient stock even if they know that goods they are buying may possibly be sold at a loss. The loss thus sustained would be less than would be sustained if they lost their reputation for giving service to their customers by being out of goods customers want. If a dealer allows his stock to run too low he will send customers to his competitors and mail order houses and while his competitor may take a temporary loss, it may be the means of securing a number of new customers who will prove profitable to him during the next few months.

Dry Goods Review was talking this week to a director of a department store in Montreal. He stated the principle they were working on at the present time was to speed up their turnover—on no account to carry goods in stock for any length of time. If a line is not moving they will bring the price down until it is sold. In this way they protect themselves against any big loss, should there be a slump in the market.

In the smaller places it will not be possible to get as rapid turnover on many lines as it is in the city. The same principle, however, should hold good and every retailer at this time should count on speeding up his turnover.

TO LAUNDER A CORSET

Montreal Corsetiere Features Little Bulletin of Instructions Which Has Won Customers' Favor

A Montreal corsetiere has found much success in featuring the washable qualities of the several brands of corsets which she handles. The average woman, she says, is greatly impressed by the following instructions:

"Make a very thick lather in water as hot as is comfortable for the hand. Soak the corset for about half an hour, then scrub lightly with a small hand-brush; change the water two or three times and rinse finally in running water. If the corset is not too soiled this will make it as fresh as new. Wherever there is a discoloration, a pink or blue corset may be dipped a deeper pink or blue in a solution of one of the blouse dyes, and a white corset that has become discolored may be dyed a pale pink.

"Many customers do not object to a partial loss of elasticity of hose supporters and therefore leave them on and wash them with the corset. However, we advise that washing takes the life out of the rubber and suggest that the supporters be removed when the corset is washed."

Bag Vagaries

There are no restrictions concerning hand bags—the models for Mid-Winter wear range all the way from metal to feathers, leather to beads and back to fabrics and embroidery. For evening wear the feather bag in many graceful styles has been enthusiastically adopted by those who desire the ultra fashionable in dress accessories.

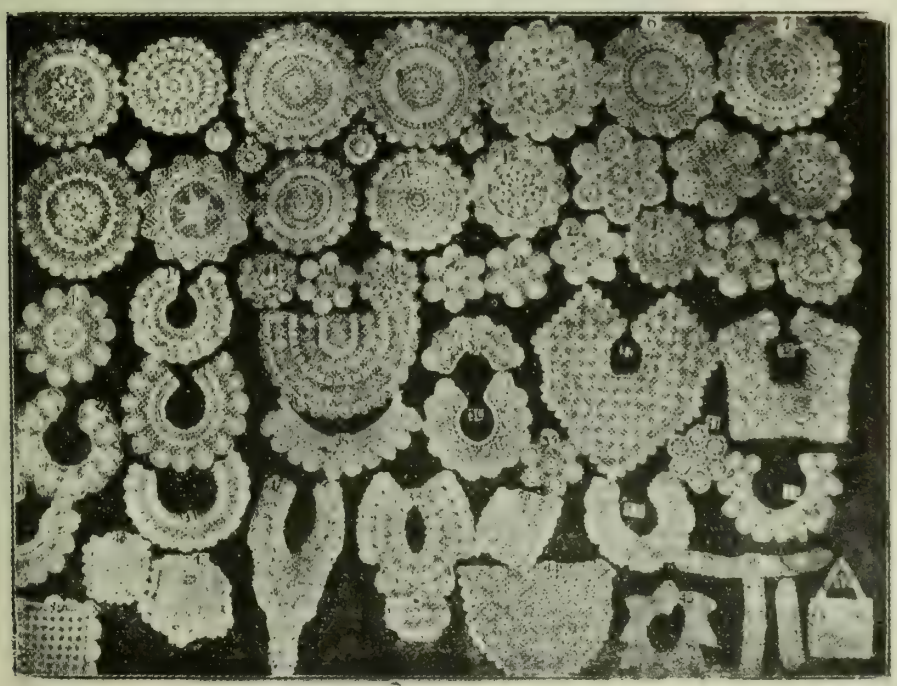
While leather bags are always smart and in good taste for tailored street wear, the manufacturers have considered it essential to create new novelties to prevent a fickle trade from ignoring the serviceable bag for a more ornamental counterpart. All the attachments and fittings required for the hasty toilette are furnished in the up-to-date leather and suede models, and space is also given consideration.

Pockets and flat sections are featured in the envelope styles while the vanity box comes back in many attractive new designs.

Suede bags are sometimes decorated with over trimmings of beads in shades that contrast with the costume.

Textile Industry in Healthy State

Montreal, Nov. 2.—The textile industry in Canada is in a healthy position and well able to mark time until business conditions are settled. A. O. Dawson, vice-president and managing director of Canadian Cottons, speaking for that company, said they anticipated a quiet time for a few months at present. However, they are working to capacity, in so far as they can get help, and have orders to keep them operating in this way until the end of the year. The new price list went out on October 25th, and travelers are now on the road, but it is too early yet to estimate the prospects. Mr. Dawson said the reductions on the new list would average 12 to 15 per cent.



Lace Work From India

A group of interesting samples in Irish point, including doilies and Duchess tray cloths, manufactured by J. W. Johns Rangoon, Burma, India.

J. W. JOHNS

Manufacturer and Exporter of
IRISH PATTERN CROCHET LACE WORK

Doylies of all sizes, Duchess Sets, Table Centres, Table Runners, Tray Cloths, Tea Cosey Covers, Collars of Different Patterns, Camisole Tops, Yokes, Dressing Sacques, Jackets, Night Gown Yokes, Hand Bags, Babies' Bonnets, Medallions, etc., etc.

Liberal Discounts

Write for Samples and Prices.

J. W. JOHNS, P.O. BOX 836
Rangoon, Burma



DOLLS

Direct from the Manufacturer

Novelty and Stuffed Dolls of Unbreakable Wood Fibre.

Send for our Catalogue and Price List

CANADIAN TOY CO.

6 WILLIAM ST.
Phone Main 2327 MONTREAL

If you handle any Fancy Goods lines for Christmas you should have a copy of our Christmas Catalogue.

Your name on a post card will bring a copy promptly.

Pugh Specialty Co., Ltd.
38-42 Clifford Street, TORONTO, Canada

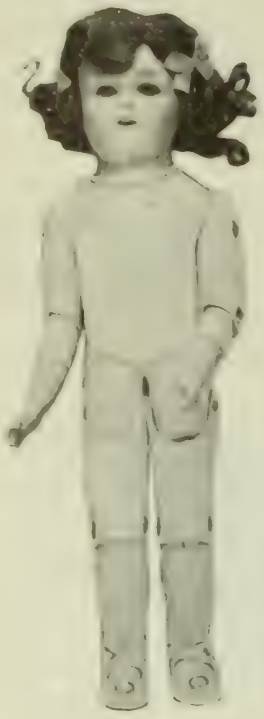
French Ivory

Our New Catalogue

This season's catalogue now ready. If you have not received a copy, write.

Carl Austin & Co.

Manufacturers
357 College St. Toronto



DO NOT DELAY
Your Christmas Order

IF your Holiday Line is not yet complete or if you require "Sorting Up" Orders we can make prompt shipment from well-assorted stock.

Our New Catalogue

contains

FANCY GOODS, TOYS, DOLLS, : : GAMES, : : DECORATIONS, NOVELTIES, CHINA and GLASSWARE, TOBACCONISTS' and DRUGGISTS' : : SUNDRIES, : : SMALL WARES



NERLICH & CO.

146-148 FRONT ST. W. :-: TORONTO

Seasonable Goods

Infants' Veils	Leggings
Overalls	Jackets
Bootees	Mittens
Hoods	Toques
Blankets	Pram Covers

Infants' Silk Jackets

DIAPERS BIBS FEEDERS

EMBROIDERED RUNNERS

CUSHION SLIPS AND CENTRES

SILK BOUDOIR CAPS

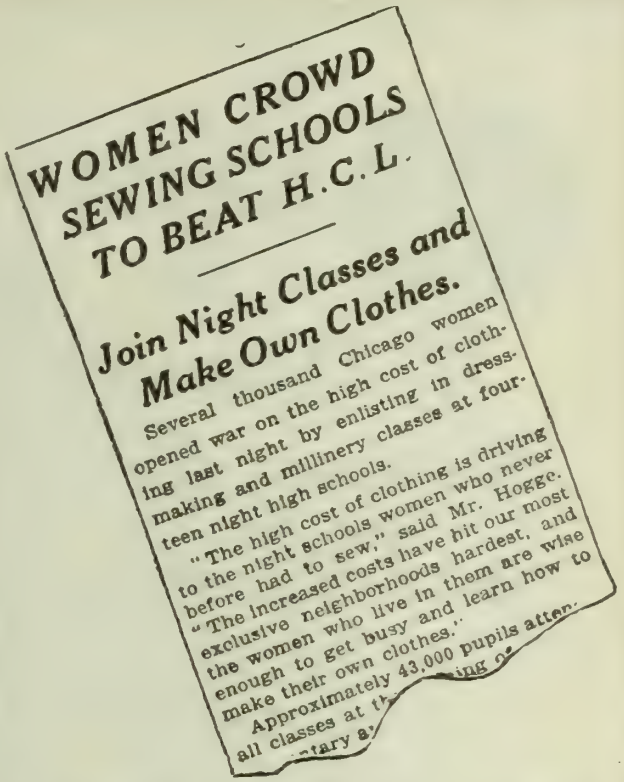
KNITTING AND FINGERING WOOLS IN ALL COLORS

Hambly and Wilson

Limited

11 Wellington Street West

TORONTO


WOMEN CROWD SEWING SCHOOLS TO BEAT H.C.L.

Join Night Classes and Make Own Clothes.

Several thousand Chicago women opened war on the high cost of clothing last night by enlisting in dressmaking and millinery classes at fourteen night high schools.

"The high cost of clothing is driving to the night schools women who never before had to sew," said Mr. Hogge. "The increased costs have hit our most exclusive neighborhoods hardest, and the women who live in them are wise enough to get busy and learn how to make their own clothes."

Approximately 43,000 pupils attend all classes at th... ing o... -tary a...

Revival of Home Sewing Means a Real Opportunity to Notion Buyers

The clipping from the Chicago Tribune tells its own story. This movement does not apply to Chicago alone. Notion buyers of all sections of the country are preparing for the heavy demand now being created. Sales and profits will be greater than ever. Tapes and trimmings will play a big part. They should be displayed in the piece goods department, as well as on the notion counter. A mere suggestion during a piece goods sale will double their turnover.

WRIGHT'S BIAS FOLD TAPE

and E-Z Trim can be nicely displayed in both these departments. Handsome cards in color can be had for the asking. Your jobber can supply you immediately with WRIGHT'S "W. & N.," Monarch and Meteor Brands of bias fold tape, and

WRIGHT'S E-Z-TRIM

WRIGHT'S is a household word. Home sewers and dressmakers prefer WRIGHT'S tapes to all other brands. Our national advertising is telling millions of women about their uses and superior quality.

Wm. E. Wright & Sons Co., *Mfrs.*

315-317 Church Street New York

Stocks carried at all Agencies

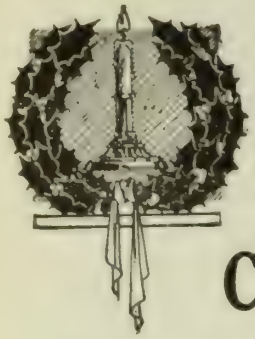
CHICAGO
R. C. TAFT CO.
223 W. Jackson Boulevard

ST. LOUIS
GEO. F. ANDERSON'S SON
613 North Broadway

PHILADELPHIA
JAMES F. McCARRIAR
1011 Chestnut Street



In U. S. Pat. Off.



Last Call for Christmas!

These Christmas Lines Ready for IMMEDIATE SHIPMENT

Fancy Combs
Collar Pins
Brooches
Cuff Links
Hat Pins

All in Holly Boxes for the Xmas Trade

Mesh Bags
Purses
Fancy Bead Necklets
Pearl Bead Necklets
Jet Bead Necklets
Embroidered Goods
Xmas Seals

100 Sealed Packages in Cabinet
$3.00

WRINCH, McLAREN,
LIMITED
77 Wellington Street West
TORONTO

TRUSTWORTHY  TAPE

THE STAG.

Tailors and Clothing Manufacturers will find
SUPER INDIA SHRUNK TAPE

Manufactured by
GEORGE H. WHEATCROFT & CO.
WIRKSWORTH, ENGLAND

the most reliable tape they could use to obtain the best results.
Super India Shrunk is worthy of being used with the best of fabrics, for it is long-wearing and does not stretch, shrink nor tear.
Manufactured in all widths in 250 and 1,000 yard reels.



Sole agents for Canada

WALTER WILLIAMS & CO., LTD.
MONTREAL: 508 Read Building
TORONTO: 20 Wellington St. W.
QUEBEC *and* VANCOUVER

Is your stock of

BUTTONS

interesting and up to the minute?

This department can be made a very brisk corner in your store if you have the buttons to meet every need and every taste.

Our selection covers just that — the ability to offer "just the thing" for every need.

Also
Tailors' Small Wares
and
Fancy Trimmings

Write us for prices or see the Button Man.

The Ontario Button Co.
LIMITED
Kitchener - Ontario



There's Money in this Factory for You

LOOK at this factory.

It's the plant of the De Long Hook and Eye Company at Philadelphia, where the De Long dress fastening accessories are made.

Why not let this factory and its products make money for *you?*

How? Simply by making it *convenient* for the women of your community to buy De Long products—all of them.

Ten million women are learning about De Long notions in our national advertising in the Ladies' Home Journal, Butterick Quarterly, Elite and Needlecraft.

When women see De Long goods in your store, they recognize the "see that hump?" trademark, immediately, and buy quickly.

And better still—they go away *satisfied*, and come back again for more.

Ask for our latest Catalog which illustrates and describes everything we make.

DE LONG Hook & Eye COMPANY

St. Mary's, Ontario PHILADELPHIA, U. S. A.



A Fashion Show in Market Building

It is not often that women will crowd into a market building, where the produce of the farm is displayed on Saturday morning to tempt the seeker for week-end supplies, to see a fashion show. Moreover, we should imagine that it would require a considerable amount of decorative skill to make the ordinary market building fit for habitation for a living-model fashion show. The accompanying photograph, however, shows that it can be done, and done with a good deal of success, according to W. W. Wilford, of Wilford & Moon, Ingersoll, Ontario.

"We trim our windows very often," said Mr. Wilford, to Dry Goods Review, "and find that it is one of our best advertisements. This Fall we decided to let the people of Ingersoll know what a fine line of high-class ready-to-wear goods we had, so we put on a fashion show in the market building because our store is not large enough. We employed living models. It certainly proved to be a wonderful advertisement as well as a good business-getter. We had a big platform for the models to parade on, and this we decorated with high-class curtain materials, draperies, and ready-to-wear. At the night show we turned away hundreds of people who were unable to obtain entrance."

Before opening up business in Ingersoll on October 5th, 1918, Mr. Wilford was manager of Madill & Co., of St. Catharines. He learned the dry goods business with John E. Boles, of Ingersoll, and was subsequently with John White & Co., of Woodstock, and Cressman & Co., of Peterborough. He did not remain long at the first stand in Ingersoll, but in four months bought out the business of George Wright Co. of the same town and moved into his stand. He then took in as partner Stanley R. Moon, also a graduate of the John E. Boles' staff, with other experience with John White Co., of Woodstock, and E. B. Crompton & Co., of Brantford.

Their new store was opened on February 15th, 1919, and it soon became necessary to enlarge it by tearing out the rear of the store, which was a stock room, and fitting it up for ready-to-wear. In the store management, Mr. Wilford looks after the office and part of buying, while Mr. Moon does the window trimming, advertising and most of the buying. "Best Quality" and "Best of Service" are their store mottoes.



Individuality In Display

Essential for Window Publicity—Simplicity Keynote of Effective Windows—Five Rules Suggested by Expert

THE individuality of a store is expressed in the show window—just as one's personal appearance carries an impression that influences opinion.

First impressions always count. When one approaches a store or shop—it is the window which one first sees. You immediately judge from the appearance or type of the window what the store is.

Window display is coming into its own. All the large and successful business houses in the country recognize the fact that an interesting display is a great business stimulator—creates atmosphere and gives prestige to the house.

The business of window display has created a profession and the display manager has become one of the most important men in any retail organization. His study of lighting, of color combinations and of backgrounds is worthy of the highest intelligence, and the display manager of a metropolitan store is now one of its most important functionaries. It is his responsibility to present the desired picture through his windows, to supplement and emphasize the store's other publicity, and to pick his share of customers from the passing thousands by sheer skill and knowledge of his craft.

Must Be Left Free

The modern and successful display manager must be a student—an explorer in the realm of color and composition—see in the museum inspiration a gold mine of suggestion on a sound art basis. He must have besides the merchandising instinct. In addition, he must be allowed to prove his theories by a firm whose heads are as modern in spirit as himself. To my mind individuality in window display is a most essential thing. I mean being different from the other fellow, having enough self-assurance to do a thing—create something—not copy. Self-confidence means much in display work. If you carry out an idea or create a setting with the thought and feeling that you are right—it will be a joy and pleasure to see the finished picture.

Besides you will have the satisfaction of feeling and knowing that you have accomplished something worth while that is individual and different from other windows. I am always most interested and happy in my work—when I can create or paint a window picture. Ideas and suggestions are everywhere, you have but to see them. They can be modified or enlarged as you see fit, according to your need. Original ideas are few and far between. When they do come, if we take advantage of the opportunity and inspiration, they count and add value to the work.

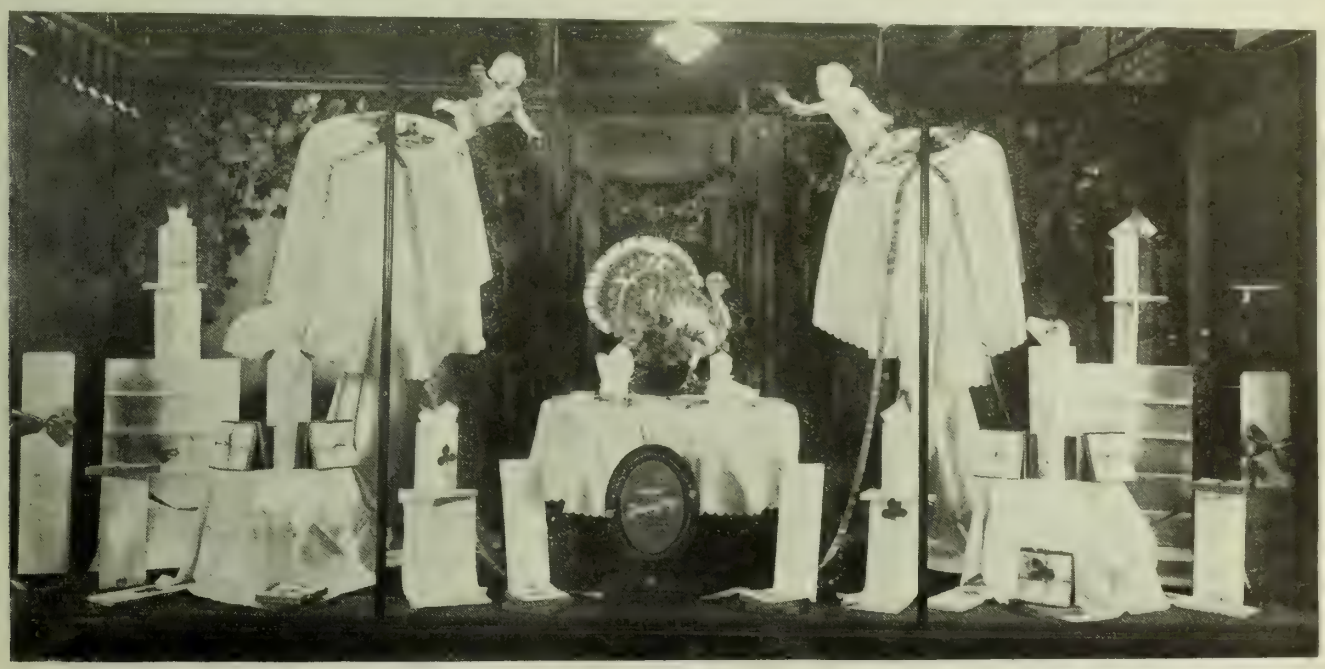
One Piece May Give Idea

One piece of merchandise often furnishes the idea or inspiration for a window picture. It may be a hat, blouse, gown, scarf or a length of material. From this one piece of merchandise the entire window can be worked out, the setting, color, etc.

Windows crowded with merchandise are old fashioned, uninteresting and confusing. They lack individuality. A window should make a direct appeal. This cannot be done if the window is crowded with merchandise. It is a safe general rule that since confusion is not so good as unity under any circumstances, the aim should be for unity of effect at all times. Of course, there are exceptions to all rules.

Take for instance the bachelor window or women's boudoir settings, we use occasionally—in other words exhibiting merchandise in its natural setting. The idea has registered. Aside from this window being different, the result is the sale of merchandise taken from 15 to 20 departments. The intimate personal note—not often found in window

Continued on Page 125.



Thanksgiving Window of Linens

Murphy-Gamble, Ltd., Ottawa, showed this splendid window of table linens. The background was of beaver board, painted in black, gold and old blue. The panels were finished with gold burlap and old blue repp was used for the hangings. Foliage and orange ribbons completed the display.

Elaborate Changes Made In Equipment and Display

Holt, Renfrew Company Introduce Many New and Costly Features in the Montreal Store—Decoration, Furnishing, and Lighting Reflects Perfect Taste and Satisfaction—Work Not Wholly Completed.



New Department Opened by Holt, Renfrew & Company, of Montreal

The view shows a section of the main salon, with its individual show cases for exhibiting imported gowns or furs. In between the fixtures can be seen the stock rooms, which have leaded glass panels set in the doors. The woodwork is black walnut and the walls and ceiling are done in cream.

MUCH comment of a flattering nature has been heard with regard to the magnificent equipment and improved facilities in store service which have lately been added to the Montreal store of the well-known firm of Holt, Renfrew & Company. Although all the alterations contemplated are not completed yet, nevertheless a visit to the various departments reveals the fact that this firm is now in possession of one of the finest equipped stores in Canada, not only from the point of view of service to the customer, but also in so far as efficient service from the sales staff and the utmost convenience in handling the many classes of merchandise is concerned.

In conversation with one of the members of the firm, Dry Goods Review was informed that the results achieved had been brought about only after careful study of the store's individual needs and adapting each unit and fixture to express both harmony of design and service at one and the same time. This end has truly been achieved and one has only to glance at the views of the interior reproduced to comprehend the amount of forethought which has been expended in the endeavor to bring it about.

The chief feature of the store is the entire new floor which has been added to take care of the mantle and millinery departments. The second floor, as it is known, comprises 150 feet in length and 52 feet in width and is entirely finished in natural black walnut with cream ceiling. The floor space is divided into three sections, namely, the main salon for ready-to-wear clothing, the millinery salon and the French Room, which is done in gray throughout and devoted to the showing of the finest grades of imported wearing apparel.

Beautiful Ceiling Treatment

No windows are visible from the interior of the main salon, the lighting being obtained from a clear story above in oblong dome effect, with latticed windows surmounting eight Corinthian pilasters, which form the sole support of the dome. A striking feature of this arrangement of the ceiling is the hand carved frieze of Canadian fur-bearing animals in bas relief, which runs round the dome just below the windows, and which is carried out in cream color of a warm shade, suggestive of sunlight. So cleverly is the lighting of this floor arranged that artificial and natural illumination are almost interchangeable, and in that section devoted to evening wear only the former light is used, while for furs and daytime costumes, daylight, whether achieved by means of artificial or not, can always be secured.

Individual Cases

Surrounding the walls of the main salon are disposed some 12 full size glass wall cases, each one containing one beautiful French model gown. These cases are lit indirectly from above by means of a light which is hidden from view with heavy glass, and which thereby prevents the slightest heat from in-

juring either furs or gowns. A mirror forms the background of each one of these cases, which are finished in walnut to match the panelling of the salon. This panelling, by the way, is one of the finest of its kind in Canada, and each section is a perfect match of another.

Alternating with the wall cases are the stock rooms which are visible from the salon by means of leaded glass panels set into the walnut door. These rooms are fitted with two long racks for hanging the gowns, etc., and are well lighted from above. The effect from the salon when all the rooms are lit is very effective on account of the glass work, which is a feature originated by Holt,Renfrew & Co. themselves. At the far left are to be found several fitting rooms, each complete with two cheval mirrors so arranged as to eliminate the disagreeable features common to swinging mirrors. Casement windows are fitted in the false wall, which is finished in French gray, and leaded, pebbled glass is again effectively used. A clever feature of the fitting rooms throughout the store is the use of contrasting carpets on the floors. When a light gown or fur is to be tried on a customer, the sales clerk sees that it is done in a room carpeted in dark blue, but when a dark garment of any kind is being considered, the carpet must be pale gray.

One office is also incorporated into the scheme of fitting and stock rooms, and is entirely done in walnut. Archways of the same woodwork lead from the main salon to the Millinery and French rooms, and are surmounted by beautifully carved monograms combining the firm's initials. The French room is carpeted in a delicate shade of gray matching the woodwork and its walls are faced by long full-size cases of plate glass. On the right hand side, the plate glass is replaced by mirrors which effectively conceal the more perishable garments from any possible damage and also enhance the dimensions of the room. Fitting rooms are also included in the equipment of this showroom.

The Millinery Salon

On the extreme right of the elevator as one enters the main salon is the archway leading into the millinery salon, which is flanked by transparent glass wall cases containing charming models of imported chapeaux. Underneath these glass show cases are compartments for storing hats with tall trimmings, which could not easily be placed in the ordinary racks. The rest of the room is lined with plate glass fronted cases, gray and silver striped fabric forms the background of these cases, each of which contains a large framed mirror bearing the firm's monogram in hand carving upon the frame, finished in silver. Underneath these cases are to be found 24 sets of pushdrawers, two under each of the 12 cases. Each drawer is a shelf which pulls out easily and is shaped like a rack with shallow sides. Each rack will hold many hats without crushing and is infinitely preferable to the deep drawer, which was both too heavy to push and difficult to get at. Two stock rooms and several fitting rooms are also part of the Millinery room equipment, as well as many charming bits of antique furniture. The latter part of the store's decoration has not been completed as yet.

A new staircase unites all three floors and is a very attractive feature. At the left on entering the first floor, where alterations are not yet complete, will be found the Lingerie French room, which will be one of the finest sctions of the store. Gray will be the color scheme for walls, carpet and furnishings, and as usual, an archway will lead from the main floor inside. Triple push drawers will be used underneath the glass wall cases, which will line the walls and semi-circular glass show cases will flank both sides to the entrance. Five fitting rooms will be provided and several stock rooms, each one finished with the leaded glass employed on the floor above.

On the opposite side of the floor, a children's section is in course of construction, which will be carried out to correspond with the Lingerie room in every detail. Seven fine glass cases line the walls and will be later on filled with everything necessary to the up-to-date youngster. The lay-out of the entire floor is intended to convey the idea of separate sections without the use of separating walls, the cases and archways alone being sufficient to give the impression desired, and an air of spaciousness without any crowded effect is easily achieved in this method. In the rear of this floor are found the offices and the rug and blanket department, as well as six fitting rooms for the use of the blouse and sweater sections, which are temporarily occupying the main floor.

New Show Cases in Use

Several alterations have also been carried out on the ground floor, which include the addition of two very large and entirely transparent glass fixtures, which feature furs of many sorts. The fur show cases are cleverly fitted with four-part racks for showing muffs and eight-part racks for the neck-pieces. Thus, the firm have endeavored to have everything in the way of fixtures and decorations carried out to suit their own individual requirements and no effort will be spared to secure the finest and choicest appointments in the way of accessory furnishings in period designs appropriate to the background of each salon.

The west window of the store front has also been enlarged some five feet and finished in oak panelling, and presents an extremely handsome appearance. The entire alterations and improvements, designed as they were to meet the needs of this progressive store, reflect the highest type of workmanship, harmonious arrangement, and artistic effort which it is possible to find in any building intended for business.

INDIVIDUALITY IN DISPLAY

Continued from Page 123

display, is brought out effectively. Putting a window "over" is a great satisfaction to the display man. If the public gets his idea, gets the meaning he is trying to convey, the display man is indeed fortunate.

Simplicity in windows is always attractive. I learned a lesson not long ago which brings out this point in connection with the background of a window. The window in question had as a background four yellow silk panels with large black tassels in the center of each panel. Against this background were placed four or five black hats. As I was outside, mentally commenting on the simple arrangement and effective background, a voice behind me said, "Aren't those attractive hats?" And all on account of the background. Not one word had been spoken about the background, apparently it had not even been particularly noticed. But supposing the background behind those black hats had been less simple; suppose, in fact, several different colors of hats had been placed against a mahogany background, with perhaps a suit or two placed in with them. Suppose, in short, the effect had been confusing instead of simple and direct, would the spontaneous and enthusiastic remark been made, "Aren't those hats attractive?"

The whole aggregation or stretch of windows of the modern shop should, as the public views them, give an effect of quiet luxury. Each window in its simple, direct appeal, artistically arranged and planned, should call forth the conclusive remark: "There is a fine store."

Conclusions

The following conclusions are well worth remembering in regard to windows and backgrounds:

1. The background should be unobtrusive.
2. The background should be such as to make the garments in front of it stand out distinctly.
3. The background should be a unit, holding the window together so that it gives a single effect instead of a confused and scattering impression.
4. Garments shown should be of one general kind and color to carry out the idea of unity of effect.
5. Only a comparatively few garments should be shown at one time.

In addition to these suggestions, be different and individual in your window settings and arrangements of merchandise and you will have the satisfaction of knowing you are doing something worth while, besides realizing that you are happy and successful in your chosen profession.



The Colonial Room

View from the entrance of New French Room opened by Henry Morgan and Co. of Montreal, in which imported models are displayed.



Henry Morgan's Window

This particular window, built in the famous Montreal store, has carried many unusual displays. This particular exhibit is an appeal to the exclusive trade during the Fall showings. Imported evening gowns, elegant fabrics and expensive accessories are superbly arranged—and attractively reflected.

SENSATIONAL STUNTS

Continued from Page 63.

D'Allairds and Murphey's, who have featured sales of ready-to-wear silks, woolens, etc., which have attracted thousands of shoppers daily.

Christmas selling is well under way already and large stocks of novelties are featured on the counters of the large department stores. There is a large demand for ribbon novelties of every description and never have such large displays of these dainty gifts been on view. Almy's Limited are featuring individual display cases, each one filled with ribbon made gifts of one color. There are mauve, yellow, rose and sky blue displays, each one lovelier than the other, and every possible conceit which can be developed with ribbon is shown. There are kewpies innumerable arrayed in fascinating ribbon creations, vanity cases of ribbon, armlets, garters, lingerie bows, pincushions, bags, slipper trees, and powder puffs, etc., all elaborated by the use of lustrous, rich toned ribbons.

Murphey's are featuring large displays of ribbon novelties also, which are retailed at the one fixed price of $1 each. Murphey's also are exhibiting many Parisian novelty ribbons and brocades which are new arrivals for the Christmas season. Their corsage bouquets of ribbon are exceedingly lovely and are indeed a revelation of the skill of French workmanship.

In connection with the buying of merchandise for Christmas, some large retail concerns have experienced a difficulty in ascertaining the origin of the goods received. In many cases German merchandise has been received unawares, owing to a neglect in securing an affidavit from the shipper upon the invoice stating that the goods were in all cases of British manufacture. Montreal retailers are determined to refuse to accept any German made goods whatsoever, and buyers are instructed to insist upon the affidavit accompanying every invoice received.

Henry Morgan's French Room

Apple Green and Dull Gold Chosen by This Old Established Montreal Firm For New Salon Developed in Louis Sixteenth Style.

THREE different entrances lead to the latest addition to the many beautiful departments of the Colonial House and which, although known by the title of French Room, by no means conveys the charm and superb appointments of this little sanctuary of fashion. The phrase French Room is synonymous in most minds with gray color schemes and unobtrusive furnishings, but in the Henry Morgan store they have another idea of what is French, and therefore smart.

Situated in the heart of the ready-to-wear section on the second floor, the French Room is developed in a contrasting color to the other departments, namely in an exquisite apple green shade, relieved here and there by touches of dull gold after the Louis XVI style. Screens and furnishings also convey the same inspirational note and are correct as to period in every detail. A soft, dull green figured carpet covers the floor, and in the centre a wonderful, old Oriental rug is placed between two of the pillars which support the ceiling and sets off the frock or hat which has been selected as the features of the room for the day. A basket of lovely fresh flowers usually centres the room as well, and its perfume is the incarnation of Summer imprisoned within the four walls.

Around the walls of the room are glass wall cases, lit from above, which contain usually one garment and its accessories, together with a dainty vase of flowers and a small Oriental rug. Mirrors effectively heighten the effect of spaciousness.

On the right of the picture will be noted the lingerie exhibit which is particularly noteworthy and expresses the dernier cri of French hand-made products. Other exhibits are shown in the cases behind against the walls and in the drawers underneath are stored still other supplies. Alternating with the wall cases are several dainty fitting rooms which carry out the same color scheme of green and gold, and which are fitted with full length mirrors placed at an angle to prevent awkwardness in fitting customers, and lighted by soft indirect illumination from above. Stock rooms are also easily accessible to the sales staff and are well lighted and appointed with racks. Mirrors conceal the doors of both fitting and stock rooms.

It is undeniably true that the daintier and more artistic the setting the more attractive will appear the frock or negligee displayed against such a background, and no one will deny that few effects are more artistic than the quaint pastel and gilt color schemes of the days of the Louis in the court of Versailles.

Genuine Ford Parts For Sale Here

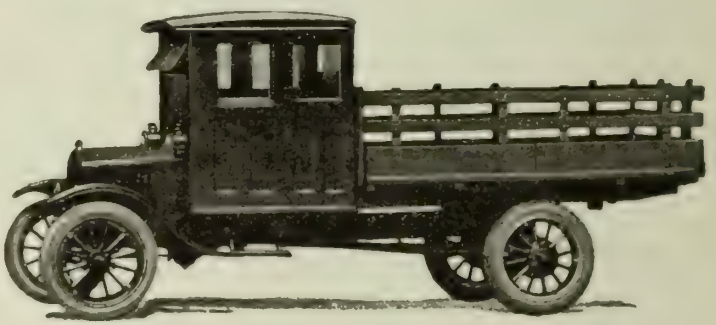
Look for this sign:

Service

DURING the rush season it has been difficult to give your Ford Truck the attention that is demanded.

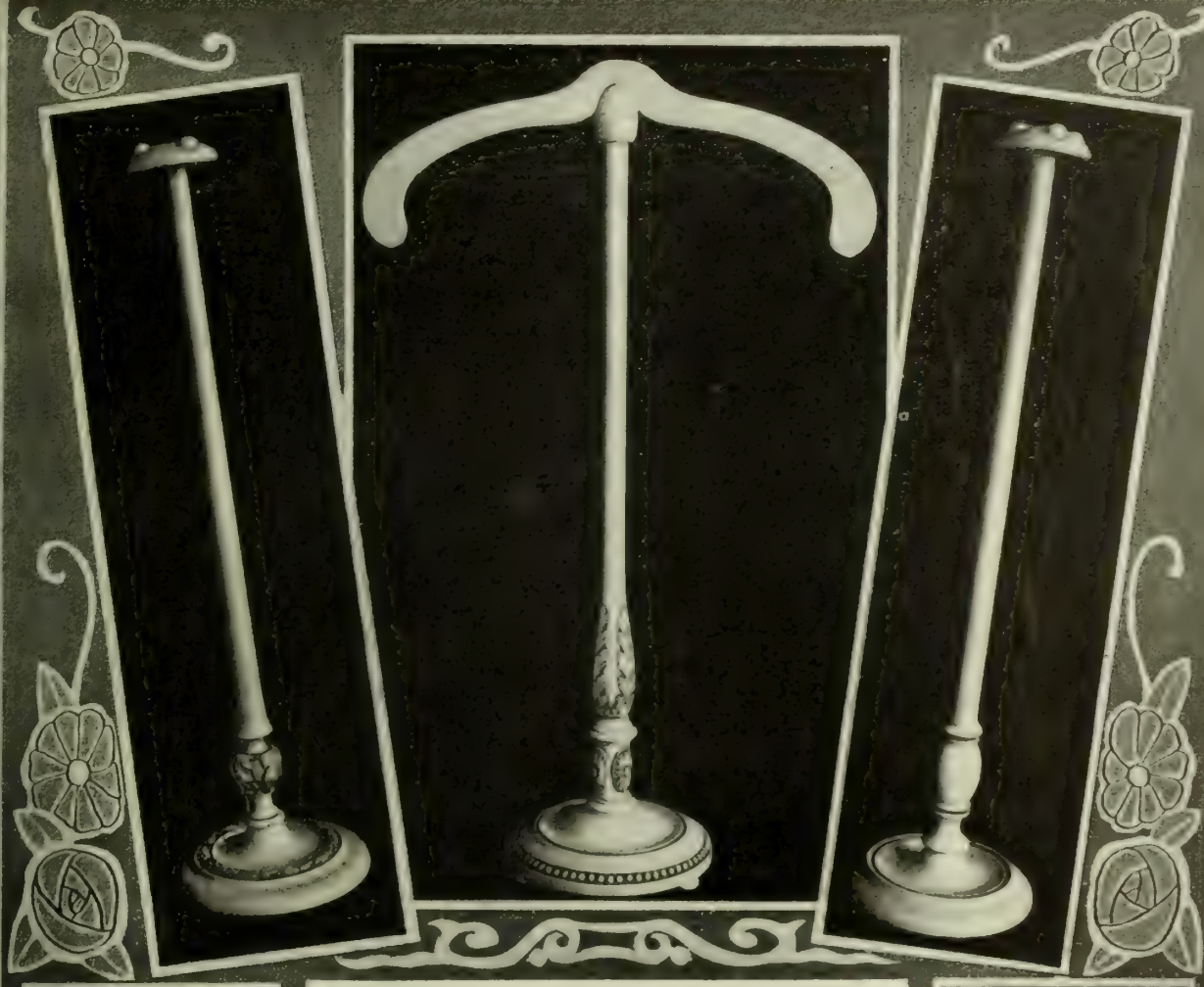
Your truck has rendered good service to you. Now is the time for you to give some service to it.

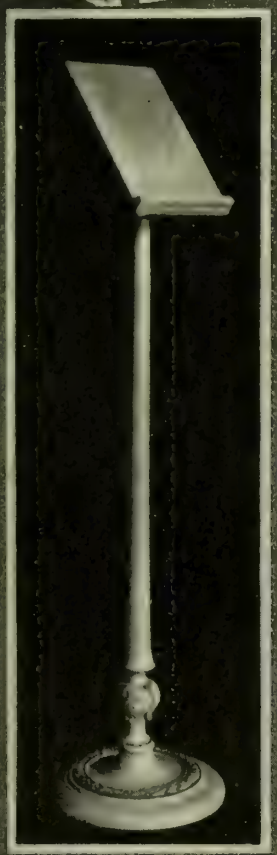
Remember that 100% efficiency means lowest running costs. Have your Ford Truck overhauled by your Ford dealer—and let him quote you a price for systematic inspection.



Ford Motor Company of Canada, Limited
Ford, Ontario

41





Something Distinctive!

New and exclusive designs in Display Fixtures manufactured by
CLATWORTHY & SON, LTD.

¶ We have learned much of the requirements of the Trade in our long business experience. We pass this knowledge on to you incorporated in our product.

¶ The designs shown here are made to suit all classes of retailing—women's wear, men's wear, shoes, and general dry goods.

¶ The finish is our beautiful Old Ivory, Old Gold or Polychrome Dur-Enam—or any of our single tone colors.

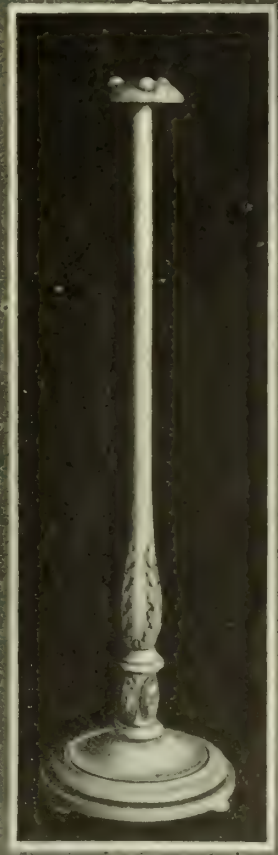
¶ Call and see our samples or write us for Catalogue. Don't forget that we make a complete line of Metal Fixtures, Wax Figures and Mahogany or Walnut Stands.

CLATWORTHY & SON, Limited

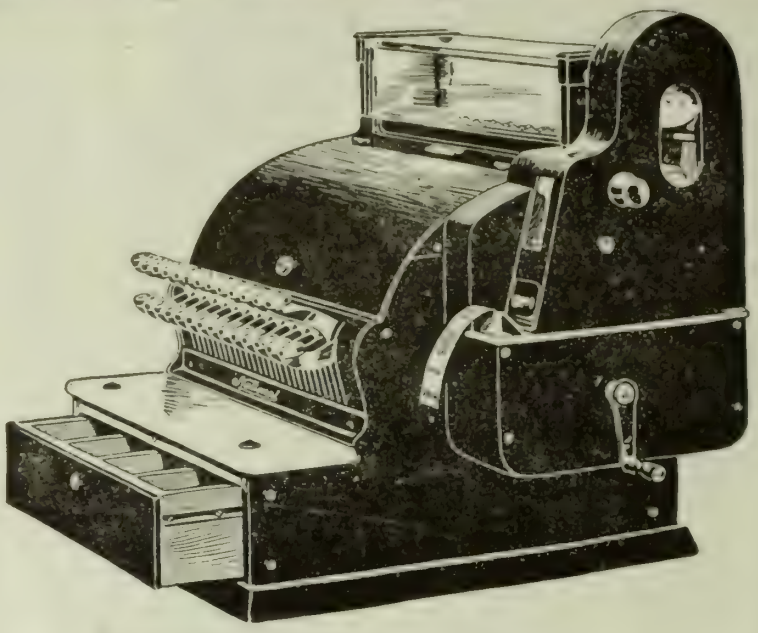
Established 1896 — 161 KING ST. WEST, Toronto — Incorporated 1908

AGENTS:

Vancouver, B.C.	M. E. Hatt & Co.	Mercantile Bldg
Montreal, Que.	S. J. Burley.	210 Park Ave.
Winnipeg, Man.	O'Brien Allan Co.	Phoenix Block
Halifax, N.S.	D. A. Gorrie.	Box 273
Quebec	Nap. Debigare.	205 Rue Des Fosses



This machine does what no other receipt-printing cash register can do.



1. It prints the merchant's name.
2. It prints the price of each article.
3. It adds the items.
4. It prints the total of all items.
5. It retains added and printed records.

J. SMITH
COMPANY
10 MAIN ST.

0. 17
0. 32
0. 48
0. 09

TOTAL

$01. 06

Copy of receipt printed for each customer

It also does other important things for merchants, clerks, and customers.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

KENT-McCLAIN AGAIN

ALL the beautiful new Walnut and Mahogany Fixtures in the Montreal Store of

HOLT, RENFREW & CO.
LIMITED

Were designed and built by

Kent-McClain
(TORONTO SHOW CASE CO.) **Limited**

181-199 CARLAW AVENUE
TORONTO

Lamson IMPROVED Service

Speed Protection Flexibility Economy

Keep your sales force effectively distributed

WHEN your store has Lamson Service, it is easy to keep your selling force effectively distributed.

Lamson Service is so designed that when a clerk is transferred from one department to another, she simply uses the cash and charge-handling equipment in the department to which she is sent—any sales person can use any Lamson station. These advantages are obtained through the use of any Lamson system, whether pneumatic, cable or wire line carriers are installed.

Making all your sales force equally productive assures increased sales efficiency the year round. Where clerks work on commission or bonus plans, it means greater satisfaction. During the holiday rush, it means added profits.

Lamson Improved Service assures speed, safety, economy, and dignity in all your store transactions, and, best of all, one uniform method of handling all sales.

Ask your neighbor, who is a Lamson user, what he thinks of Lamson Service. Murry Sons, Ltd., of Hamilton, Ont., say: "Our Lamson cable carrier system has handled the largest year's business in our experience. It is very gratifying to note the ease with which this business has been carried on, entirely due to the Lamson system. We are entirely satisfied with its operation."

Our nearest branch will show you how much Lamson Service will do for you.

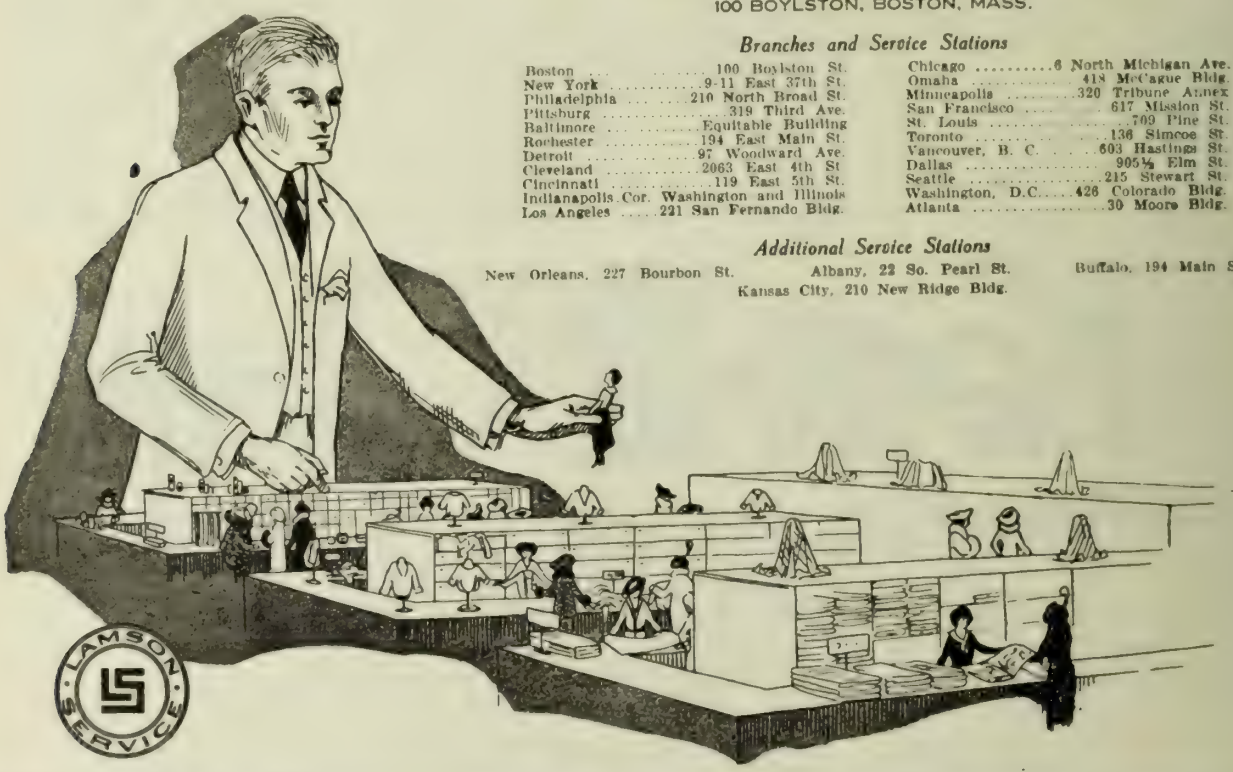
THE LAMSON COMPANY
100 BOYLSTON, BOSTON, MASS.

Branches and Service Stations

Boston	100 Boylston St.	Chicago	6 North Michigan Ave.
New York	9-11 East 37th St.	Omaha	418 McCague Bldg.
Philadelphia	210 North Broad St.	Minneapolis	320 Tribune Annex
Pittsburg	319 Third Ave.	San Francisco	617 Mission St.
Baltimore	Equitable Building	St. Louis	709 Pine St.
Rochester	194 East Main St.	Toronto	136 Simcoe St.
Detroit	97 Woodward Ave.	Vancouver, B. C.	603 Hastings St.
Cleveland	2063 East 4th St	Dallas	905½ Elm St.
Cincinnati	119 East 5th St.	Seattle	215 Stewart St.
Indianapolis	Cor. Washington and Illinois	Washington, D.C.	428 Colorado Bldg.
Los Angeles	221 San Fernando Bldg.	Atlanta	30 Moore Bldg.

Additional Service Stations

New Orleans, 227 Bourbon St. Albany, 22 So. Pearl St. Buffalo, 194 Main St.
Kansas City, 210 New Ridge Bldg.





The New Way System

The photograph illustrates a New Way Waist Department showing how the system compels a complete change in merchandising.

Dead stock is eliminated from display of all goods.

Stock-keeping is simplified by complete display.

Damage from folding is avoided by hanging rods.

Space, and consequently rental, reduced fifty per cent.

Sales increased one hundred per cent. by display.

This illustrates how one department is taken care of by the New Way System. Every line of merchandise is cared for in the same way by special units, that co-ordinate into a perfect system.

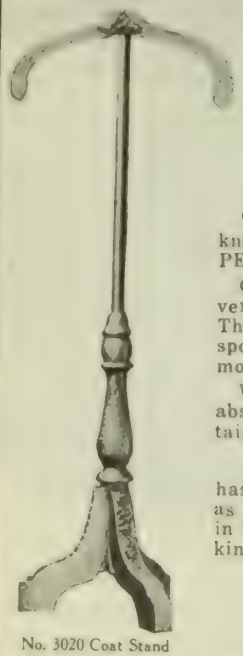
You cannot afford to be without it. Let us explain fully.

JONES BROS. & CO., Limited

29-31 Adelaide St. West, TORONTO

In affiliation with and operating under Canadian Patents of the Grand Rapids Show Case Co.

Canada's Leading Display Fixture House



No. 3020 Coat Stand

DALE
DISPLAY FIXTURES
and
DALE
FORMS and FIGURES
for perfect displays

The alert, up-to-date merchant knows the importance of display PERFECTION.

Our Fixtures will enhance the very finest goods in your store. There are no rough edges or spots anywhere to injure the most delicate fabric.

We have always insisted on absolute perfection in every detail; as a result the name

DALE

has become known everywhere as synonymous to PERFECTION in Fixtures and Forms of all kinds.

Agents:
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259 Bleury St., Montreal
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501 Mercantile Bldg., Vancouver

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LIMITED
86 York St., Toronto

PROMPT
DELIVERY
of
DISPLAY
FORMS and
FIXTURES
To Help
Your Christmas Trade



We guarantee good quality and correct shapes at moderate prices. Our Flesh Enamel Waist and Dress Forms are famous as they do not crack nor peel.

Write for our catalogue of wax forms, metal fixtures, racks, hangers, valance, etc.

Glass fixtures for jewelry, bonbonniere, etc.

DELFOSSE & CO.
247-249 Craig St. W. Factory, 1-19 Hermine St.
MONTREAL

100% MEMBERSHIP

On Wednesday, Oct. 20, the Association of Canadian Advertisers endorsed the statement of W. G. Stewart of Goodyear Tire and Rubber Company that all trade newspapers should be required to furnish audited statement of circulation.

Every publication issued by MacLean Publishing Company is a member of Audit Bureau of Circulations.

Advertisers who are members of A. C. A. and those who are not would be acting in their own interests and in the interests of Canadian publishers by insisting that every publication in which their advertisements appear should come out into the open and furnish a statement of circulation certified by some independent organization such as A. B. C.

The following MacLean publications will gladly send A. B. C. statement of circulation on request:

TRADE NEWSPAPERS

MEN'S WEAR REVIEW
HARDWARE AND METAL
DRUGGISTS' WEEKLY
CANADIAN GROCER
SANITARY ENGINEER
DRY GOODS REVIEW
BOOKSELLER AND STATIONER
CANADIAN MOTOR, TRACTOR AND IMPLEMENT TRADE JOURNAL

MAGAZINES

MACLEAN'S MAGAZINE
FARMERS' MAGAZINE

TECHNICAL NEWSPAPERS

POWER HOUSE
CANADIAN MACHINERY
CANADIAN FOUNDRYMAN
MARINE ENGINEERING
PRINTER AND PUBLISHER

COMMERCIAL NEWSPAPER

THE FINANCIAL POST



LEWIS BAZAAR
Dundas Street West, Toronto

We have a catalogue descriptive of Zouri Safety-Set construction and will be glad to mail one on request.

We did not design this store front, but supplied

ZOURI
Safety-Set

metal store front construction and glass complete.

The store entrance is very wide and deep and provides an unusual amount of window display space.

THE BEST IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

THE BEST IN GLASS

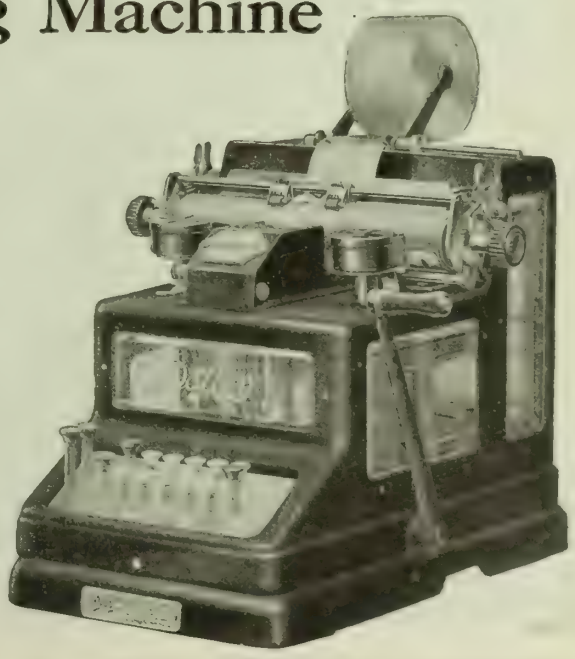
Dalton
Adding-Calculating Machine

Priced according to capacity and range of work. We recommend the model at $375

THE Dalton does all kinds of figuring — adds, multiplies, subtracts — fractions as readily as whole numbers.

It does this rapidly and accurately with ten keys.

Try it on your own work.



United Typewriter Company, Limited
135 Victoria Street - Toronto



Two of the handsome interiors whith appear as illustrations in the new Geo. H. Hees' booklet on the artistic employment of draperies and house furnishings.



Safe to Place Curtain Orders

One Canadian Firm Points Out That Advances Have Not Been Asked on Canadian-made Materials—Curtains Will Remain at Present Level as Result — Popular-Lines Being Pushed.

THE drapery manufacturers in Canada are making a determined effort to meet the popular demand for lower-priced goods. Although they state that prices in their lines will not be quoted lower in the Spring, they are turning out curtains assembled from less expensive laces and marquisettes, so that the trade will be able to purchase more reasonable lines of window curtains if they wish them. At the same time the higher-priced lines of curtains are not down, and as pointed out by several Canadian manufacturers the materials employed were purchased before the peak was reached and have accordingly been sold at more reasonable prices than would have been the case if they had been purchased at top-notch prices. For the same reason that they have not advanced excessively they will not be reduced to any extent, lace and marquisette curtains being available in Canada at very fair prices.

"We have just had word from Manchester that conditions there are not improving," declared a prominent Toronto wholesaler in discussing the prospect in drapery lines with Dry Goods Review recently. From the quotations we have been getting on all cotton goods you can quite realize that few orders could be placed until these prices have been very radically revised. Manufacturers over there are now working on their highest costs, and when we think of a 36-inch muslin normally priced at 10 cents, for which they are now asking a laid-down price of 60 cents, you can quite imagine that the cry of lower prices is justified.

"However, from our standpoint we have never paid high prices, and we are still selling Canadian-made scrims, equal in texture to the above muslins, at 20 to 25 cents per yard. The same applies to lace curtains and nets. Since our purchases of these goods were made there has been an advance of from 75 to 100 per cent., which advances we have never asked. The same also applies to American-made scrims. The peak of their prices was reached early this Spring, while our purchases were made over a year ago.

"We can give these facts frankly, and we can just as confidently advise our customers to place their orders now for Spring requirements, knowing that there cannot be any reduction below our present selling prices."

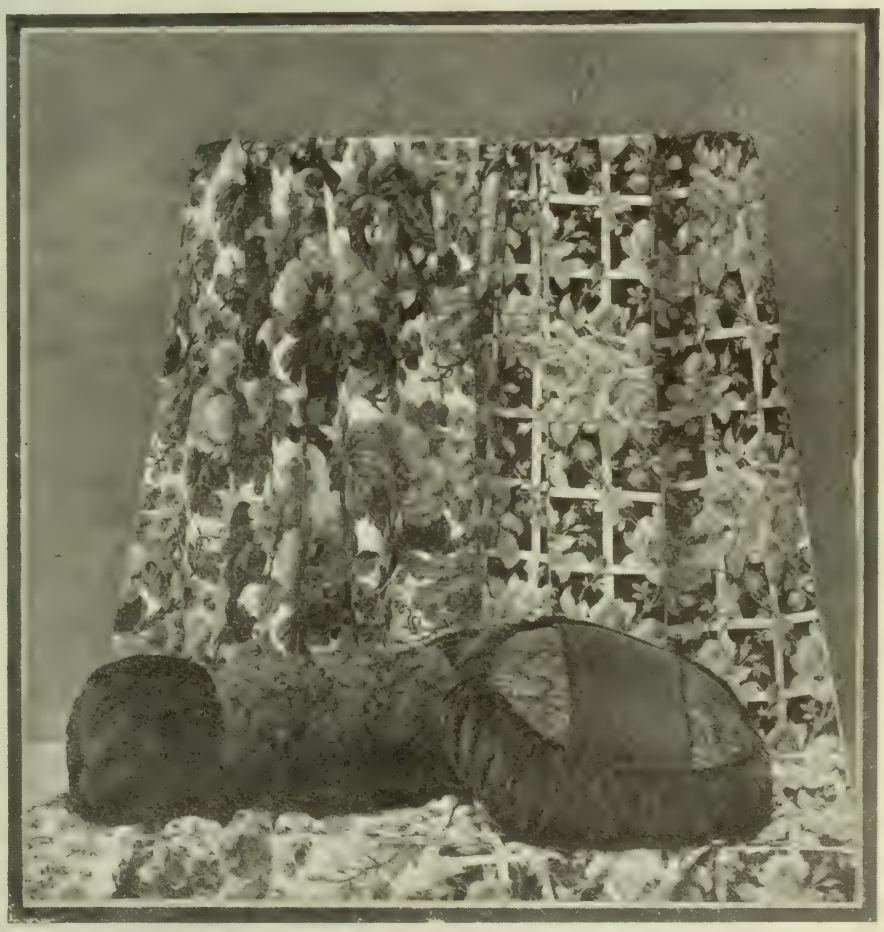
The representative of a firm which manufactures window curtains exclusively, informed Dry Goods Review that they were concentrating almost entirely at the present time on curtains that will retail at $3 and $4.

"We are finding business generally very slow at present, and what demand there is, is for popular priced lines," said this manufacturer. "We find marquisette curtains with filet motives very popular and are assembling these lines in a variety of dainty patterns for immediate trade." This curtain man declared that business was comparatively good in the smaller towns, but that in the large centres it was difficult to get orders. He attributed this to the fact that the smaller places are not so much affected by the talk of lower prices, and that they are buying more normally. He also said that the smaller town merchants had not overstocked to any great extent.

"ARTISTIC WINDOW TREATMENT"

"Artistic Window Treatment" is the title of a very handsome new booklet arranged at the request of a number of their customers, by the Geo. H. Hees, Sons & Company, Limited, of Toronto. Twenty-two interiors are illustrated, with accompanying diagrams showing the correct and artistic employment of window draperies and shades, and their important relationship to the well-appointed room.

Period styles are effectively reproduced with every detail of furniture and fabric, color and line, carefully considered; and the explanatory paragraphs dealing with the many dainty window treatments displayed will be found very valuable guides in the matter of deciding this very important feature of housefurnishing. The book is one of the most elaborately gotten out of its kind attempted along these lines, and is a credit to the enterprising ability of the firm that has undertaken its compilation.



Smart New Draperies

Two colorful new cretonnes of charming design—a loose floral pattern and a trellis in bold contrasts. The cushions are rich looking, but equally practical, being fashioned of tapestry and velvet.—Courtesy Geo. H. Hees Co., Ltd., Toronto.

GEO. H. HEES, SON & CO. LIMITED

:: :: *Manufacturers of* :: ::

THE FAMOUS MONARCH LINEN TINT, ROYAL STANDARD, COLONIAL, ACME AND ALBERTA WINDOW SHADES

TAPESTRY COVERING

Owing to the high cost of new furniture, many people are having their chairs and lounges RE-COVERED.

Have you the stock necessary to get this business?

We have twelve designs in Canadian-made Tapestry, from $2 per yard up; also a wonderful range of imported French Tapestry.

When writing for samples, state if for special order or stock.



CURTAIN CLOTHS

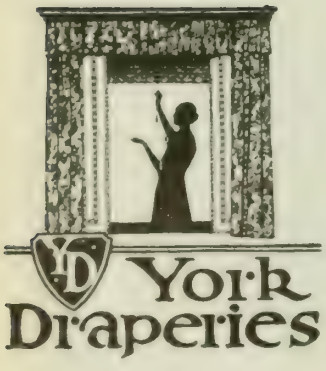
Egyptian Cloth, Poplin Reps, Armure, Arcada Cloth, Sunfast Casement Cloth, Silk Reps, etc.

If you have not seen all these goods and are interested, we shall be very pleased to send you samples.

TAPESTRY CURTAINS

In Green, Blue, Rose, Brown, solid colors—

40 inches wide, plain, 2½ yds. long.....	$5.50 pr.
40 inches wide, with edging, 2½ yds, long	7.00 pr.
50 inches wide, plain, 2½ yds. long.....	6.00 pr.
50 inches wide, with fringe, 3¼ yds. long..	7.50 pr.
50 inches wide, with edging, 2½ yds. long.	7.50 pr.



GEO. H. HEES, SON & CO.

LIMITED

52 Bay St.

TORONTO

GEO. H. HEES, SON & CO. LIMITED

CREX
GRASS RUGS
TRADE MARK REG·U·S·PAT·OFF·
MADE IN AMERICA

THE BIG THREE OF GRASS RUGDOM

We are now showing our complete 1921 Line comprising 37 patterns with a wide range of solid and combination colors in three Weaves:

DE LUXE
HERRINGBONE
IMPERIAL

The latter a new and startling innovation in grass rugs.

Write for color plates and price list

CREX CARPET COMPANY
212 Fifth Avenue New York

Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings



Announcing ~
A Big Selling Campaign

Early in November a big advertising campaign was launched directing the attention of the people of Canada to the economy of using Linoleum, Floor Oilcloth and Feltol as floor coverings.

This campaign is not a mere flash in the pan; it will continue for some time and will be a powerful factor in selling

LINOLEUM
Floor Oilcloth—Floor and Linoleum Rugs
Feltol Floor Coverings

This campaign has been undertaken to help Dealers sell more of these Canadian-made floor coverings.

The carefully prepared and illustrated advertisements will appear in the leading Dailies, Farm papers and Magazines throughout Canada, and each insertion of these ads. will carry the message to approximately one and a half million people.

Merchants throughout the country, in order to take advantage of this campaign, should carry a good stock of Linoleum, Floor Oilcloth, Feltol Floor Coverings and Rugs.

Pattern Books and quality samples on request.
Handled by all the Wholesale Dry Goods trade in Canada.

Manufactured by

DOMINION OILCLOTH & LINOLEUM
COMPANY, LIMITED
MONTREAL

THE *Dalmor* LINE OF CRETONNES

Converted by us in Canada

Now in stock for immediate delivery. Six of the best selling designs on the market

4156—Floral pattern with bird, with very fine stripe background, in four-color combinations. 33" wide, 39c yd.

4155—As above, only with twill background in place of stripe, same color combinations. 33" wide, 39c a yd.

4099—Floral pattern with bird, plain background, in four color combinations. 33" wide, 45c yd.

4101—Choice floral pattern in four color combinations. 36" wide, 47½c yd.

4157—Very fine bedroom pattern in floral design, four color combinations, the predominating colors of which are pale blue, pink, light gold and mauve. 36" wide, 55c yd.

4158—This is an especially chosen pattern—showing a pleasing floral design with a large bird. In six color combinations. This is made with plain selvage edges to imitate the hand-block prints now in such favor, and is on an exceptionally fine grade of cloth. 36" wide, 65c yd.

We guarantee all of these to be superior in quality to any imported cretonnes at similar prices and to be the best value offered to the trade

Made in Canada **All in stock**

DALY & MORIN LIMITED

LACHINE, MONTREAL

CANADIAN **DRAPERIES** LIMITED
145 Wellington St. West
TORONTO



Don't Delay Ordering

Last minute congestion inevitably brings delay and disappointment. If you haven't got the merchandise, you will not make the sales, nor the profits. We have the finest of

SCRIM AND MARQUISETTE NOVELTY CURTAINS

Immediate Delivery.

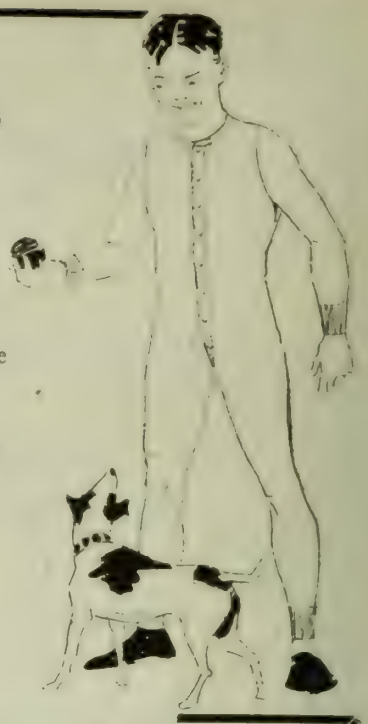
CANADIAN **DRAPERIES** LIMITED
145 Wellington St. West Toronto

Western Representative:
F. S. LAND, Welton Block, VANCOUVER, B.C.

MADE IN NOVELTY CURTAINS CD LIMITED CANADIAN DRAPERIES Ltd. **CANADA**

MITCHELL BRAND

means
REAL VALUE
hence
quick-selling merchandise



Elastic Rib Underwear
Fine Cashmere
Jerseys
Sweaters
Heavy Wool Socks
Tweeds
Etoffes, etc.

Wide range in all lines.
Something to meet your needs.

MITCHELL WOOLLEN CO.,
LIMITED
MITCHELL, ONT.

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

The **McKINLEY EDITION**
OF FIFTEEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

200% PROFIT

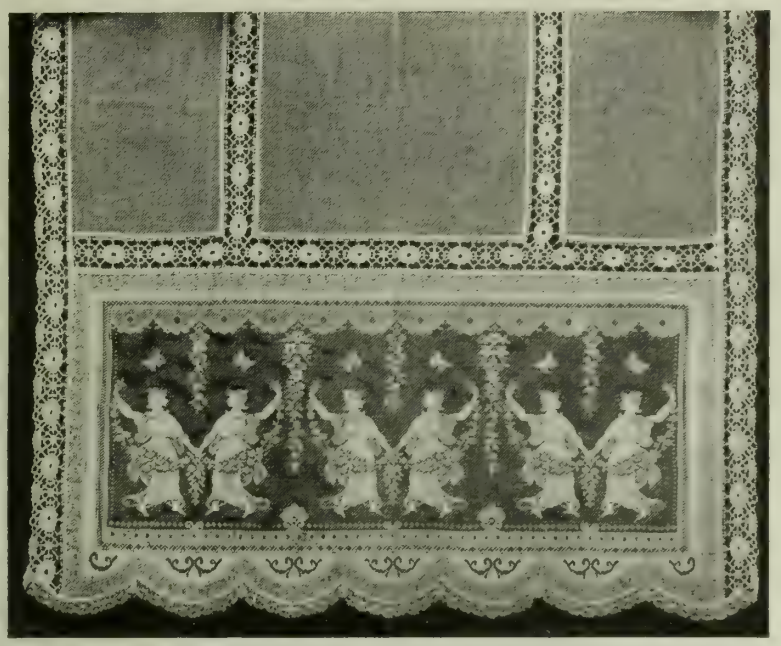
The McKinley Edition (revised for Canadian trade) conforms in every detail with Canadian copyright laws.

Our Jobbing Department is the largest and most complete in the country. We can take care of your wants for anything in sheet music.

McKinley Music Company
THE LARGEST SHEET MUSIC HOUSE IN THE WORLD

CHICAGO, ILL
501-13 E. 55th St.

NEW YORK
145 W. 45th St.



Buy

BILTMORE BEAUTIES

to increase your

CURTAIN CUSTOM

The preference for new and distinctive ideas in curtains we have anticipated in the originality of our designs and in the filmy elegance of the fabrics used in each individual curtain we make.

Nor does the loveliness depart in the laundering but comes out with renewed beauty.

Place your order with us now for Xmas trade and Spring.

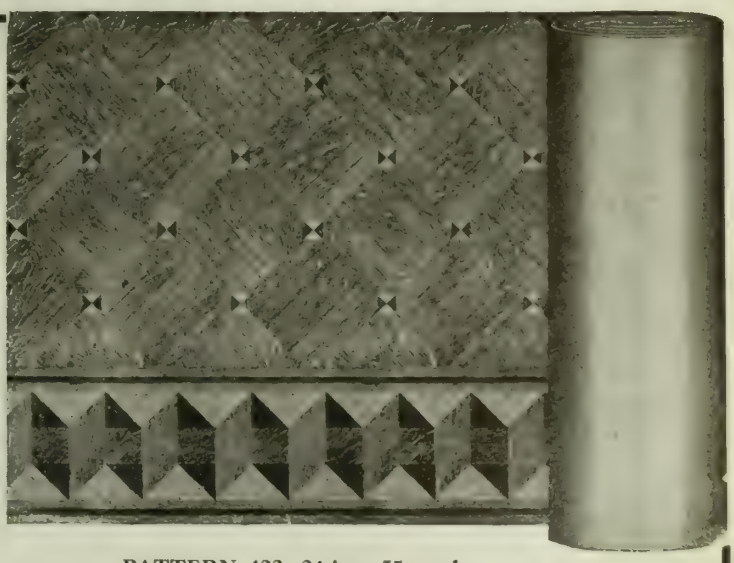
THE BILTMORE CURTAIN CO., LIMITED

332 CRAIG ST. WEST MONTREAL

Cott-A-Lap Rug Border

Floor and Surround Also Mats

We carry in stock, ready for immediate shipment, Cott-A-Lap Rug Borders of attractive designs in sizes 24 in., 55c; 36 in., 62½c, and 72 in., 62½c wide.



PATTERN 422, 24 in., 55c. yd.

Cott-A-Lap mats of exclusive and standard designs. Size 18 x 27 inches, $4.25 per doz. We are the sole Canadian agents for Cott-A-Lap products sampled with all our travellers. Inquiries solicited and samples cheerfully submitted.

GREENSHIELDS LIMITED

Wholesale Distributors of Carpets and Draperies

MONTREAL

Embroideries and Rich Appliques Characterize New Mid-Winter Modes

Blouses Assume Important Role in Fashion's Colorful Revue—Metal Forms Whole Bodices For Day Time Wear—Paris Says What's What on the Color Card—Grey is Beautiful.

ALL students of fashion agree that style changes for the Winter of 1920-21 are matters of detail only and that practically nothing that can truthfully be called a new silhouette has put in its appearance. Straight line effects predominate, but this does not mean that the chemise dress necessarily dominates the stage. Fullness does appear, yet there is practically no flare except in evening and dance frocks, and flare in this type of apparel is generally approved for the very young figure rather than for the mass of women.

Soaring Prices for Embroidery

For the very young woman or the woman who has retained a youthful, slim figure, the chemise frock is an ideal garment and one which lends itself to an infinite variety of charming interpretations. As the fundamental design of the dress is in all cases pretty much the same, the success and individuality of such gowns depends upon their ornamentation and coloring. Manifold difficulties have resulted from the tremendous popularity of embroideries, which have been becoming more and more elaborate, to say nothing of cost. Clever designers have been cudgeling their brains for some form of decoration that will replace embroidery. The use of one material appliqued on another has been reported again and again this season, and it is seen a great deal in collections of the better class houses in Montreal. From a distance the effect of applique work is that of embroidery of a heavy type done in a contrasting shade or color.

Applique as Substitute

One prominent manufacturer who practically controls the market in high class gowns in Montreal is showing a remarkably original model which features an elaborate use of applique work. It is developed in tan tricotine with a large and intricately designed spray appliqued upon the skirt in Ming blue velours. The round neck is outlined with two narrow rows of the velours and a small cape overhangs the shoulders at the back. The fullness of the skirt is shirred in at the waistline by five rows of cording and the sleeves are of the new wrinkled type extending over the hand. Another charming gown noted in the workrooms of this manufacturer was of navy velvet made in tunic effect with floral motifs of hennatoned velours outlined with gold metal thread appliqued upon the tunic and



A Charming Frock

Navy blue tricotine is employed in this swagger, long waisted model, which is effectively burdened with silver embroidery and original enough to adopt a hip bow of grosgrain ribbon first drawn through slashes in the side panel.

bodice. All kinds and sorts of combinations are featured which employ this clever trimming, and not only are startling color contrasts very popular but also harmonizing shades of the same color are used.

Colored Leathers

Leather is another fad with designers just now, and one sees quantities of frocks embellished with this rather unusual decoration. Gay borders of colored leathers in a sort of patchwork design are noted on many navy frocks and sashes with leather applied at the ends are worn with chemise frocks otherwise unadorned.

Curious as it may sound, furs are being used in the same way, being cut into any desired shape and applied upon velvet or cloth. Such trimmings are featured upon the imported models only, and are sumptuous in the extreme.

Applique work is especially good upon blouses this season, and the designs may be worked out in self fabric in contrasting color or a different material may be used. Georgette blouses often have motifs of taffeta or velvet, and one extreme novelty recently displayed was of this sheer material with appliqued motifs of kid.

A Blouse Novelty

One particularly stunning model noted in a St. Catherine Street window was of black and gray crepe de Chine trimmed with applique of gray duvetyn on the crepe. The frock was designed on chemise lines, with the bodice extending down to the hip line. Wide flaring cuffs faced with black and a low oval neckline were features worth noting.

Lace Continues a Favorite

Another marked feature of this season's more elaborate models is the profuse amount of lace which is used. Almost every dance frock for young girls features a chemise or tunic of some kind of lace which can be worn over a colored satin slip. With such gowns flower girdles are usually featured and seldom have such exquisite accessories been originated as these. The newest lace frocks have long transparent sleeves—or at least many of them have. Some are tightly fitted over the bare arm, others are bell-shaped, and still others have some sort of widening below the elbow, but even they have tight wrist bands. This type of sleeve is often of a different color and material from the rest of the dress, and marks a decidedly new note in an otherwise rather monotonous season.

Short Sleeves are Shown

Blouses are decidedly the only form of ready-to-wear which are meeting with any degree of popularity just at present. Regardless of many and rather determined statements concerning a long-sleeve vogue for Fall and Winter, short

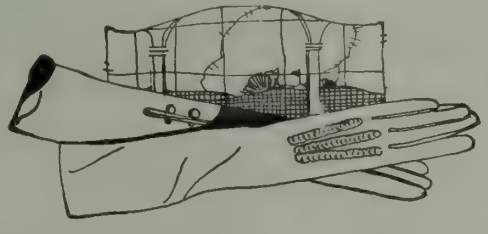
"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA

KAYSER GLOVES
in
SILK AND CHAMOISETTE

appeal to Christmas shoppers who know that Kaysers cannot be equalled for comfort, smartness and wearing qualities.

Their Trade Mark has ever been the symbol of superiority and dependability and they serve as a good index as to the class of merchandise you carry.

The salient features of Kayser Silk Gloves are the fine texture of the material and the natural lines which ensure a perfect fit.



Kayser Chamoisette retain their soft texture and beauty through a long life of hard wear.

You will find it up-hill going if you haven't a good stock of these business builders.

Perrin Kayser Company, Limited

Successors to Perrin Freres et Cie

SOMMER BUILDING MONTREAL

The secret of a successful Christmas season lies in having a large assortment of

PERRIN'S GLOVES



Those who have sounded the depths of the popularity of Perrin's products bear witness to the fact that their enviable reputation is due to merit alone.

"Perrin" on a glove is ample guarantee of the manufacturer's good faith in presenting to the public a glove that is supreme for quality, style and fit.

"Perrin's" is an achievement which the public appreciate and recognize as the product of an efficient staff of designers and workmen.

Consider the wishes of your customers and the welfare of your business by stocking a good supply of Perrin's Gloves.

Perrin Kayser Company, Limited

Successors to Perrin Freres et Cie

SOMMER BUILDING MONTREAL



Veils
Veilings
Baby Veils
Cotton Nets
Colored Silk Nets

Sole Canadian Agents for
Stoffels, St. Gall
Transparent Organdies
60 Best-Selling Shades
Guaranteed Permanent Finish
Requires No Starch

Laces

Metal
Laces
Bandings
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Metal Cloth in
Gold, Silver, Steel, Antique

Sole Canadian Agents
"Vodene"
Real Hair Cap Nets
All Shades

The Net You can Sell for a Dime

Send to

Canada Veiling Co., Ltd. : : Toronto

Time to Hang Up Christmas Stockings

It's about time to hang up the Christmas stockings—not by the chimney place for Santa Claus to fill, but in your hosiery department for lots of Santa Clauses to buy.

Useful gifts will be more popular than ever this year, and nothing is more practical than

A. B. C. HOSIERY

For Men, Women and Children



When Christmas gifts for children are chosen, White, Brown and Red are favorite colors. Have you a complete stock?

A.B.C. Hosiery gives quality, perfect fit, and durability.

For children—1 and 1 rib. Sizes 4 to 10.

For women—Plain stitch.

For men—Half hose in all sizes.

Trebly reinforced heels, toes and soles.

Black, White, Brown and Red.

Write us for Prices.

ALLEN BROS. CO., LIMITED

883 Dundas St. E., Toronto

Selling Agents for Canada

WILLIAM G. EVIS & CO.

28 Wellington St. West, Toronto



For Christmas Sales

The wide variety of lovely colors, the beautiful quality and the perfect weave of Winsome Maid Pure Thread Silk Hosiery makes it a favorite with Christmas Shoppers. Have you a stock to meet their requirements? Reinforced heel, toe and sole and anti-ladder garter stitch provide durability. Sizes 8½ to 10½.

ALLEN SILK MILLS LTD.

43 Davies Ave., Toronto Ont.

Selling Agents:

STANLEY McLEOD
543 Granville St., Vancouver, B.C.
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WM. G. EVIS & COMPANY
28 Wellington St. W., Toronto
Western & Northern Ontario, Quebec, Maritime Provinces and Manitoba

H. SWITZER
193 Sparks St., Ottawa
Eastern Ontario and Montreal

"CANADIAN GOODS ARE BETTER"

NOVELTIES

—Xmas Merchandise—

Handkerchiefs, Ties,
Mufflers, Linens,
Floor Lamps, Table Lamps,
Baskets of all Kinds

NOVELTIES LIMITED

TORONTO WINNIPEG

DRESS FABRICS

—Fall and Winter Goods—

Big range of Coatings,
Velours, Cheviots,
Silvertones, Jerseys,
Blanket Cloth, etc.

DRESS FABRICS LIMITED

TORONTO WINNIPEG



Monarch Yarns

"FLOSS"
"DOWN"
"DOVE"

The yarns that sell and satisfy

40 Shades

now in stock for immediate delivery

MONARCH KNITTING CO., LIMITED

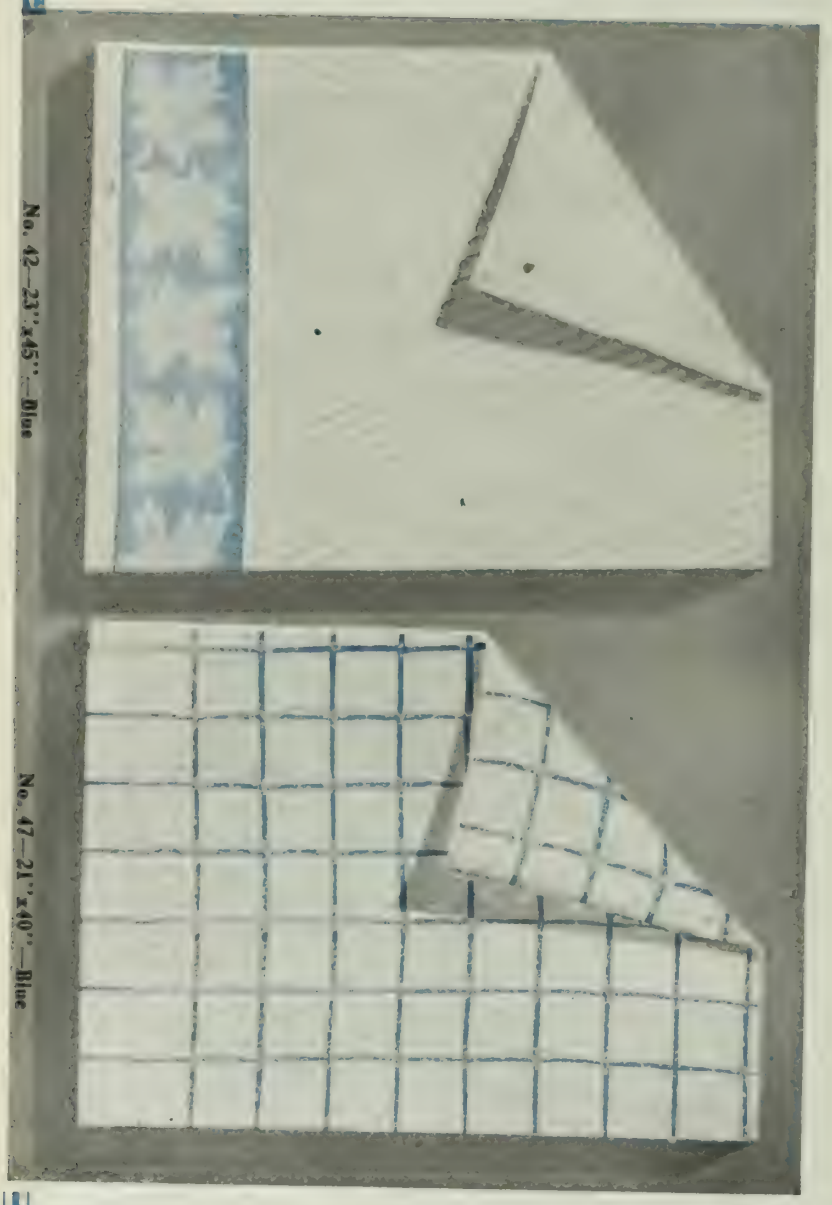
HEAD OFFICE – DUNNVILLE, ONT.

FACTORIES AT – DUNNVILLE, ST CATHARINES AND ST THOMAS AND BUFFALO, N.Y.

Manufacturers of – SWEATERS · HOSIERY · YARNS

STAUFFER

Galt,



GALT TOWELS

For Christmas Gifts!

What more acceptable gift could be found for the housewife, than one of the GALT TOWEL SETS, comprising one Bath Towel, two Guest Towels and two Wash Cloths?

Suggest them to your customers!

Spring Range

Now in the hands of our Travellers. Marked originality of design characterizes the new Galt range. Our own designers have originated a wide selection of designs of rare beauty and good taste—in fast colors that are always attractive.

GALT TOWELS are made of 2-ply yarn instead of the usual single thread pile hence give twice the wear of the ordinary Towel.

When we tell you that our greatest difficulty has been to keep up with the demand for GALT TOWELS there is little more to be said as to the satisfaction they give.

REPRESENTATIVES:

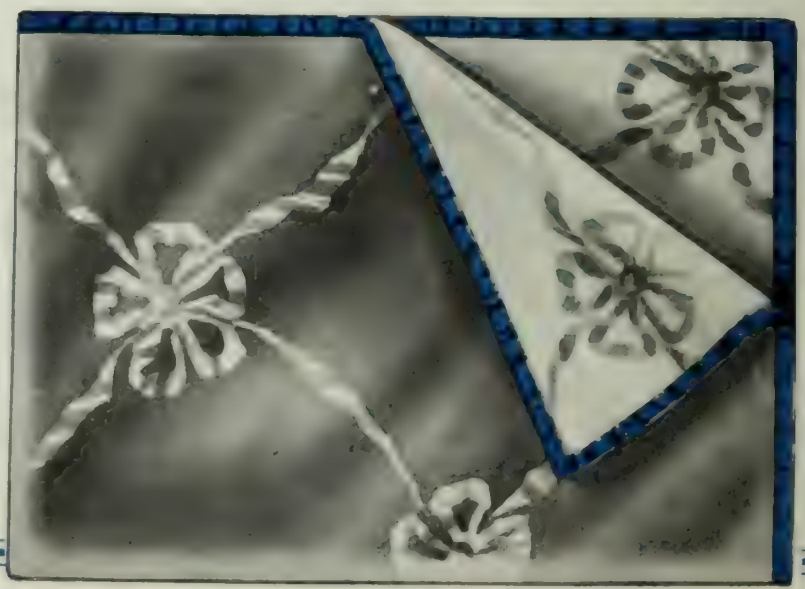
Western Agent T. H. Wardell 102 Hammond Bldg., Winnipeg.

Montreal Agent M. R. Bricker, 43 St. Sacrament St.

"BONNIE DOWN" COMFORTABLES

Beautifully soft and downy, with all the necessary sturdiness, they are warm, comfortable and durable—for every Season of the year.

Comfortables. Couch Throws, Baby Blankets, in wide range of most attractive patterns and colorings—in different sizes for special needs.



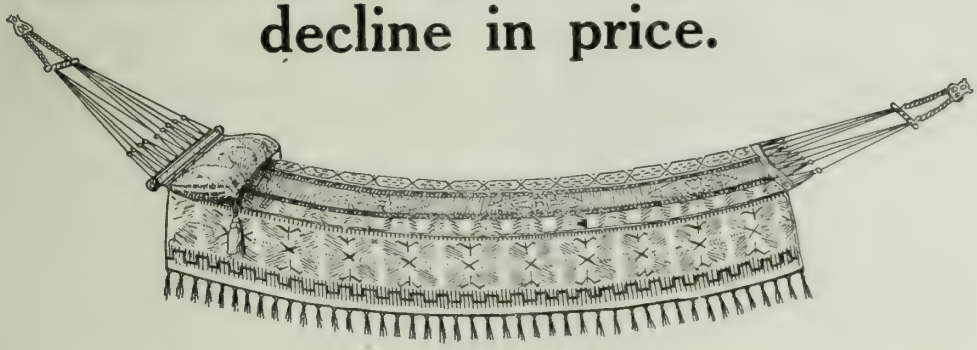
-DOBBIE Limited

Ontario

Successors to
Galt Robe Co.

Spring Range Now Ready!

We guarantee to protect you as to any decline in price.



Galt Couch Hammocks

Last year Sales in GALT HAMMOCKS increased 150 per cent. Place your order for Hammocks NOW to ensure getting your share of next Season's big business.

Many new designs and colorings are shown in the new range, the wide selection meeting every taste. Samples of materials are now in the hands of our Travellers.





Handkerchiefs for Immediate Delivery

Your Telegram Orders will have immediate attention

FOR QUICK SELLING.

The illustration is a line of fancy Sport Novelty Handkerchief Boxes—three in a box—in six designs. Three box designs are illustrated.

The ready gift package is more popular than ever. Have you an assortment on hand to meet the demand?

Our boxed Handkerchiefs are REAL MERCHANDISE—attractively boxed.

Wide range of open stock lines in plain Linens—and Lawns—for Ladies, Gents and Children.

WE SELL EVERYTHING IN HANDKERCHIEFS

The LACE GOODS CO., Limited

"The Handkerchief House of Canada"

79 Wellington St. West - Toronto

sleeves are prominently featured in blouses. As matter of fact, street frocks for Winter are quite as often made with short sleeves as with long. Long gloves which wrinkle on the arm are so smart that many women are reluctant to abandon them for the wrist-length gloves that fill all requirements when the long-sleeved frock is worn, and, like the collarless neck, short sleeves seem to have come to stay.

Metal Cloth Blouses

Among the very handsome blouses recently displayed, those made of metal cloth are distinctly worth mentioning. Sometimes the blouse will be made entirely of cloth of gold or silver. Again a fabric such as satin, soft velvet, etc., will be combined with the metal cloth, and silk and metal brocades are decidedly approved. Naturally one of these rich-looking blouses must be accompanied by a very handsome skirt, and if the proper combination is arrived at a decidedly worth-while costume is the result. Velvet is usually the best fabric to combine with metallic cloth.

Tailored blouses of heavy silks and fine wool fabrics are among the smart models recently brought out, duvetyn being one of the favorite materials. Embroideries are often used to trim these tailored blouses and appliqued motifs of self fabric in contrasting color or of silk are also very effective. Many of the tailored blouses of duvetyn are finished simply with satin or silk ribbon bindings.

Overbodice Leads

The blouse of hip length, whether straight or of uneven line, is the most popular type this season, very long blouses having failed to receive the unqualified approval of the Canadian woman. The very long blouse must of necessity cost practically as much as an entire frock, and it is incomplete without a separate skirt or slip. The average woman prefers to spend this money on a frock that is complete except for minor accessories and to buy a blouse that is short enough to be worn underneath her suit or jacket.

Brilliant colors are in great favor for the development of blouses of this type, and citron, orange, henna, ming and turquoise are very popular shades.

Apropos of the constant vogue for navy blue in frocks, an extract from one of the foremost French fashion reviews this month is of interest:

"It is scarcely necessary to say that the navy blue frock is still as good as ever. Navy can scarcely be called a color, it is so constantly worn and so beloved that it ranks with black and white as the ever perennial favorite. The all-pervasive jade is happily less common this season, when it is used at all it is usually toned down considerably by Chantilly in sombre tones. When black and white are found, they are usually relieved with a note of royal blue,



Smart Winter Waist

Cosy and fashionable is this overblouse model, which decides upon silk duvetyn in a shade matching the suit, with trimming bands of fur. It buttons itself high at the neck in make-believe fashion and exhibits a brocaded ribbon girdle. The buttons are glass.

and gray seems to have replaced the pastel shades of other seasons. Entire gowns of gray, of satin and Georgette, or even in wool and metallic lace are very numerous and beautiful beyond all question. Gray is much used in combination with black, and all gray furs are enjoying an unprecedented vogue. Owing to the absence of chinchilla on the market, such furs as squirrel and opossum are being revived for use upon costumes. Rust and even red colorings are proving to be the most popular shades of the season, and it is not remarkable in that it is some time since red claimed any pretence at popularity. As far as greens are concerned, only the very dull tones are found in Paris, and two shades, known as eucalyptus and bottle, are finding some favor, especially when combined with rich black furs or other trimmings."

A MONTREAL OPINION

Prominent merchant believes retailers should continue buying and refrain from laying off employees. Believes business will soon be back to normal.

In discussing the recent retail situation with a prominent Montreal merchant recently, a representative of Dry Goods Review was informed that there was no cause for alarm or disquiet on the part of certain stores. Business throughout the months of September and October had been better than that done in the preceding months and was only a very small percentage behind that done in the corresponding months of 1919.

"Our trade may be said to be quite as good as ever," said this gentleman, "and I think the same may be said of all the stores which cater to a distinctly high class trade. The only one which is suffering to any extent is the store which deals exclusively in popular priced merchandise, and the reason for this may be found in the fact that it is the working class who are retrenching financially just now, whereas the wealthier customers are spending much as usual. Whereas we made little or no effort formerly to go after trade, and regarded ourselves as an institution well established and secure in the position which we have made for ourselves, yet we find it advantageous just now to stimulate business by more extensive advertising and a more determined effort to awaken interest in our merchandise on the part of our customers.

"I do not think that the newspapers are wholly to blame for the reluctance of customers to buy. The markets were bound to decline in any case in the course of time, and every one with a logical grasp of the situation knew that after every war there occurs just such a wave of extravagance and depression financially as we have experienced.

"It does not surprise me in the least that people have held off buying in the way they have, because prices in most cases have been exorbitant, and even a drop of 5 per cent. is something worth waiting for. Now that cotton, silk and wool have declined I look for a considerable revival in the retail trade. Christmas is close at hand and I foresee an excellent season for retail merchants. Unfortunately, the popular gift lines such as books, stationery, perfumes, china, and linens are as high as ever.

"I do not think the retail store is justified in economizing in its operating expense or overhead just now. It is not a good policy for any firm to discharge employees during a money stringency or to forego needed improvements in the store service. Such methods will not save the day, in my opinion. It is not good policy either to postpone buying until actually forced to do so. I have placed all my Spring orders and shall continue to buy as usual. I cannot expect my customers to wait until I see fit to re-order certain lines and I find in the majority of cases that they prefer to get what they want regardless of cost.

"Montreal," concluded the retailer, "is a very good criterion for the rest of Canada. We have a large and varied population, and a number of different classes to cater to in the retail field. As far as my own experience goes, I think that business will shortly be back at normal for all firms, and I strongly believe in being optimistic and refusing to worry about the future."

Dolly Imbrey's Second Shop

Exquisite Creations Now Being Shown in Artistic East End Shop in Montreal—Models Worthy of Chic Shops in Paris—Novel Window Displays.

RECENTLY an announcement of the opening of a series of blouse and accessory shops under the management of "Dolly Imbrey" was made in the columns of Dry Goods Review, and mention was made of the west end store. During the last week of October a second one has made its bow among the many and diverse businesses which line the thoroughfare of St. Catherine Street, Montreal, but this time the store is situated further down, almost in the east end of the city.

Although only about 35 by 25 feet in dimensions, the new shop radiates daintiness and exquisite harmony of color and furnishing. As is befitting the type of merchandise displayed, the walls are enamelled pale grey and a charming note of contrast is provided in the tone of orchid of which the stock boxes are made. These are piled in neat rows upon shelves underneath the glass showcases. A gleaming hardwood floor is strewn with lovely old Oriental rugs, and wicker chairs invite a comfortable inspection of the creations everywhere on view. Several large grey tables are carelessly strewn with blouses, lingerie or stockings, and no attempt whatever is made to have goods displayed in the stereotyped manner so common some years ago.

Some eight or ten lights are suspended from the ceiling by wrought copper chains and veiled with Oriental shades of mingled blue and yellow diaphanous fabric caught with a tassel below. Palms are set at intervals along the top of the display cases, and many full-length mirrors reflect the appointments of the salon most delightfully.

At the rear of the shop two large fitting rooms are concealed behind portieres of silk rep, and each is complete with mirrors, chairs, etc., for the convenience of customers wishing to try on models before purchasing. Still further back is the storeroom and pressing room, where stocks can be kept in reserve.

A Pretty Window

The windows of the shop are screened in by latticed woodwork and frosted glass panes at the back, presenting a front of the gray enamel, unrelieved by any other color note except that provided by the gay tones of the confections exhibited. A valance of grey silk softens the outline of the window and provides a charming setting for the interior.

In honor of the opening many wonderful creations are on view, some of which would do credit to the most celebrated of French houses. One stunning henna-colored Georgette overblouse was accordeon plaited vertically and held in by a narrow girdle of Georgette. The round neck was simply finished with a narrow edging of ecru filet lace. Nothing could have been simpler yet smarter. Another unique model was in vivid orange crepe de Chine with black taffeta appliqued upon it in Oriental effect. The model was designed upon Chinese lines with the short kimona sleeve. A bisque-colored shirt of Georgette featured drawn work upon its fronts and a dainty filet lace edging. Many charming models for mourning were also on view, and one of the special features of the stores in question is that all such models as well as any others in stock can be made up in out sizes or in different materials and colors within a very short time.

Dolly Imbrey prides herself upon the perfection of fit in every one of her blouses, and pains are taken that each one shall conform as nearly as possible to the natural outline. To those customers who desire it, a weekly bulletin describing the newest arrivals in blousedom is sent, and in this way new acquaintances are cemented into old friendships before many weeks pass.

Every blouse is contained in its own box, which is invariably orchid colored and provided with a space for the description of its contents. In order to do away with the necessity of opening the boxes a number is used outside which conveys the exact description to the sales clerk. Crepe de Chines, for instance, are known by a low number such as 415, but satins or taffetas have higher numbers such as 800, and so on. Little or no writing therefore appears on the box, and the appearance of the stock is thereby greatly enhanced.

From the warmth of the reception accorded to Dolly Imbrey upon her first appearance on St. Catherine Street it is inevitable that she should extend her efforts still further afield, and it is a certainty that she has found success in her profession of blouse specialist.



Dainty Georgette Model

Pin tucks, Point Venise and hemstitching supply the decorative note to this exquisite over-blouse model, which comes in all shades of Georgette and is shown by the Canadian Converters Co., Ltd., of Montreal.

THE YASHMAK

Eastern influence in lady's fashions has been evident for some time, and the latest development in this direction is the adoption of the yashmak or face veil worn by Turkish and Persian women. The craze has caught on in an extraordinary manner in Paris, where fashionable women realise the value of the yashmak to a possessor of beautiful eyes. The Parisian yashmaks are cut square, and most of them are made of fine black lace. They are fastened with tiny clips to each side of the brim of the hat, and fall straight from the bridge of the nose to the waist.

GROWING MORE FLAX

The area under flax cultivation in the Netherlands is two or three times as large as before the war. So far the price paid for scutched flax remains satisfactory, but the Dutch flax industry will not be in a position to work the entire crop next year, and it is expected that the supply of raw flax will then be considerably greater than the demand.

TOY BOARD APPPOINTED

A Toy Trade Board has been appointed for Great Britain, and it is proposed to set up a like body for the ostrich and fancy feather and artificial flower trade.

BIG FUR CATCH

Edmonton, Alta.—Fur in the north country will be more plentiful this coming season than for some years, according to reports received here. Positive signs show, it is claimed, that a large catch is assured.

There was a large increase in the number of wild rabbits and mice this year. Coupled with the game increase it was irrefutable evidence that the country was on the eve of a great fur trapping season. It has always been the case that when rabbits and mice, which, with game birds, constitute the main food for foxes, coyotes, lynx and similar animals, a big fur catch results.

Situation Acute In Garment Industry

Violation of Agreement of Labor Source of Dissatisfaction to Manufacturers—No New Style Changes Favored by Makers—Spring Prices Not Determined.

ONE of the signs of the times in which we live is the marked unrest which exists between labor and capital, and not the least of the evils attendant upon such controversies is the determination on the part of labor to disregards its promises. In both men's and women's divisions of the garment industry in Montreal there exist differences between employers and workers, and problems of a similar nature confront each division. In the women's clothing trade, however, the same stand has not been taken as adopted by the corresponding industry in men's clothing, and owing to the fact that nothing has been done to cut the Gordian knot of the difficulty, the situation at the present time may be said to be simply one of watchful waiting.

Conditions in the Montreal field resemble very closely the prevailing situation in the New York market, where, owing to the prolonged control of operations by the unions, a markedly low standard of production has resulted, together with high wages and general inefficiency. The result, in both fields, has been identical, namely, a high labor cost per garment, which has been one of the biggest factors in raising the prices of apparel to a point where the consuming public has definitely called a halt. Now the manufacturers want to bring about conditions which will enable them to meet the consumers' demand.

Want Consistency

There are some 150 Canadian manufacturers of women's clothing and most of these are running on short time. Cloak and suit manufacturers are far from wishing to reduce wages, on the contrary their one desire is to find some satisfactory method of increasing production consistent with the high wages paid. In all probability the workers will be approached and invited to suggest means whereby the trade may be helped out of it present difficulties.

An agreement similar to the one existing in the Canadian field was in force between the American employers and their workers, and this agreement had a much longer time to run, namely, two years, yet in violation of the terms between the Cloak, Suit and Dress Manufacturers' Protective Association and the International Ladies' Garment Workers' Union a number of strikes had been called in individual shops—forty since last May—which the union failed to stop or even make efforts to adjust. The employers' association served notice on the union that unless these strikes were called off and the pickets removed within forty-eight hours, relations with the union would cease. The union replied with a review of their position on the minimum wage question, ignoring the direct demand and therefore relations were broken off. When the union forced the manufacturers to accept arbitration before the Governor of the State of New York and the decision was awarded to the workers, the manufacturers accepted the decision with poor grace. Nevertheless, they openly agree that it was legal. Work gradually slackened, however, and the inevitable resulted, namely a series of shop strikes, which were directly contrary to the letter of the contract. Thus the manufacturers were enabled to dictate their own terms to labor without any breach of faith on their own part.

Whether or not the Montreal manufacturers would be justified in adopting a similar attitude towards labor is a debatable point.

As a matter of fact they have been confronted with a precisely similar state of affairs as regards the outbreak of strikes in individual workshops.

There are no profits in the clothing business as it exists to-day, and a further reduction in prices would not tend to ease the situation. The price of raw materials from the mills is practically as high as ever, and it is therefore unlikely that any further declines can occur before Spring in the finished articles.

Spring Business

The public will not buy unless prices are reduced to their normal pre-inflation level, and only the manufacturer who can produce at such prices will be able to get the Spring business. Unless the present cost of production is reduced the public will not buy and the manufacturer must then cease operations. But such will not be the case. Manufacturers must go on and therefore manufacturing costs must come down. First, the cost of raw materials (with the exception of silks) must come down, and second, the cost of production must be reduced, either by reduced wages or increased efficiency on the part of the workers; the latter is the most favored by both sides.

The workers and their employers are now most keenly interested in earning a livelihood. They are coming to realize that there will be no work unless the public buys, and the public will not buy unless they produce cheaper. The worker is coming to realize that the important question to him is not how much per day or per piece he is to receive but for how many days and pieces per week he is to be employed.

Neither the American nor the Canadian manufacturer is of the opinion that it is desirable to institute a change of style at the present season. Reports from New York regarding tentative suggestions for Spring, 1921, reveal a simliar opinion, although one fashion house is reported to have announced its intention of trying out three different styles of suits. This in itself is regarded as sufficient evidence of the unsettled state existing, and Canadian men profess to foresee no radical change imminent.



Collared in Beaver

This handsome Winter model is fashioned of rich dark brown velour, with long-waisted bodice and slim skirt, over which is a jacket, worn open from shoulder to hem. A neat collar and small cuffs are of beaver, which also finishes the hem of the jacket—gold embroidery lends a note of distinction.

"The Shopper" is Retail Store; Handles Phone Orders; Helps Children

New Department in C. H. Smith Organization Has Brought Splendid Results—Post Could Be Used in Any Store With Several Departments—Work of an Expert.

IF THE telephone is an unmixed evil, it has also become one of the factors of modern merchandising in the retail world. From the very moment the telephone became a commercial entity, it was inevitable that another problem had confronted the retail trade because, from that moment, people were bound to do a portion of their shopping over the telephone. Either because of disinclination, laziness, convenience or inability people will rush to the telephone to order the things they want. Capitalizing the telephone, therefore, is one of the problems of the retailer if he is to make the most out of the circumstances that are possible contributors to the building up of his business.

To do this, however, and to do it successfully requires a particular type of individual. A retail transaction over the telephone begins when the salesperson in the retail store lifts down the receiver to answer the telephone. Just as a bright face, a cheerful manner and an obliging disposition are assets to the salesperson and requirements of successful salesmanship, so a pleasing voice, the expression of willingness to serve and unfailing courtesy are invaluable to the salesperson who sells over the telephone. A snappy voice would be a poor introduction to a sale. Moreover, it requires some considerable judgment to be able to shop for other people and to do it in such a way that entire satisfaction is given.

"The Shopper"

In the organization of the C. H. Smith Co., Limited, Windsor, all these things have been taken into consideration. Amongst Windsor's thousands and others who live in the Border Cities, there are hundreds who do a portion of their business over the telephone. "The Shopper" is now a permanent and paying department of this firm. "We have a woman in our organization," said Mr. Smith, the president of the firm, to *Men's Wear Review*, "known as 'The Shopper'. She has been made a factor in our business and we advertise her in the business. Previous to opening up this department, people telephoned to the various departments for their wants and the business was handled in this way. We found that the wrong department was frequently called for or, quite as frequently, the wrong salesperson was called to the telephone. Moreover, if a lady or gentleman wanted three things, three different salespersons might have to be called in three different departments. The result was that mistakes were made, satisfactory service was not given either to the firm or to the customer.

Shopper Receives All Phone Orders

"Through our daily advertisements, we ask the public to use 'The Shopper' for their telephone wants; we ask them to ask for her when they telephone the store. Now 'The Shopper' receives all orders, carefully making notations of the same. She then visits the several departments and represents the customers in the purchasing of merchandise which is always sent out C.O.D. The result is that when she goes to a department, she is received as a customer because she has money to spend. We have found this system a great improvement over the old. It gives better satisfaction to the customer and a satisfied customer is both a friend of the firm and a good advertiser for it. I really do feel that a conversation over the telephone with regard to business should be conducted more politely even than when a customer is actually in the store, purchasing himself or herself as the case may be.

Business Now Under One Head

"All the telephone business is now controlled by one head, instead of by many, and any errors that may occur can be quickly traced to that head. 'The Shopper' has become an expert in her work, so that all telephone business is handled by an expert rather than, perhaps, by inexperience l clerk who may be new in the organization.

Children Use Shopper

"Another feature of this department is that 'The Shopper' is used to a considerable extent by the children. Many children are sent on errands by their mothers and we encourage them, through our advertisements, to make use of 'The Shopper.' Our experience has been such that we can truthfully advertise the services of 'The Shopper' for the children, for she attends to many of their wants."

A careful record of the value of "The Shopper" to the organization is kept. In a weekly report submitted to the president of the firm, the number of calls received by her is noted, that is, the actual number of the calls rather than the orders filled by telephone calls. "The Shopper" has a pad at the desk where every call is noted. The amount of the telephone calls in dollars and cents is also kept. Also, there is reported the number of telephone orders that were not filled for one reason and another. This, of course, is a separate department of the store like all the others which has to pay its way in the entire organization. It has proved most beneficial, and Mr. Smith says that the success of the department depends to a very considerable extent on the character and disposition of the person at the head of it. It is a department that could easily be introduced in any large store that has several departments in it.



New in New York

Among the Christmas fads in Gotham are these dainty camisole-vestees, fashioned of satin ribbon and lace ruffles. The model is designed for wear with suits, dresses and sweaters.—Shown in Toronto by H. P. Ritchie Co.

Too Much Business Going to Mail Order Houses

T. K. Kelly Reminds Salesmen That They Must Convince Merchants of Necessity For Up-to-date Methods in Up-to-date Business—How to Compete Against Mail Order Houses and Chain Store Organizations.

"YOU must persist until you convince the average retail merchant of his immediate needs for adopting 1920 methods for 1920 styles of business." This was T. K. Kelly's message to over 300 of the T. K. Kelly Sale System forces when they were his guests at a staff banquet in the Hotel Curtis, Minneapolis, Minn., in October.

"Only by radical changes in his style of doing business can the retailer compete with the big mail order houses and with the constantly increasing number of chain stores," said Mr. Kelly.

"We must bring home to the thousands of retailers throughout the United States and Canada the fact that 1864 or 1919 business methods will not do—and they must adopt 1920 methods in order to remain in business.

dozen in number, to be in operation in this state alone before the end of the year.

"Of the ten billion dollars' worth of merchandise sold last year in the United States an entirely too large percentage of it was sold by the mail order houses in competition with the retailers. Of this, thirteen mail order houses alone did practically a billion dollars' worth of business. Now one of them far exceeded all the rest with more than a quarter of a billion dollars' worth of business during the past year.

Mark Goods Carefully

"The most dangerous task in which the retail merchant now engages is in allowing the wholesale houses to mark his goods. I saw a merchant in North Dakota unpacking goods and marking it practically the same. I also showed him how some of it would move quickly and almost doubled the price he had marked it. I cut other goods which would not move at all at the prices he had marked. In fact, I told him he would have to take a loss on some of it in order to sell it. But when we totalled the whole thing up we found that by selling at prices that I had marked, he would exceed by a substantial margin the profits that would be obtained on his 50 per cent. flat increase basis. Furthermore, he would make all the more money because he could dispose of all the goods at these prices and have no left-overs."

Requires Concentration

Mr. Kelly went on also to point out that the average merchant does not concentrate his efforts sufficiently on mer-



Prize-winner in Peterboro

"Reconstruction" is represented vividly in this handsome float, which was contributed by the Cressman Company of Peterborough in the annual exhibition parade recently. Agriculture and industry are associated with fine effect.

Mail Order Houses a Menace

"The chief competition that the retailer has to meet consists of the mail order houses and the chain stores now being so rapidly established. In the city of St. Paul, for instance, there is a company organizing chain stores, two

automatically 50 per cent. higher than the cost, without regard to its character or its salability in his community. So I pointed out to him how he was losing money, and I re-marked those goods for him, showing him the difference in pattern, style, and make-up of goods costing

chandising, but has too many irons in the fire. He insisted that his mercantile business was plenty big enough to take every moment of his time and that it would pay every merchant to devote his time to it.

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Retailers Slow In Reducing Prices

Hope to Get Rid of Stocks During Holiday Rush—Policy of Holding Off is Hindering Readjustment Programme.

COMMENTING on the hesitancy of the retailers to bring prices into line in accordance with the general readjustment policy adopted by the wholesale and manufacturing branches of the trade, the New York Journal of Commerce, dated November 5th, presents the following survey:

Retailers are extremely hesitant and cautious in reducing prices on their stocks. In this respect, they have failed to follow the lead of the manufacturers, jobbers and wholesalers who some time ago decided that the wisest policy was to smother their losses and conduct business on a new basis. While there are plenty of so-called "peace-time", "mark-down" and "readjustment" retail sales being held throughout the city, analysis of these merchandising events fails to reveal that retailers have fallen in line with the readjustment programme.

One of the keenest merchandise men in this city declared yesterday that many of the retailers are pinning their hopes on the coming holiday trade. They have large stocks, bought at peak prices in most instances, and they seem to think they can dispose of these goods during the Christmas buying rush. Whether their hopes will materialize is a matter of grave doubt, for the attitude of the consumer is not very encouraging. The resistance to high prices, it is said, is bound to continue, and retailers who entertain a hope that this resistance will not manifest itself during the holidays may find themselves in an uncertain financial position after Christmas.

Prices Not Attractive

It is argued that if prices are made attractive, consumers will buy now because they have the funds. If idleness increases later on, which is regarded as quite likely, the purchasing power will be reduced and retailers will find themselves loaded with stocks which they will be unable to dispose of at any price. On the other hand, it is contended, if shelves are cleared of merchandise in the near future, retailers will make broader demands on the manufacturers and a resumption of general activity may be expected. In fact, it is strongly argued by many that the retailer is a great obstacle to the campaign of reconstruction, and it is felt that he should change his attitude at once.

One manufacturer pointed out yesterday that some retailers have recently sought to create the impression that they had cut prices to the bone by conducting sales on goods which had been reduced to a minimum in the primary market, while they maintained quotations on other merchandise in their stores. For instance, one store recently announced a sale of women's dresses at $25.00. It is understood that the actual cost of the dress was $9.00, the sale price showing a gain of nearly 300 per cent. The retailers have been arguing with a good deal of animation that to reduce prices any further would mean financial ruin. They have informed manufacturers that they would not order until stocks are cleared, and have urged in support of the position that merchandise was bought by them at peak prices, so that it would be manifestly unfair to expect them to take such heavy losses.

Wholesalers Take Losses

In reply, manufacturers and wholesalers have declared that they have taken tremendous losses in many instances because of the futility of holding to war-time prices in the face of the absolute refusal of the consumer to buy. They have asserted with much truth that if a loss must be taken the sooner that it is done the better for all concerned. They have claimed that the retailer should carry his share of the burden, and have certainly been highly displeased because the retailer has not responded.

To add to the troubles of the retailer, the weather has not been very helpful. Some stores are running sales of men's and women's clothing, which are genuinely attractive. Men's overcoats, for instance, have been radically reduced, but the buying has been slow because of the mild weather. The hope was expressed yesterday by one large manufacturer of men's clothing that the retailers will see their way clear to "push their stocks out" by making substantial price cuts. He said he had not received an order from his customers during the past month, and had recalled his salesmen from the road. As for himself, he is ready to name prices that will meet the requirements of the buyer.

TOO MUCH BUSINESS STILL

(Continued from page 159)

"A merchant should impress his public—discreetly of course—with the fact that they, not he, are being favored by the exchange of goods for dollars in his store.

"If I had a country store, one of my first moves would be to organize a welfare society among the employees and customers. This insurance can be secured in the neighborhood of $7 per thousand and when you consider the publicity advantages of this course, such insurance is pretty cheap advertising.

"Retail merchants do not sufficiently realize the value of advertising. They should take to heart the experiences of many of the biggest business men of the country."

Mr. Kelly also pointed out the difference between ordinary advertising and sales advertising as to subject matter, form and distribution. He also pointed out to his associates the radical changes that are now taking place even in the sales advertising, and he also dwelt at some length upon the need of adapting this sales advertising to fit each individual merchant and his particular community.

Shopping Passes to Employees

Purchases by members of the staff of the C. H. Smith Co., Ltd., of Windsor, are, like all other phases of the store life and management, handled in a thoroughly systematic manner. Members of the staff are required to pay cash for the goods they get and this rule is not violated even by the president himself or the members of his family. A liberal discount is given and there are certain hours during the day when the members of the staff may attend to their purchasing if they so desire. There is a regular store pass, used by all for shopping purposes. Any one in a department who wants to shop throughout the store makes application to the department manager who knows if that person can be spared from the department during the busy hours. The hours set apart for shopping are from 9.30 to 12.00 in the morning. Discounts are given only during these hours.

Members of the staff can either pay with cash or give an I.O.U. If the latter is given, it is deducted from the weekly pay at the end of the week and the I.O.U. is returned in the pay envelope.

Upon application, these shopping passes are issued and if the person to whom the pass is issued makes purchases in several departments, he or she must have as many passes as departments where the purchases are made. If after making the pass out it is not used for some reason or other, it is returned to the manager. Where sales are made, the shopping pass is sent in with the sales slip and, in this way, a record is kept in a simple folder whereby, at a glance, the purchases of any employee can be ascertained.

"The firm endeavors to generate loyalty amongst the employees," said Mr. Smith to *Dry Goods Review*, "and we encourage them to buy here, though no methods are used to compel them to buy here. If we find out, for instance, that a number of employees are not buying some line we have in stock we can possibly find out why they are not buying it; there may be something wrong with that line, and we want to find out about it."

Keeping in Touch With Big Business: Weekly Report Submitted on Every Department

Superintendent of the C. H. Smith Co., Ltd., of Windsor, Lays Report on President's Desk Each Saturday Morning Telling of Developments in Every Department— Features of Report Explained.

HOW is the general manager of a large departmental store or a men's wear store with numerous departments in it to keep in intimate touch with every department of the business, and know exactly what is going on? Obviously, it is impossible for him, if there are from fifteen to twenty-five different departments in the store, to personally investigate every detail of the business conducted by each one of these departments. *Men's Wear Review* has heard the proprietors of large stores say repeatedly that they regretted in a measure that the business was getting so large that they were losing personal touch with it in many respects. Perhaps, to the same extent one regrets the passing of one's childhood days; yet, in the fuller development of manhood with its added responsibilities—and achievements—there is also infinite satisfaction, even though the recollections of childhood are lost in the bigger life of manhood.

Has Weekly Report Submitted

Aside from the personal touch which C.H. Smith, (C.H. Smith Co., Windsor), infuses into an excellently well organized business—and there is a great deal of the personal touch about his business—he has devised a system which finds expression in a weekly report submitted to him by his superintendent which keeps him in the most intimate touch with every department and what is going on in it. In all, there are twenty-seven departments covered in this report which is laid on the desk of the president and general manager of the company each Saturday morning. After he has read this report, so Mr. Smith told *Men's Wear Review*, he knows exactly what has transpired in each of the departments during the week, just as, by the wonderful system that controls the entire store, he knows at six o'clock each evening the exact amount of business that has been done by the several departments of the store.

Information in Report

As a model for retailers who conduct either a departmental business, or have several departments in their men's wear stores, we outline this report in full with brief explanations of some of the departmental reports. There are other features of this report which require more elaborate explanation and are treated in other articles in this issue, features which, in themselves,



C. H. SMITH

President and general manager of the C. H. Smith Co., Ltd., of Windsor, Ont. Mr. Smith recently opened a new quarter of a million dollar addition to their premises, resulting in their store now opening out on three streets in that city. Twelve years ago Mr. Smith was manager of the Dress Goods Department in John E. Boles' store in Ingersoll, Ont. He left there to go to E. B. Crompton's in Brantford, and from there went into business for himself in Sault Ste. Marie. In 1914 he started in business in Windsor, being attracted by the possibilities of the Border Cities. His first store had an area of 15,000 square feet; the completed store now covers an area of 63,000 square feet.

And Mr. Smith is still on the sunny side of forty.

are among the business-builders of this remarkable retail establishment.

1. **Stock Rooms.** Under this heading, the general condition of the rooms is described as to appearance.

2. **Parcel Post.** (*a*) Number of deliveries out. This tells of the number of parcels being delivered during the week.

(*b*) Number of calls for. This is a report on the number of parcels called for by delivery wagons which are for exchange.

(*c*) Number of parcels checked free for customers. This is one of the many service features of this firm. There is a check room the same as one sees at a railway station, only it is free. Parcels may be checked by coupon and called for at the wish of the owner. The idea, of course,in keeping account of these parcels so checked is to see how the public is appreciating the service so given.

(*d*) Number of parcels verified with sales checks and particulars of errors, giving sales number, etc. This feature is another important one in which the interests of the customer are carefully looked after. Each day, so many parcels are selected from the parcel depot and are opened. The sales check is carefully checked with the goods in the parcel to see, first, that all the goods are there and, second, to see that measurements are correct if, for instance, yardage is bought. Any oversight or carelessness is, in this manner, corrected.

(*e*) Delivery cars and store trucks—condition.

(*f*) Supplies wanted; wrapping paper, paper bags, twine, suit boxes, address labels, pin tickets.

3. **Elevator.**

4. **Telephones.**

5. **Transfer Office.**

6. **Shipping and Receiving Department.**

7. **Mail Order.** (*a*) Number of orders received. If there are some not filled, it is looked into to discover the reason.

(*b*) Amount of purchases in dollars.

(*c*) Remarks. In this report, copies of unfilled orders are included.

8. **Floor Management.**

9. **Window and Interior Displays.** This report tells how often the windows and show cases have been changed during the week.

10. **Store Signs and Price Tickets.** General conditions of these are set out in this report.

11. **"Shopper."**

(*a*) Number of telephone calls.

(*b*) Amount of telephone purchases.

(*c*) Number of telephone orders unable to fill. Remarks. A fuller explanation of this feature of the store is given in another article.

(Continued on page 87.)

CONDENSED ADVERTISEMENTS

Five cents per word per insertion. Ten cents extra for box number.

ENGLISH HOUSE DESIRES FIRST RATE SELLING AGENTS FOR English and Continental spun yarns for hosiery and weaving. Must be well introduced. Write in first instance to Box 150, Dry Goods Review, 153 University Ave., Toronto, Ontario.

COON COATS—THREE MEN'S GOOD COONSKIN COATS FOR sale much below present market price. Write A. Sweet & Co., Winchester, Ont.

RESPONSIBLE SALES ORGANIZATION OPEN TO REPRESENT reliable manufacturers and exporters in British Guiana, on a commission basis. All Canadian manufactures and products. Correspondence and samples with quotations invited. C. E. Gabriel, New Amsterdam, Berbice, British Guiana, S.A.

BRITISH TRADE NEWS

Lancashire Cotton Firm Rewards Long Service

ON October 4th three hundred of Messrs. Richard Haworth and Company, Limited, mill employees were presented with a bonus as a recognition of their long service with the firm.

Mr. G. C. Haworth, chairman of the company, in making the presentation, said: "I have the pleasure and privilege to distribute this bonus to those employes who have been with the firm 25 years or more, and who are now in our employ (to those of 25 years' service, £25; and those of 50 years' service, half a century, £50, which is equivalent to £1 for each year of service).

"Although it cannot be said that the present condition of the cotton trade is very favorable, nevertheless we feel that it is an obligation we are bound to fulfil, and the fact of going on short time must not in any way interfere with our promise.

"The moneys are to be distributed by amounts entered in a bank book such as I now hold in my hand. The idea of the firm is that this money will be placed or deposited in the bank for you, as a kind of provision for your old age, so that when you may become unfit for your work you will realize the advantage and comfort of having this "nest egg" to fall back upon. Meanwhile all these amounts will be accumulating in the bank, the firm allowing you 8¾% interest.

"We distributed £10,000 some time ago amongst the men who fought so bravely to defend our hearths and homes. In distributing this £10,000 we placed their money in the bank the way we shall do with yours.

"I am sure there is not another mill in the whole of Lancashire that has so many employees with such a splendid long service record and we feel that the high reputation the firm holds in Lancashire as regards "Spero" cotton goods has been gained by your faithful services."

The chairman of the company further stated that the firm would be pleased to render any help they possibly could in such cases where it was required.

KEEPING IN TOUCH

(Continued from page 161)

12. **Advertising.** (*a*) Total number of inches used.

(*b*) Number of inches each department.

13. **Merchandise Exchange Offices.**

(*a*) Number of parcels returned.

(*b*) Total value of merchandise returned.

(*c*) Remarks. This feature of the store is also dealt with in a separate article.

14. **Furnace Rooms.** Fuel supplies. Remarks.

15. **Water Supply.** (*a*) Drinking water.

(*b*) Auxiliary fire protection.

16. **Rest Rooms.**

17. **Toilet Rooms.**

18. **Cash Railway System.**

19. **Store Display Features.** If in good condition.

20. **Errors in Change.** This is to check up cashiers as to efficiency.

21. **Store Stationery Forms and Supplies.** This report gives the list of any form near depletion.

22. **Welfare.** In this organization, there is a flower committee composed entirely of members of the staff. It is their duty to send flowers to any member of the staff who may be ill and to visit them. At Christmas time, they frequently use up the surplus of the year in contributing to different organizations throughout the city which are doing charitable work at this season of the year.

23. **Time Clocks.** (Give particulars regarding attendance and punctuality).

24. **Janitors.** Report on outside and inside buildings.

25. **Goods Spoiled in Display.** Reports are secured from managers.

26. **Beauty Shop.** One of the features of this store is its Beauty Shop where ladies attend to the cutting of children's hair and give massage treatments to Windsor ladies. Manicuring is also done in this Beauty Shop. This report is on the week's work in this shop.

27. **Want List Report.** This is one of the outstanding features of the business and is dealt with in a separate article. On this report, the daily reports are summarized.

28. Remarks and suggestions.

On this form, there is a page for a report on the general condition of each department. Four features are dealt with in this report on each department, starting with "A." First, there is "General Appearance"; second, "Stock condition" (This treats with the appearance of the stock as kept by the various departmental heads); Third, displays (General appearance of the displays around the store; Fourth, "Sales staff" (This includes the personal appearance and efficiency of the members of the staff, not particularly with regard to sales, but manner and general deportment.



Effective Autumn Setting

This window displays a clever background screen in brown, tan and gold shades, with effectively arranged foliage in harmonizing shades. The window was shown at Thanksgiving time by the R. E. Walker Co. of Fort William.

READY-TO-WEAR INDEX

The McElroy Mfg. Co., Ltd.

MAKING

Royal Royal Garments

REGISTERED TRADE MARK

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

FALL DRESSES

Special Fall ranges now being shown, comprising many smart styles, in addition to our regular line of coats and suits, which is more complete than ever.

Have you seen our new Fall Catalogue?

Lazare & Novek

CLOAKS & SUITS

Cor. St. Catherine West and Mountain Sts.

MONTREAL

The BB Brand

CLOAKS & SUITS

"Garments of the Better Kind"

COATS, WRAPS, SUITS and TAILORED DRESSES

See our made-up garments on the racks at clearing prices.

Bishinsky Bros

CLOAKS & SUITS

207 St. Catherine St. West MONTREAL

Genuine Leather Novelty Coats

IN LADIES' and MEN'S

Write for Samples

VICTORY BRAND

VICTORIA RUBBER COMPANY

437 St. Paul St. West, Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

La Mode Dresses

are hand-made and right up to the minute in style and material.

The latest creations in evening, semi-evening and afternoon dresses.

Salesmen now on the road. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, 591 St. Catherine W.

MONTREAL

Simple cut

and dainty

finish

mark

REID'S CHILDREN'S DRESSES

as the obvious line for your Children's Dept.

G. F. REID & COMPANY

Specialists in Children's Dresses

BRAMPTON, ONT.

HERCULES House Dresses, Gingham Porch Dresses, Girls' and Misses' Dresses, Boys' Wash Suits and Silk Waists

are uniform in value and style as they are made from super-quality wash fabrics, by reliable and expert tailors.

HERCULES

garments are unexcelled and will always be found a reliable medium to promote sales.

Our representatives are carrying a complete line. See them.

THE

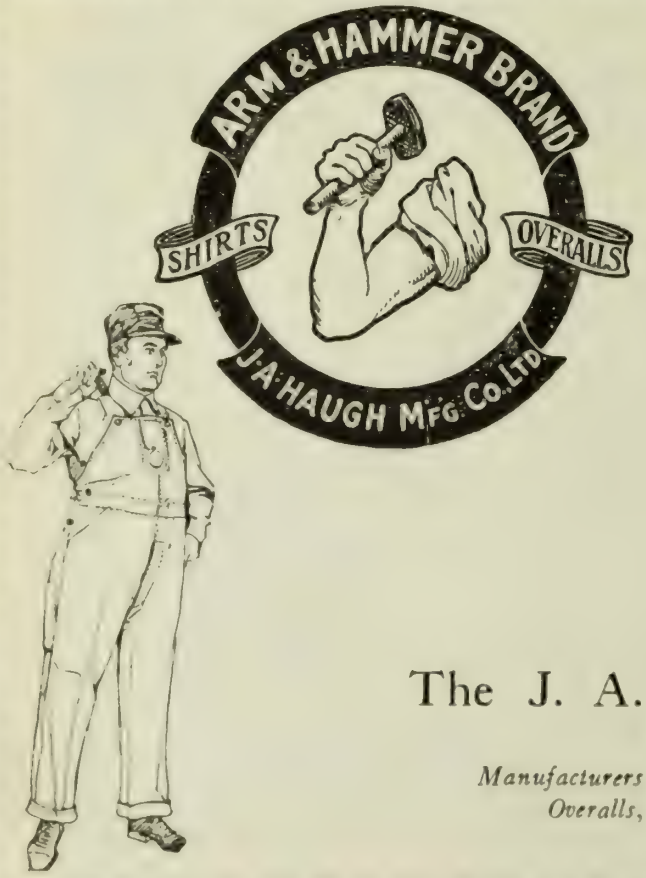
Hercules Garment Co., Limited

Head Office - MONTREAL

Factories, Montreal and Louiseville, P.Q.



No. 2489—House Dress



After a Trial Your Customers Will Prefer "Arm & Hammer" Brand Goods

Steady !
Steady !!
Steady !!!

The J. A. Haugh Mfg. Co., Ltd.

TORONTO, CANADA

Manufacturers of the famous "Arm & Hammer" Shirts, Overalls, Bloomers, Trousers and Shopcoats



ART CLOAK & SUIT CO., LTD.

323 BLEURY ST., MONTREAL

Ontario Showroom
Kent Building, Toronto
H. M. NASH

Quebec Showroom
Brunet Building, Quebec
R. DIONNE

Western Provinces
302 Hammond Blk., Winnipeg
J. W. COLLETT

Maritime Provinces
B. R. ETTENBERG, JR.

Montreal
C. ROSE

Ontario Representative
M. SCHWARTZ

November, 1920.

Mr. Retailer,
Anywhere,
Canada.

Dear Sir:-

We have decided to write you of the wonderful range of garments we have prepared for your immediate as well as Spring trade.

OVER 2,000 DRESSES AND SKIRTS ARE ON OUR RACKS AND WE ARE PREPARED TO SHIP YOUR ORDER ON TEN MINUTES' NOTICE.

You will be pleased to know that these fashionable garments are priced so LOW that after allowing you a good margin of profit they will still attract the customer who must consider her pocketbook.

This matter is worthy of your immediate attention. We invite early orders while our range is complete.

We beg to remain,

Your humble servants,

Art Cloak & Suit Co., Ltd.

Bland's Line of skirts of Artistic design, Novel fabrics and Durable quality

makes your skirt department the brightest and busiest in your store.

Our competent skirt makers turn out only well-made, perfect-fitting garments which have a prettiness and charm which cannot be surpassed.

Bland's Waists are delightfully different — a source of pride and satisfaction to both merchant and customer.

Samples for Spring Ready in December



W. G. BLAND, LTD.

New Birks Building

Phillips Square - - Montreal

RARE OFFERINGS ESPECIALLY FOR XMAS TRADE

NIGHT GOWNS

UNDERSKIRTS

PYJAMAS

NEGLIGEES



KIMONAS

CAMISOLES

BED JACKETS

ENVELOPES

Unprecedented Values

CORSET COVERS, Jap Silk, White and Flesh, from $8.00 up per doz.

CORSET COVERS, Crepe de Chine, all shades, from $15.00 up per doz.

ENVELOPE CHEMISES, Jap Silk, from $18.00 up per doz.

ENVELOPE CHEMISES, Crepe de Chine, from $30.00 up per doz.

These numbers which are priced above cannot be adequately described, but we guarantee that the material is of the best obtainable, the workmanship faultless and the style in accordance with Dame Fashion's decree.

Prices and Samples sent upon application.

IDEAL GARMENT CO.

CORONATION BLDG. 121 BISHOP STREET

MONTREAL

CATCHY WOOL CREATIONS FOR CHRISTMAS!

JERSEY MIDDIES and SKIRTS

Comfort plus charm in these worthy models commends them as the most suitable of this season's offerings. Display them and they sell themselves.

Other Atlas Garments which you stock to your advantage include:

BLOUSES
in
CREPE DE CHINE
GEORGETTE
TRICOLETTES
and other materials

COATS
in
PLUSH
VELOUR
SILVERTONES

We specialize in newest shades and unusual designs. Stock on hand at popular prices.

ATLAS GARMENT MFG. & TRADING CO.
46 ST. ALEXANDER ST. MONTREAL

THE BEST BUY IN SEWING SILKS

FLEUR-DE-LYS

Benefit by the constant demand for high-grade SEWING SILKS in staple and newest shades. We can supply you with a full stock of the best quality to be obtained.

FLEUR-DE-LYS has gained the good-will of the public because of its fast color and its permanency. It does not break nor fray and retailers have no hesitation in recommending it to their customers.

INDEPENDENT SILK LIMITED

350-380 St. Paul Street East, MONTREAL

P. C.
for
Perfect
Comfort



Front Lace
Back Lace
White and
Pink

"P.C." Corsets
RUST PROOF
GUARANTEED

are the product of intensive thought. Perfect in cut and finish, they fit the figure and accentuate the natural grace of the form.

These qualities make them pre-eminent in their appeal to the careful dresser.

The P.C. range includes corsets for every type of figure.

Give your Corset Department a chance to grow.

Parisian Corset Mfg. Co.
LIMITED
Quebec City, Quebec
BRANCHES:
MONTREAL, 329 Craig St. West *TORONTO, 76 Bay St.*
F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.
GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland
Western Representative: C. H. BUTLER, 24 Sylvester-Wilson Building, Winnipeg, Man.

The House of Youth

Distinctive
DRESSES
of
good taste
and
refinement
for
MISSES
and
JUNIORS

REPRESENTATIVES:

Eastern Ontario	A. B. Colwell
Northern Ontario	J. W. Counter
Western and Southern Ontario	R. Kennedy
Western and Northern Ontario	E. W. Wylie
Toronto	R. O. Hargrave
Western Canada	J. Howard
Maritime Provinces	W. A. Tallmire

The Counter Costume Co.
Limited
131 Spadina Ave.
Toronto

Specializing in

House and Apron Dresses, Rompers and Creepers

Fall Samples now in hands of our representatives.

Better made garments for less money.

"Prompt Delivery our Motto"

D. GINSBURG & COMPANY

MANUFACTURERS

515 College Street, Toronto Tel. Coll. 8928

Buttons

Stock Carried of PEARL BUTTONS: IVORY BUTTONS: CELLULOID BUTTONS: COMPOSITION BUTTONS: BELTINGS: HOOKS AND EYES: FASTENERS, ETC. BEADS OF ALL DESCRIPTIONS.

The European Novelty Co.
46 St. Alexander St. Montreal

THE MORE, THE MERRIER

is an old and true adage. Try selling

LAZARE & NOVEK'S SUITS AND COATS

and you will be merrier, for you will sell more.

Your pleasure in selling will also be increased by seeing your customers' delight and satisfaction with our snappy styles, superior quality fabrics, well-blended colors and great variety of models.

WRITE *FOR OUR CATALOGUE.*

Lazare & Novek
CLOAKS & SUITS

COR. ST. CATHERINE WEST AND MOUNTAIN STS. MONTREAL

Nurses' Cuffs

A Steady Seller



Sizes, 8, 8½, 9
1 doz. pairs to the box

Dealers! Here is a line that sells at every season of the year. Used in Hospitals, Homes and Offices.

Made by the manufacturers of the well-known KANTKRACK Collars, who guarantee their goods through the dealer—and protect the dealer by selling them at the one price.

"One Grade Only and That the Best."

THE PARSONS & PARSONS CANADIAN COMPANY
Hamilton, Canada



Canadian Braid and Trimming Co., Ltd.

Manufacturers of

Girdles, Braids
Cords
Fringes
Tassels
Ornaments
Buttons
Fur and
Dress Trimmings

39 Dowd St., MONTREAL

Toronto Branch—96 King St. W.
L. B. Ellis, Representative

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* Fancy Goods

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

Embroidery Materials

Fancy Linens and Piece Goods

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

Manufacturers

Your representation is respectfully solicited.
We are a young firm, young fellows, but experienced salesmen, well connected in this field.
Our special territory is the Wheat Belt, Manitoba, Saskatchewan and Alberta, but we can handle all Canada.
References will be cheerfully submitted to you.

The James B. Carter Co.
Winnipeg Canada



Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg.

Regina L. M. Day | Calgary J. Bartle | Vancouver H. S. Elliott

Some of the Canadian cotton mills, including the Gibson mills of the Canadian Cotton Co., Ltd., at Marysville, are engaging operatives who have been thrown out of work by trade depression in Lancashire. A party of eighty Lancashire operatives, the majority skilled workers from the mills in the Manchester district have arrived in Quebec to take positions in the Verdun mills of the Dominion Textile Co., Ltd., Montreal. The party consisted of thirty men and fifty women. In all there were 400 operatives in Manchester ready to sail for Canada, but as housing conditions in Hochelaga, Valleyfield, Magog and elsewhere are congested it was not considered desirable to engage all at this time.

William Collett, o fthe Gibson mills, of Marysville, went to Queoec for another party of five women, including a widow and daughter, and escorted them to Marysville.

There has been a scarcity of operatives in the cotton mills of Quebec province, Marysville and Milltown during the summer, but with the closing of the farming season and the general dullness in New England and Lancashire textile centres there will be less difficulty in keeping the Canadian mills fully supplied with help during the winter.

The movement from Lancashire to Canada, although limited, is the first of the kind in textile circles since before the war. Another large party is expected to arrive from Lancashire this fall.

COATS
DRESSES
SKIRTS
WAISTS

Are now being shown for Fall

W. J. COLLETT
302 Hammond Building, 63 Albert Street
WINNIPEG *also* VANCOUVER
Hotel Vancouver
Branch Office:
T. G. BOSWORTH
427 FOURTH ST. SASKATOON, SASK.



Handkerchiefs, Camisoles, Neckwear, Boudoir Caps, Baby Yokes, Spats, Accordeon Pleating, Fancy Dry Goods and Smallwares, Veilings, Quick-on-Veils, Cap Shape Nets, Knitted Scarfs, Baby Bonnets, Coats, Ribbons, Necklaces, Laces and Nets, Embroideries, Buttons, Beads, Braids and Tassels, Marabou Trimming, etc., etc.

We can give immediate delivery

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

WESTERN BUYERS—ATTENTION!
WE HAVE THE LINE YOU ARE LOOKING FOR!

Our men are now on the road with complete lines of:

Wegler Skirt Co. (Montreal)
LADIES' SKIRTS
Tip Top Manufacturing Co. (Montreal)
LADIES' DRESSES
The Bowmanville Glove & Mitt Co. (Bowmanville)
MEN'S GLOVES AND MITTS
Firth Bros. (Hamilton)
MEN'S CLOTHING
Brampton Hosiery Co. (Brampton)
MEN'S UNDERWEAR AND SOCKS
Western Waterproof Co. (Montreal)
MEN'S WATERPROOFS

W. J. STEPHEN CO. LIMITED

125 Phoenix Bldg. — Phone A. 9613 — **WINNIPEG**

WESTERN TRADE NEWS

Market Street Fire Causes Heavy Loss

Early Morning Blaze Does $400,000 Damage in Winnipeg Manufacturing Block

Fire originating from an unknown source recently caused a loss of $350,000 to the leather goods warehouse of the Adams Brothers Company, Ltd., 154 Market Street, Winnipeg. An adjoining building suffered to the extent of about $50,000.

During the blaze which swept the five-storey structure, an explosion occurred resulting in windows being blown out and a greater rush of air inward to fan the flames. The fire was first discovered by Constable James Wales, and as he turned in the alarm the explosion occurred. There was no night watchman employed and the only fire was the one heating the steam plant. The loss, which includes leather goods valued at $275,000 and the warehouse at $75,000, is covered fully by insurance. F. W. Adams, vice-president, stated that the business of the firm would be resumed immediately, arrangements being made for the use of the warehouse formerly occupied by Merrick-Anderson Company.

Many a good salesman has helped a poor buyer to hold her position, and often a good-hearted buyer has saved the day for a disheartened salesman.

The Chary's dry goods store has commenced business in St. James, Man.

Hudson & Willett have succeeded Mrs. E. O. Guyton in the Dry Goods trade and notions business at Edmonton, Alberta.

DIED IN WINNIPEG

Donald John Kenway, Winnipeg, for 16 years connected with the T. Eaton Co., Ltd., establishment in Winnipeg, died October 30th in his 46th year, after a short illness. He had previously been in business in Nova Scotia.

ABILITY RECOGNIZED

Miss A. K. Smith, who has had charge of purchasing for the neckwear, laces and notions department of the Hudson Bay store, Vancouver, has had the leather goods and jewelry purchasing also put into her capable hands.

WELCOME BACK!

F. S. Chasey, for some time in charge of the men's wear department of the Hudson Bay Company's Vancouver store, and for the last year associated with F. Stollery, Toronto, has again returned to the West. On October 1 he took over the gents' furnishings and clothing department of the Hudson Bay Store at Edmonton. His many friends in the West welcome him back.

JOINS BUSH TERMINAL

Mr. Charles H. Baum has just resigned from Gimbel Bros., Philadelphia, after a service of twenty-one years, to assume charge as manager of the men's and boys' wear division of the Bush Terminal Sales Building, New York.

NEW YORK REPRESENTATIVE

George E. Ledder, manufacturers' agent, Vancouver, B.C., has been appointed to represent Levy & Merzbach, New York. In the past this firm's Canadian business has been handled through their Chicago and Seattle branches. Mr. Ledder will show their lines from Victoria to Winnipeg. New sample rooms are being outfitted to accommodate the new line.

MAN. AGENT TO WED

The many friends of Leslie M. Day, who is connected with George G. Smith, manufacturers' agents of Winnipeg, offered their hearty congratulations on the occasion of his marriage recently to Miss M. V. Fraser.

Mr. Day is connected with the Dry Goods trade in Western Canada. For the past five years he has been on the road in Manitoba and Saskatchewan representing George G. Smith. Over a year ago he opened up a permanent sample and stock room in the city of Regina, and is now acting in the capacity of manager for that post.



In Blue and Gold

A good window from the R. E. Walker store of Fort William, in which a definite color scheme is successfully carried out in models and background. The screen in the background is gold, with blue oval panels outlined in black. The properties were designed and made by R. C. Hall, window trimmer.

Alberta Retail Firm Claims Cash Plan the Best Way to Combat the High Cost of Living Problem

Conger Bros., Phillips, Alberta, Announce to Their Trade That Cash Payments Must Henceforth be Their Plan of Doing Business—Assert That the Demand on the Part of the Public for Lower Prices Calls for Action and the Way to Effect This Request is to Eliminate Credit.

CONGER BROS., Phillips, Alberta, have just issued to their trade a 4-page pamphlet, entitled: "An Attack on the High Cost of Living." There is nothing on the outside sheet but the title, but on turning inside, one reads, under the caption: "We Attack the H. C. of L.," the following:

"There is an urgent demand on the part of the public for goods at lower cost. The cost of distribution must be reduced, and the consumer must get his goods at prices closer to those the manufacturer receives for them. We have come to realize that we must meet that demand, otherwise trade which might be done in Phillips will go to Edmonton or to mail-order houses elsewhere.

Credit Business Must Go

"Having determined to meet that demand and give our customers goods at prices which would leave no incentive to send money away from Phillips, we have carefully looked over the situation to find what changes we could effect in our business which would enable us to work on a greatly reduced margin of profit and afford more efficient service to the public. We could only reach one conclusion: Our credit business must go. If we are to give values equal to those of the mail-order houses and others who are meeting the demand for distribution at lower cost, we must adopt their methods and eliminate all credit business.

Turning Capital Oftener

"We figure this way: Suppose we sold all our goods on credit averaging say six months. Obviously we could turn our capital only twice a year. On the other hand, if we sell for cash only, we can turn our capital just as often as we can sell the goods and replace them —anywhere from four to twenty-six times a year, depending on the nature of the goods—say ten or twelve times on the average. It follows that if we can make ten or twelve profits a year, or even six, we can work on a much smaller margin of profit than if we only got two profits. And besides, there is the cost of bookkeeping and other expenses incidental to giving credit. We would rather make three or four small profits than one big one, and it is sure better for our customers.

"It is clear that if we were to continue to sell both for cash and on credit we must do one of two things: We can have one set of prices for our cash customers and another and much higher set of prices for our credit customers; or we can continue to sell both at the same prices as we have been doing in the past, in which case the cash customer carries part of the cost of the credit service given to the credit customer. This is not fair to the cash buyer, and besides he won't stand for it much longer. It isn't practicable to have two sets of prices. Anyway, the credit customer wouldn't want to buy on credit if he saw just how much the convenience was costing him. And he doesn't really need the accommodation in most cases. Credit is an expensive habit rather than a necessity.

"Considering all these things. we have reached the decision that, beginning on Monday, November 1st, we will sell for cash only. On and after that date, under no circumstances will we sell any goods on credit. A rule of this sort, if established, must be rigidly observed. It would be obviously unfair to make any exceptions.

Benefits Our Customers

"Our relations with our credit customers have been exceedingly pleasant in the past, and we would just hate to lose their trade; but we simply can't continue to give them this accommodation without doing injustice to our cash trade. We hope that every one of our former credit customers will continue to deal with us after October 30th, but on the new basis. We feel certain that a trial will convince them that the change is all to their advantage.

Asks Co-Operation

"In order to carry out to the fullest extent our determination to afford our customers better values and more efficient service, we must be in a position to take every opportunity to buy to the best advantage. This necessitates our having more of our resources in immediately available form—that is to say, in cash rather than in the hands of our customers in the form of accounts owing. We must have cash to carry on. We therefore frankly appeal to all who owe us accounts to help us by paying up at the earliest date possible. If not possible to make immediate settlement in full, we would urge that as much as possible be paid at once. We just hate to inconvenience any of our old customers, but we really need the money. If you owe us anything, help us out—we will appreciate it. And don't forget, we want your trade for cash; and we are going to make it pay you to give it to us."

ENGAGE NEW BUYER

The Daly Company, Limited, Sparks Street, Ottawa, have secured a new buyer for the millinery department, Mr. L. A. Little, late with I. L. Matthews, Port Arthur, having taken over the position.

GONE TO THE U. S.

E. A. Landry, formerly of Dupuis Freres, Ltd., Montreal, has accepted the position of general superintendent with the Kohn-Furchgott Co., Jacksonville, Fla. Before affiliating himself with Dupuis Freres, Ltd., Mr. Landry was connected with Hudson Bay Company as superintendent of their Calgary store. Mr. Landry also filled the position of director of service with the Duffy-Powers Co., of Buffalo, N.Y., where he established an enviable record for himself through the many service systems that he was instrumental in having adopted.

ORIENTAL CARPETS

There has been a considerable boom in Oriental rugs and carpets since the war. Probably there are at the moment on the market in London three times as many genuine Eastern carpets as there were ten years ago. The reason is simple. The war has taken a new class of purchaser into Anatolia, Persia and Mesopotamia, for most British officers have bought carpets and rugs there and brought them home as keepsakes or presents. Carpets travel well and are not difficult to pack.

Of course, most of these carpets are not very valuable, but there were some expert buyers among the officers. A great number of the articles have now passed into the market through the money stringency that has descended so severely on the officer class.

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Nimons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts.,
Toronto, Canada.

CHICAGO MERCANTILE CO.

Importers, Manufacturers, Jobbers of
WHOLESALE MILLINERY
Write to-day for
Our Latest Catalog of New Styles
159-161 163-165-167-169-171 No. Michigan Ave.
Chas. A. Stonehill, *Pres.* CHICAGO, ILL.
TORONTO, ONT., Show Room, 30 Wellington St. W.

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Sho-cards will get best results from Xmas season

SEND YOUR ORDER NOW.
PROMPT SERVICE.

G. L. WOODING
P.O. Box 62 - Salmon Arm, B.C.

BUCKRAM
HAT SHAPES
THE NATIONAL HAT FRAME CO.
Factory: 2 Grenville St. Showroom: 66 Wellington St. W.
TORONTO
Write to-day for sample assortment of new designs

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

BRITISH EXPORT PLAN PROVES PRODUCTIVE

Inquiries received up to Oct. 27 in connection with the British Government's export scheme represents a total of more than £1,000,000.

The export scheme has two principal objects.

1. To assist certain devastated countries of Europe.

2. To increase the export trade in British manufactured goods and thereby provide employment for British workers.

SARNIA FLAX MILL BUSY TILL NEXT SPRING

Sarnia.—Starting Monday the Sarnia flax mill employees will start a new schedule of hours, working three hours' overtime each day. This has been found necessary owing to the receipt of a large order which will keep the plant busy until next spring. During the past summer a staff of fifty has been employed, and now that the flax-pulling has been completed, 34 workers will be given steady employment on the big contract which has just been received.

GIFT TO MUSEUM

Among a collection of valuable furniture antiques which the T. Eaton Co. is presenting to the Royal Ontario Museum is an entire room and furnishings of the period of 1740. It is being brought across the ocean from England and will be set up entire in the Ontario Museum.

Dr. C. T. Currell, Curator of the Royal Ontario Museum, who returned to Toronto yesterday after a visit to the Old Country with the Manager of the T. Eaton Co's furniture department, says that the room is one of the grandest of the period that he has ever seen. It is of carved pine, and is 18 feet by 26 feet.

Included in the collection which is being brought overseas are also samples of eighteenth century mantel pieces, furniture of the seventeenth and eighteenth centuries, antique iron railings, and a beautiful collection of sixteenth century plates from the artists of Italy, made in Faienza, for the Medici family, with their coat of arms in the centre of the plates.

Kent-McClain Again

Messrs. O'Neills, Limited, of Portage Ave., Winnipeg, are another firm to adopt the "K-M" Revolving Wardrobe for the display of clothing. These wardrobes are built by Kent-McClain, Limited (Toronto Show Case Company).

FOR HONEST VALUE AND SATISFACTION
CROWN PANTS
Will increase your sales. Our production has increased 50% over former years.
CROWN PANTS
322 Notre Dame West, MONTREAL

JASCUMA
Pyjamas
for
Style and Quality
THE FOSTER MFG. CO. Ltd.,
Parkeston, Essex, England

Canada's Largest Makers of Cotton Flags
Write for Prices
THE COPP, CLARK CO.
517 Wellington St. West Toronto

"HOOSIER"
The best 36-inch brown domestic in America
Buy it by the bale; sell it by the bolt
Indiana Cotton Mills
Cannelton, Ind., U.S.A.

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated)
208 W. Adams St., Chicago, Ill.

BALLOONS
Printed with your advertisement at small cost. Brings the mothers and children.
L. G. BEEBE
28 Wellington St. E., Toronto

Real HARRIS, LEWIS and SHETLAND HOMESPUNS
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COLOGNE FIRM ENLARGED

The wholesale textile house, Grube & Raether, of Cologne, recently bought out the firm Simon & Shroeder. They deal in textiles on their own account and also represent other houses, notably the men's linen factory of Pempe & Co., of Nuremberg, and the women's lingerie factory of Sehmen & Co., of Coblentz.

QUALITY WILL HOLD TRADE

Firmly believing that the high quality of British manufactured goods will retain for Great Britain her own foreign markets, and that the Mother Country will emerge from the world chaos stronger industrially than ever, Mr. Richard Hobson, of London, a leading member of the Chamber of Commerce of that city has left Vancouver on the Empress of Asia on his seventh visit to the Far East. He is to visit the branch establishments of his firm in Shanghai, Hongkong and Bangkok.

Mr. Hobson, by reason of his great stature, was a distinguished figure in the rotunda of the Hotel Vancouver during his stay here. He stands 6 feet 8 inches and is broad in proportion. In his earlier manhood he was a famous rugby footballer in England and still carries evidences of his athletic training.

"People can talk of their being a scarcity of goods in England, whereas they mean that they can't buy goods there as cheaply as in France or Germany, with a depreciated franc or mark. If people will pay the price they can get all the goods they want in Great Britain and of the very best quality," he said.

The Oriental market, says Mr. Hobson, is peculiarly receptive to British manufacturers, because the Chinese have a warm appreciation for quality and are ready to pay high prices for goods that have merit.

Illustrating his contention that high quality wins and retains a market for itself, Mr. Hobson says, that among his fellow travellers across the Atlantic was a British merchant tailor who said that he had shipped half a million dollars' worth of high class English made overcoats to the United States every year for years, including the war period.

While in the city Mr. Hobson, who is a brother-in-law of Lord Lawrence, paid a visit to his former school friend, Mr. R. B. Parkes.

Kent-McClain Again
Mr. W. Covert, of Queen Street West, Toronto, is installing "Modern Method" Interplace-able Unit Fixtures in his gent's furnishings store. Mr. Covert has been gradually discarding his original fittings in favor of Inter place-able Units and now uses this type of fixture for the display of gloves, ties, handkerchiefs, underwear, etc. "Modern Method" Unit Fixtures are built by Kent-McClain, Limited (Toronto Show Case Company).

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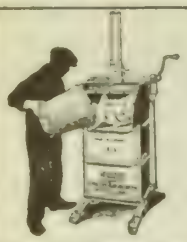
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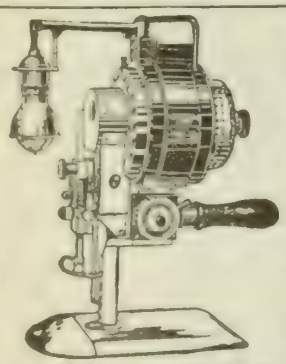
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JOINS CAPITAL TRUST

Mr. Thomas Costello, of Toronto, has resigned his position as Textile Adviser of the Government and Dominion Appraiser of Customs to accept the position of manager of the Toronto branch of the Capital Trust Corporation. He will take over the duties of his new office on the 15th of November.

ANXIETY PREVAILS IN BRITISH SILK INDUSTRY

Manchester, Eng.—Anxiety prevails among British silk manufacturers over the continued decline of the industry in this country. The market here is said to be flooded with foreign goods.

The change that has taken place in 60 years is shown by the fact that there are 100,000 fewer silk workers employed in the British silk industry to-day than there were in 1851.

BRITISH WOOLEN MEN SEEK FORMER PRICE

London.—Representatives of the Federation of Woolen Merchants and Shippers of Great Britain and Ireland are to meet representatives of the manufacturers' associations to discuss plans for relieving the present trade situation.

The manufacturers after discussing market conditions with the London tailors, propose to slow down production as a means of bringing prices to the level of March, 1920.

New York.—An attendance of more than 500 manufacturers and retailers is expected at the second annual convention of the Associated Dress Industries of America, which will take place in Atlantic City, Nov. 22, 23 and 24. The convention will act on all matters pertaining to the women's garment trades, particularly style problems and the production and distribution of merchandise.

The convention, coming as it does at a time when the dress industries are confronted with problems of a most serious consequence than they have been for many years, interest is naturally centered on the proceedings, and it was said this morning that the action taken at the convention on these matters will be far-reaching in effect, and will have an important bearing on the future operations of the wholesale field.

Kent-McClain Again

Messrs. Wood Bros., of Halifax, have recently equipped another department with "Modern Method" Inter-place-able Unit Fixtures. In December, 1918, this firm first adopted this system of display and since then have placed three large contracts for additional "Units." All Messrs. Wood Bros.' fixtures were built by Kent-McClain, Limited (Toronto Show Case Co.).

Red Seal Zephyr Ginghams
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An advice from London announces the Second Annual Clothing, Outfitting and Woolen Trades Exhibition, which will be held in the Royal Agricultural Hall, London, March 8-18th, 1921.

"This Exhibition," states the advice, "will be supported as usual by many hundreds of great British manufacturers in the various branches of the textile industry.

"Admission is confined to trade buyers only, who should receive complimentary tickets of admission through the committee and also through the medium of exhibitors.

"If any trader crossing to England wishes to visit any of our exhibitions, his trade card will ensure admission.

"The Second Textile Exhibition, the 13th Annual Drapery Textile and Women's Wear Exhibition, will be held from April 4th to 13th, 1921, in the same place.

Tax Interpretations

Defining the terms used in regard to the luxury articles subject to the 10 per cent. tax, Les Echos says that "ouvrages de modes" (articles of fashions) include finished hats but not shapes, trimmings, ribbons, artificial flowers. Dresses and cloaks mean the garment itself as it is sold by the couture establishment, and does not refer to lingerie and accessories of the garment. Furs and fur garments do not come in the same class as dresses and coats and hence are exempt from the ten per cent. tax no matter what the price. Dresses and wraps trimmed with fur are subject to the tax. Laces which come under the 10 per cent. rule include only laces by the piece, and not tulles and embroideries which latter are exempt from the tax.

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Montreal.—The store owned by G. J. Papiller, a furrier of 181 Laurier, was yesterday robbed of goods valued at $10,000. No clue to the identity of the thieves has yet been discovered.

St. Catharines.—The dry goods clerks of St. Catharines, of whom there are about five hundred, are demanding Wednesday half-holiday the year round instead of only during the Summer months. Dry goods stores here remain open till 9.30 Saturday night. The clerks say they will organize a union if the half-holiday is not granted otherwise. The Wednesday half-holiday prevails the year around here in groceries, hardware and other lines.

Leading Woollen Blanket and Rug firm doing business for many years with all important houses in Canada invite applications from first-class Agents to represent them in Winnipeg and Northwest Canada. Applicants must know the respective buyers and be well acquainted with the Trade. State fullest particulars, age, conditions and references, to "Enterprise," care Dry Goods Review, 153 University Ave., Toronto.

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Dominion Raynsters

"Made-in-Canada" Raincoats

What A Satisfaction It Is

to offer your customers a line of raincoats that are absolutely guaranteed in quality and workmanship.

Every "DOMINION RAYNSTER" bears the guarantee label of the Dominion Rubber System and should there be any cause for dis-satisfaction with one of these coats, you have Canada's largest rubber organization to make the matter good.

"DOMINION RAYNSTERS" are made in a wide variety of pleasing styles and patterns for men, women, boys and girls.

If you want a line of raincoats that are stylish, faultlessly fashioned and finished, and absolutely waterproof, and which can be sold at popular prices, write our nearest service branch for price list of "DOMINION RAYNSTERS" — the raincoats with the guarantee label.



CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES

Dominion Rubber System Service Branches

are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

Just A Ball o' Yarn



for every knitting purpose–in every fashionable shade

Corticelli

DRY GOODS REVIEW

Vol. XXXII | Publication Office: Toronto, December, 1920 | No. 12

"THE DEEPEST DYE"

They remain* black *to the end.

You may subject Hawley-Dyed Stockings and Socks to the roughest laundry treatment, but they will still retain their inimitable deep, dense, black lustre.

Hawley's Hygienic Black

British Dye

FOR COTTON & THREAD STOCKINGS & SOCKS

is guaranteed fast and actually improves the quality of the hosiery upon which it is dyed.

Hawley-Dyed Stockings and Socks are made in two distinct finishes—"Cashmere" Finish and "Silk" Finish. Every pair bears the Hawley mark, which guarantees the dye to be stainless, perspiration proof, and absolutely fast.

HAWLEY'S HYGIENIC DYE WARRANTED STAINLESS & ACID PROOF

Be prepared to meet the public demand.

Enquiries from the trade are invited.

Sole Dyers (to the trade only)

A. E. HAWLEY & CO., Limited

Sketchley Dye Works, HINCKLEY, ENGLAND

℄C





Kenyon

—The Skating Coat
—English Top Coats
—Jersey Coats
—Novelty Tweed Coats
—Leather Coats
—Suede Coats

The New Skating Coat
$42.50

Here's the new "Skating" Coat — so called because it is made short and snappy, but extra warm. Of heavy novelty Tweed, lined throughout with suede-like; and it is made still warmer with a large, genuine Raccoon collar.

Are you ready to serve your customers who insist that their coats shall be warm and yet smart?

We made "Kenyon" famous for men's coats over half a century ago — that's why we can tailor these mannish coats for women so successfully.

C. KENYON CO., Inc.

NEW YORK
200 Fifth Avenue

CHICAGO
223 Jackson Blvd.

DRY GOODS REVIEW, December 15, 1920. Volume XXXII. Published every month by the MacLean Publishing Company, Limited, 143-153 University Ave. Toronto. Year's subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter, at the Post Office Department, Ottawa.

CHRISTMAS 1920

A season of kindly thought and good cheer. A season of recollection —of retrospect. We think of the new friends and customers of 1920. We think gratefully of the co-operation and loyalty of our friends that has made one more year of success.

We thank you, and wish that a

Merry Christmas and A Happy New Year be Yours



Suggestions for a

WHITEWEAR SALE

Complete line of Swiss Embroideries

A large range of Staples in most desirable patterns for immediate delivery.

Our imported line includes:
Cambric and Swiss Flouncings and Corset Coverings

27″ Swiss Ruffled Flouncings.
27″ Hemstitched Flouncings.

Exceptionally good values in 27″ Baby Flouncings, Edgings, Strapping, Seaming and Allover.

Prices based on present market values

GREENSHIELDS LIMITED

17 VICTORIA SQUARE, MONTREAL

"Everything in Dry Goods"

A. S. King Silk Company

Limited

"The Silk House of Canada"



JANUARY SALE SILKS

Merchants contemplating January Sales can purchase now many SPECIALS in Staple and Fancy lines.

We advise early selection while assortments are available.



A. S. King Silk Company, Limited

59-61 Wellington St. West *Toronto*

Foreign Offices:

Zurich, Switzerland *Lyons, France*
Yokohama, Japan *Chefoo, China*

Start the New Year Right

For your January Sales, come to us and see what we have to offer in specially priced lines of

White and Grey Sheetings
Pillow Cottons
White Saxony Flette
White Cottons and Longcloths
Cambrics and Madapolams,
Nainsooks, Lawns and Bridal Cloths,
etc.



John M. Garland, Son & Co., Ltd.

Ottawa - Canada

Wholesale Dry Goods

May Happiness be yours this Christmastide and Prosperity and Health attend you throughout the New Year



Alphonse Racine Limited

60-98 ST. PAUL STREET WEST, MONTREAL

Manufacturers and Wholesale Distributors of Dry Goods

PERMANENT SALES OFFICES:

OTTAWA 111 Sparks Street
QUEBEC Merger Building
TORONTO 123 Bay Street
HAILEYBURY Matabanick Hotel
SYDNEY, N.S. 269 Charlotte Street
RIVIERE DU LOUP Hotel Anctil
SUDBURY Nickle Range Hotel
SHERBROOKE 4 London Street
THREE RIVERS Main Street
CHARLOTTETOWN, P.E.I. Queen and Sydney Sts.

FACTORIES: Beaubien St., Montreal; St. Denis, Que.; St. Hyacinthe, Que.

To The Trade

December, 1920

Christmas Greetings

On Earth Peace and
Good Will toward Men.

"All things whatsoever ye would
that men should do unto you, do
ye even so unto them."

John Macdonald & Co., Limited
Toronto

Sell The Hoover as a Christmas Gift



The

H O O

It *Beats* . . . as it

Advertise the suggestion, "Give her a Hoover," in the newspapers over your name, starting now!

Display The Hoover in your windows and your store, at once!

Useful giving is again on the docket. Veteran Hoover dealers, alert to the favorable situation it makes for them, are vigorously featuring Hoovers for Christmas this year. They recognize the unusual sales possibilities from experience.

Profit by their example!

Hoover national advertising, for December, in convincing language is telling the public that The Hoover combines sentiment and usefulness with lasting economy.

Tie up with this appeal, locally. Let people know you sell The Hoover. Invite them into your store. They will come!

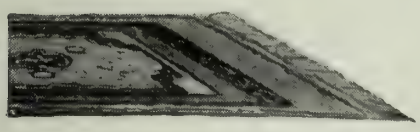
Begin this very day. It is not a moment too early. Keep it up until Christmas eve.

You will be pleasurably and profitably surprised to find how exceptionally well The Hoover sells when continuously advertised and featured during the weeks preceding Christmas.

Use The Hoover to uphold your volume and to convert into profits for your store, the favorable circumstances of this Christmas season.

THE HOOVER SUCTION SWEEPER COMPANY OF CANADA, *Limited*
The oldest and largest makers of electric cleaners
Factory and General Offices: Hamilton, Ontario

Made in Canada by Canadians for Canadians



New Dealers!

Wire today for a "rush by express" shipment of Hoovers. Now is one of the best times of the year to try out The Hoover and to find how easily it sells

V E R

Sweeps as it Cleans

Look for the *Blue Star*

Muser Brothers (Canada) Limited

cordially extend to all who handle the world-famous

Muser Creations

a most Hearty Yuletide Greeting and a sincere wish that the New Year will bring with it unalloyed prosperity, good health and a full measure of happiness.



12 ST. HELEN STREET, MONTREAL

New York Boston Philadelphia Chicago London Nottingham Paris Calais
Baltimore Los Angeles San Francisco Caudry LePuy St. Gall


"Distinction
the keynote
of
Cumberland
Prints
MORTON SUNDOUR FABRICS LTD.
CARLISLE - ENGLAND
Canadian Representative:
G. I. Kitchen
72 Bay St. Toronto

When you sell linen you sell more than just 'a Fabric'.

—you are selling a tradition—history—one of civilization's heirlooms—a cloth that signifies all that is desirable—precious as a symbol of 'home'.

A woman collects linen as a man rides his hobby, be it cup hunting, stamp collecting, trophies of gun, rod or sporting prowess.

And by linen she *means* linen—not something that temporarily passes for the same.

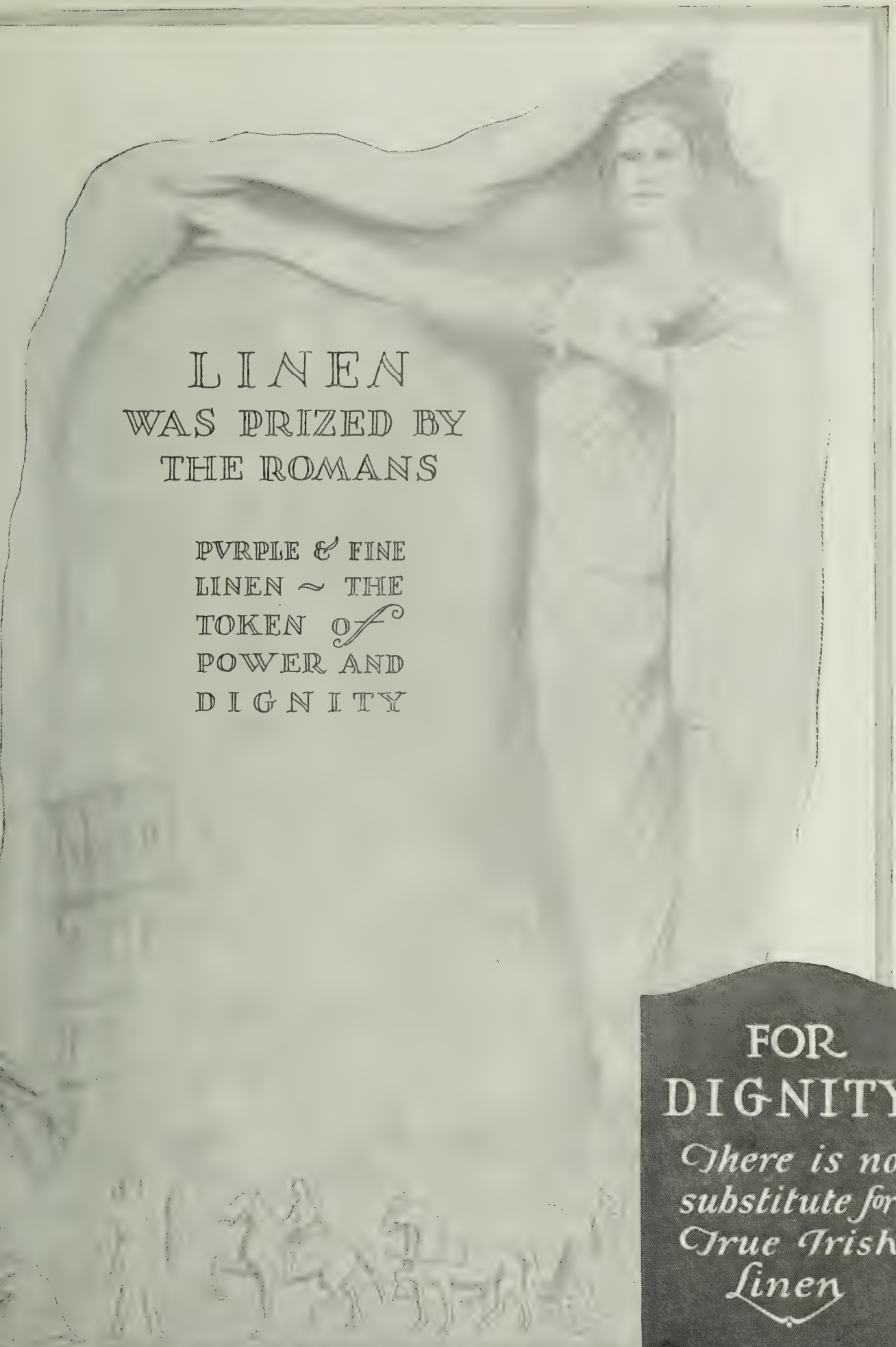
Although the scarcity persists and production is necessarily low—there is enough of the better grades of true Irish Linen to supply the major part of the demand.

It is perhaps easier to sell than to obtain stocks. Given fair notice, however, importers say that supplies *are* available, and that there is many a profitable transaction awaiting the early linen buyer. All that is needed is prompt action.

The IRISH LINEN SOCIETY
BELFAST IRELAND

American Office and Information Bureau
239 West 39th Street, New York




LINEN
WAS PRIZED BY
THE ROMANS
PVRPLE & FINE
LINEN ~ THE
TOKEN of
POWER AND
DIGNITY
FOR
DIGNITY
There is no
substitute for
True Irish
Linen



Our Wish for You is

A Merry Christmas

and Success and Happiness in the Coming Year

You will find what you need in the following lines:

Night Gowns
Petticoats
Drawers
Chemises
Corset Covers
Brassieres
Princess Slips
Combinations
Tea Aprons
Cooking Sets
Boudoir Caps
Pyjamas
Sateen Bloomers
Infants' Robes and
Children's Underwear

Waists
in Lawns, Voiles,
Japs, Crepe de Chines,
and Tub Silks

Underskirts
in Sateens, Moires,
Silks, Cottons, Taffetas,
Prints and Ginghams.

Middies and
Smok-Froks for Ladies,
Misses and Children.

House Dresses
Porch Dresses
Wrappers
Kimonas
Dressing Gowns
Dressing Sacques
Bungalow Aprons
Kitchen Aprons
Dust Caps
Maids' Dresses
Nurses' Dresses
Overall Aprons
Misses' Dresses
Children's Dresses
Girls' Pleated Skirts
Gymnasium Bloomers

The Canadian Converters Co. Limited
Montreal



HODGSON SUMNER & CO., LIMITED

St. Paul St. West 21 St. Sulpice St. 84-92 Le Royer St.

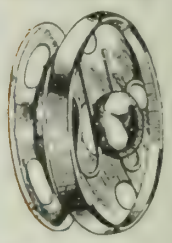
MONTREAL

SAMPLE ROOMS : Metropole Building, SHERBROOKE. Windsor Hotel, OTTAWA. Carlaw Bldg., 28-30 Wellington St. West, TORONTO. 7 Charest St., QUEBEC. 503 Mercantile Bldg., VANCOUVER. 50 Bon Accord St., MONCTON. Canadian Bank of Commerce Bldg., THREE RIVERS

Made in Four Sizes 000 00 0 1



It's all in the Spring



Strong—Durable Made of Brass

It's a Snap to Snap This Snapper

Colonial Maid

Wire Spring Dress Fasteners

Made in Canada

THIS IS NOT A FRICTION FASTENER But is MADE WITH HIGHLY TEMPERED WIRE SPRING KNOWS WHEN TO HOLD AND WHEN TO LET GO

BRASS will not rust

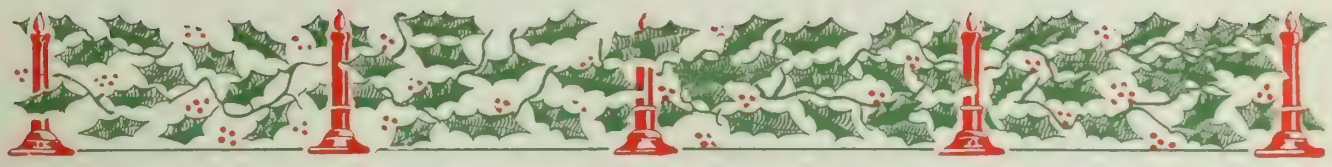
ALSO PUT UP IN ONE GREAT GROSS CABINETS ASSORTED 24 CARDS EACH WHITE AND BLACK ∴ ∴ SIZES: 00-0-1

To be had of all leading wholesalers.

Manufactured by

Colonial Fastener Co., Limited

Montreal, Que.



"KENT-McCLAIN AGAIN"

THIS TIME WITH A

Christmas Greeting

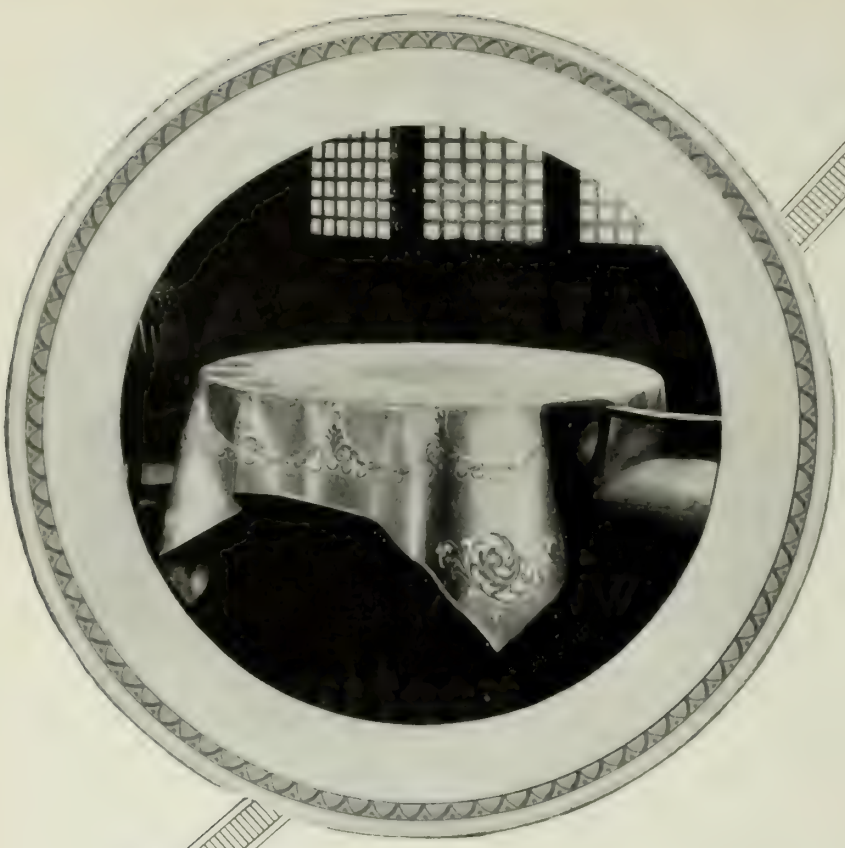
AT the close of this eventful year we take this opportunity of wishing our friends and patrons a joyous and bountiful Christmas and a New Year whose blessings will exceed their greatest expectations.

Kent-McClain Limited

(TORONTO SHOW CASE CO.)

181-199 CARLAW AVENUE
TORONTO





THE "OLD BLEACH" LINE INCLUDES:

Table Damasks and Napkins

Hemstitched Towels and Toweling

Art Needlework and Embroidery Linens

Dress Linens

Hemstitched Sheets, Pillow and Bolster Slips

Hemstitched Squares for Napkins, Tea and Luncheon Sets and Scarves in all appropriate sizes.

THE ADVANTAGE OF CONCENTRATION

"Old Bleach" pure Irish linens furnish a perfect illustration of the benefit of concentrated effort.

—in buying:—because the "Old Bleach" line of quality Irish linens is complete, and every requisition for fine linens can be filled with complete satisfaction from this one source.

—in selling:—because "Old Bleach" is consistently advertised to those people who buy quality for its own sake.

"Old Bleach" service does not stop with the manufacture and advertising of high class merchandise.

An assortment of newspaper illustrations has been prepared in electrotype form for the use of "Old Bleach" distributors. Illustrations of these will be sent on request.

A representative stock of "Old Bleach" merchandise is carried at our New York premises for the convenience of our dealers.

"The "OLD BLEACH" LINEN Co Ltd
Regd Trade Mark
23-25 East 26th Street New York
J R LAMONT MANAGER

Canadian Representative:
W. H. STELEY, 22 West Wellington Street, Toronto, Ont.

GUARANTEE

We unreservedly agree to replace those goods with which for any reason whatsoever the purchaser is dissatisfied, provided they bear when sold the registered Trade Mark "Old Bleach" or woven brand as above.



A Merry Christmas and Prosperous New Year

is our heartfelt wish for all who handle

Kayser Silk and Chamoisette Gloves

We realize that happiness is, to a great extent, bound up with business success. Why not, then, make sure of it?

Kayser Gloves create an atmosphere of satisfaction and good-will wherever they are sold. The customer likes them because they are both beautiful and serviceable; the retailer finds them profitable as business-builders and his staff have no trouble in making sales. Could you think of a greater recommendation?

"Kayser" GLOVE
REAL CHAMOISETTE
MADE IN CANADA



PERRIN KAYSER COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL

PERRIN'S GLOVE

Christmas Cheer To All



Again the festive season has come and we pause a moment to pass a kindly Greeting to all with whom we have been associating in business activity.

We wish the trade a joyous Christmas and the best that the New Year has in store, which is just another way of saying, we wish you all the good business which PERRIN'S GLOVES can bring.

PERRIN'S for PERFECTION

PERRIN KAYSER COMPANY, LIMITED

Successors to Perrin Freres et Cie

Sommer Building, MONTREAL



Christmas and New Year



WE extend our thanks to our many patrons throughout Canada for their splendid patronage during the past year. While our service has met with satisfaction and approval, we hope in the coming year to be more deserving of your trade.

The assortments in our various departments are fresh and attractive. Let us do our part in making 1921 a year of great prosperity for *you*.

P. P. MARTIN & CO., LIMITED

50 ST. PAUL ST. W., MONTREAL, QUE.

Quebec: 7 Rue Charest
Toronto: 152 Bay Street
Sherbrooke: Grand Central Hotel
Ottawa: 25 Sparks Street
Three Rivers: 82 Royal Street
St. Hyacinthe: 229 Cascade St.

CLOSE HARMONY

BETWEEN FELLOW-WORKERS MEANS MAXIMUM EFFICIENCY

"It's the Kelly Way"



THE HOME OFFICE FORCE ENJOYED MR. KELLY'S HOSPITALITY AT AN INFORMAL DINNER DANCE GIVEN ON THURSDAY EVENING - OCT. 21 - CURTIS HOTEL MINNEAPOLIS

Honor Built This Service

Ability Carries It On

"for stores of the better class"

T.K. KELLY SALES SYSTEM

MINNEAPOLIS MINNESOTA

An Editorial

by

Thos. Kendall Kelly

Pres. T. K. Kelly Sales System
Minneapolis, Minn.

Left to continue its present menacing course upon the retailer's position in the business scheme, the mail order house will shake Canadian life to its very foundation.

Any red-blooded citizen—man, woman or child—who is loyal to his country, will think twice before sending hard-earned money to the mail order concern, if they are convinced of the real menace it holds to future generations.

Real patriotism is the love of the ground one lives on—its existence and its futurization for the coming generation. Where is the real Canadian who would patronize anything that in its essence is working about a complete decentralization of the very life of his existence?

If the farmer does not patronize his town merchant, the merchant must close up his doors and seek other fields. When this occurs, what will be the result to the many small cities that bind together the life, the real community existence of our country?

What chance have our children to grow, to secure an education, if the small town is wiped out?

It cannot mean else but the elimination of schools, churches and places of amusement and discussion of local problems, conditions and development—factors which are, to be exact, the life of the suburban existence.

There is no middle course in this channel—if it is wrong to deal exclusively with the mail order people, to the loss of the community, then it is wrong to deal with them at all.

Even merchants themselves have been guilty of purchasing merchandise from their bitterest enemies, and thus furthering the scheme that is shaking and destroying their business foundations.



No love is lost between mail order house and consumer—they are essentially friends of prosperous days, doing their biggest and best in times of prosperity and quietly standing by without encouragement, when money is not abundant.

No one ever heard of a mail order house gratefully and obligingly extending credit to a patron of prosperous days who had, through no fault of his own, come upon hard sledding.

There's a moral there, too, for the merchant who spreads his purchases over dozens of specialty houses who work his territory from far markets in prosperous times, on short credit, and who are conspicuous by their absence when cash business is not so prevalent. Just as the local merchant stands between real want and the farmer after a poor year, so does your jobber hold fast to you when you need him most—if you will let him.

Gone are the days when salesmanship and buying was a battle of wits between the merchant and the jobber representative, for both to-day realize the futility and unsound business principles of that course.

The jobbers of to-day maintain an expert staff of buyers, whose business it is to purchase fast-turning merchandise—not for their own benefit alone, but for the benefit of their customers, and will, if you will let them, exercise this buying efficiency in stocking your store.

If your specialty man's goods are right, your jobber will stock them and supply you in due time—but rely on their buying judgment.

Following this course you will have, that which has built the mail order business, the clean, live, up-to-date merchandise your public wants. Don't forget that the farmer's wife in Manitoba wants to wear the same things that her sister wears in New York or Chicago.

Even all this is wasted effort unless you are willing to lay your store—its stock—yourself—before your public by advertising.

How many merchants realize that the enormous growth of the mail order business is due almost entirely to the attractive publicity given their merchandise?

They invest fabulous sums to secure advertising writers who know how to whet with printer's ink the desire to buy, and Heaven knows it has paid them.

Naturally, I am a convert to big advertising effort, but because I have seen my convictions verified in tremendous merchandise movements, such as we conducted for:

Messrs. Hughes & Crouch of Hereford, Texas, where we moved $17,000 worth of merchandise in sixteen days. The total population in a seventy-five mile radius around Hereford is only a little in excess of 6,000, and our advertising efforts sold $3 worth of merchandise per capita in that radius.

Again in Collins, Mississippi, during a period when flood water made it necessary for the purchasers to reach the store of Messrs. Halloway & McRaney in boats, our advertising efforts moved a $40,000 stock in six weeks.

In the little town of Selingsgrove, Pennsylvania, with only 2,000 population, we sold $17,000 worth of merchandise in fifteen days from a $27,000 stock in the store of W. N. Bulick. This enormous volume of business was done on an advertising expense of less than two and one-half per cent. of the gross sales.

Way up in Saskatchewan, Canada, in the little hamlet of Eyebrow, population fifty souls, we turned, at an excellent profit, $6,000 worth of merchandise from a $15,000 stock in eight selling days.

Unusual cases—yes—but it is the difficult problems that I am trying to tell you can, and can only be solved by dominant advertising and—we have it.

This and one other factor—bulk of advertising—are the reasons for our exceptional successes and the reason for the merchant's failure.

The average merchant expects to move thousands of dollars' worth of merchandise on pennies spent for advertising and it cannot be done.

We know that a given amount of good publicity is absolutely certain to produce results over a large territory—We carry out this plan determinatedly and secure results.

Give your public a chance to know your store and your merchandise—let them know that it is a privilege for them to patronize your store and that you have the merchandise they want and the mail order houses' efforts will worry only your competitors.

CIRCLE



CROSS
REGISTERED

The Makers of Circle-Cross Garments extend to their customers

The Compliments of the Season

MAY Joy and Happiness be yours this Christmastide, and may the New Year, upon whose threshold we stand, bring you prosperity and witness the culmination of many a long-cherished desire.

For Spring and Summer, 1921, we have prepared an excellent line of

MIDDIES, SMOCKS *and* SPORT SKIRTS, *also* NURSES' *and* MAIDS' REGULATION UNIFORMS

Our models are strikingly original, with a prettiness and charm which seldom fails to captivate.

Prices of "Circle-Cross" Garments conform with Spring revisions.

Your valued order will receive most careful attention.

COLE-WHITAKER, LTD.

292 St. Catherine Street West

MONTREAL

HAWTHORN



Greetings

In extending our heartiest greetings of the season we wish to congratulate our many friends on their splendid success with Hawthorn Fabrics and to thank them for giving us the co-operation which has made this success possible. We wish you a Merry Christmas and a Prosperous New Year.

HAWTHORN MILLS LIMITED
CARLETON PLACE
ONTARIO

Denton, Mitchell & Duncan
Limited

TORONTO

Specials for Christmas Trade

Men's Mocha and Fine Wool Gloves

Smoking Jackets in plain colors Blue, Brown, $12.00 each.

Assorted Sizes



Special Values in Men's Neckwear $4.80, $6.50, $9.00 per dozen.

Men's Terry Cloth Bath Robes Assorted patterns and colors, $11.00 each.

Assorted Sizes

Dressing Gowns

Assorted patterns, colors and sizes.
Prices $12.00, $15.00, $16.50 and $17.00 each.

A Friendly
GREETING
to the Trade

Wishing you a Merry Christmas,
A Happy New Year too;
Good store of cheer throughout the year;
Good Luck in all you do.

Cook Bros. & Allen, Limited
TORONTO

Manufacturers of



Compliments of the Season!



We extend Christmas greetings to our many friends. We hope that the holiday season will be profitable in your business, that Christmas will be a happy day in your home, and that the New Year will bring you great prosperity.

We thank you for your patronage and for your appreciation of the quality of our goods, and we hope that you will find—as we do—a continually growing demand for A. B. C. Hosiery.

If you do not already carry A. B. C. Hosiery for men, women, and children, write us for prices.

ALLEN BROS. CO., LIMITED

883 Dundas Street East, Toronto

Selling Agents for Canada—

WILLIAM G. EVIS & COMPANY

28 Wellington Street West

Looking Ahead

We are optimistic about the coming year. We think that here is a way to increase your hosiery sales.

We are still making our old lines of Winsome Maid Pure Thread Silk Hosiery, but in addition we have a new line which we want to tell you about.

Our New $4.00 Line

This is a two-tone effect in silk and mercerized cotton, which is not only beautiful and novel, but has splendid wearing and fitting qualities.

It is made in combinations of midnight and silver, navy and green, bronze and navy, purple, etc.

Woven with seam at the back.

Our agents will call on you early in January.

We will gladly send you samples, on request.



Selling Agents:

Wm. G. Evis & Company, 28 Wellington St. West, Toronto, Western and Northern Ontario, Quebec, Maritime Provinces and Manitoba.

Stanley McLeod, 543 Grenville St., Vancouver, B.C., British Columbia, Alberta and Saskatchewan.

H. Switzer, 193 Sparks St., Ottawa, Eastern Ontario and Montreal.

ALLEN SILK MILLS LIMITED

43 Davies Avenue, Toronto

"CANADIAN GOODS ARE BETTER"

All Colors—All the Time

THAT'S SUNSET

We can ship all orders promptly—you need never disappoint a customer by being "out" of Black, Navy Blue or any of the 22 Sunset Colors. Every cake of Sunset sold means many repeats—keep your stock up—don't miss a sale.

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When you get low on any Sunset Colors, order at once through your jobber. He can complete your line promptly because he can get all colors from us without any delay whatever. If, however, you have any trouble in having your order filled, write direct to us—we will be glad to see that you get **any Sunset Colors** you need immediately.

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HAROLD F. RITCHIE & CO., LTD., Toronto, Canada
Manufactured by
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Sunset Soap Dyes are packed 1 gross assorted in the attractive Display Case, without extra charge, when requested. Insist upon having your first order packed in this way, which keeps Sunset before your trade all the time.

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the REAL Dye

SHEET MUSIC

added to your various lines will attract more customers to your store than any other medium you could employ. This with a liberal profit in addition, should warrant you in making immediate arrangements to take on a line.

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OF FIFTEEN CENT MUSIC

is the best line as a foundation for your sheet music department. It is the most popular line of Standard, Classic and Teaching Music. It is universally endorsed by teachers, students and the general music loving public. Each selection is placed in a heavy manila stock cover bearing name and number of the selection, 20 substantial stock boxes and 500 catalogs bearing your business imprint. The sale of McKINLEY MUSIC affords you

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Order VICTORY BATS, NORTH STAR, CRESCENT and PEARL



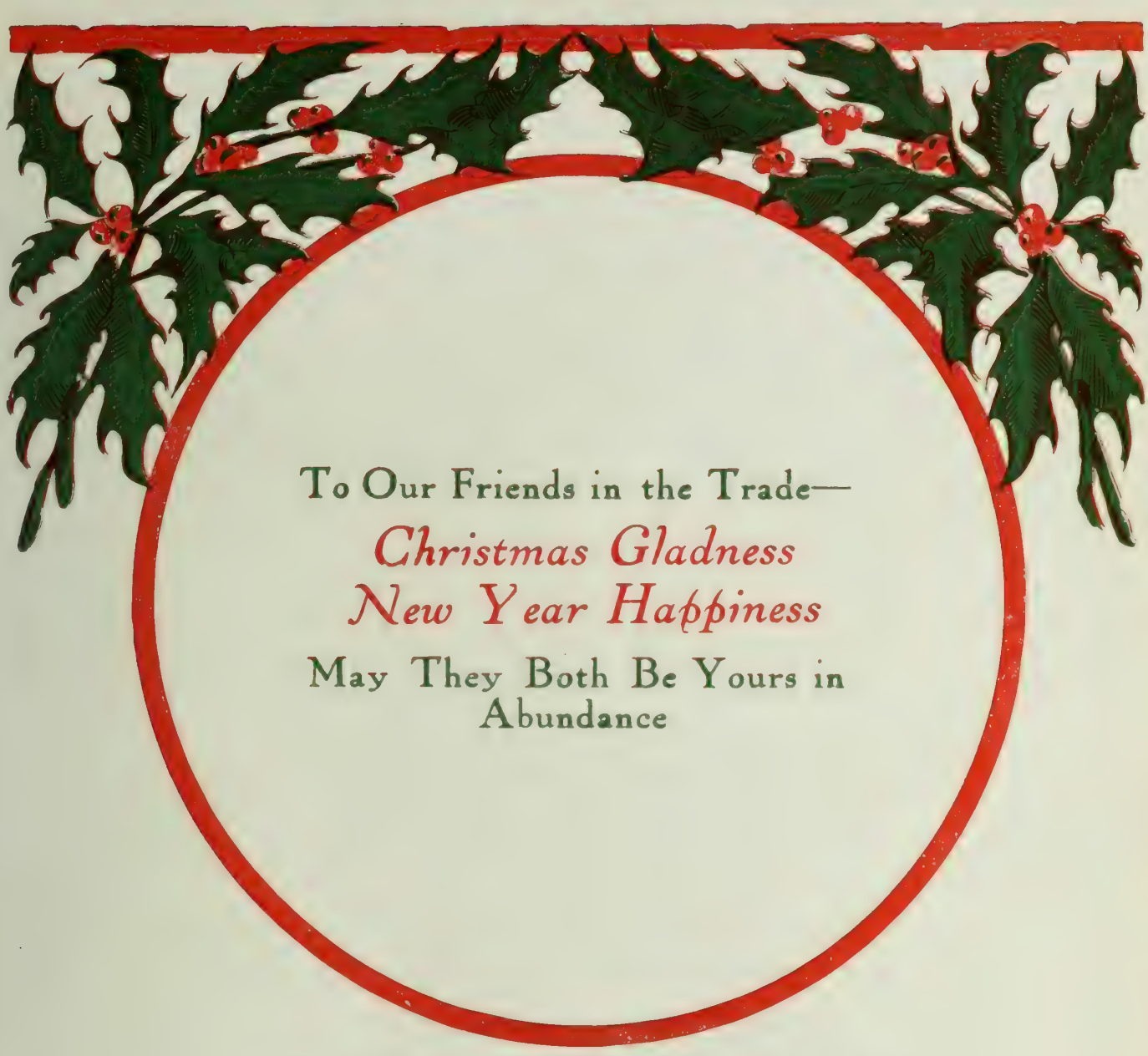
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To Our Friends in the Trade—

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May They Both Be Yours in Abundance

EARLY IN THE NEW YEAR

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CURTAIN NETS *CRETONNES*
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For the courtesy of your patronage in the past year we sincerely thank you and hope to enjoy a continuance of those cordial relations during the coming year.

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Your enquiries will be esteemed a favour and same will have prompt attention.

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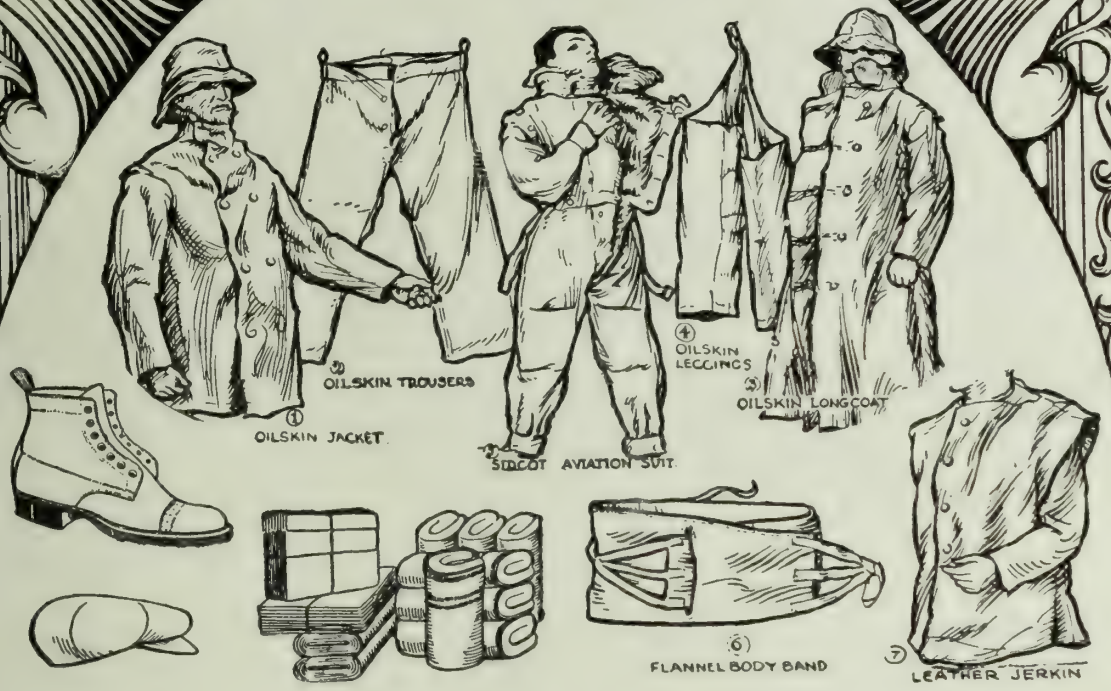
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the BEST for Winter

REGISTERED TRADE MARK — TRADE MARK — OBERON

"OBERON" Underwear is such an outstanding success because it is one hundred per cent. good. It is sold freely the world over and the sales are always increasing. To keep pace with the enormous demand we are constantly being compelled to increase our factory in size and staff. "OBERON" Underwear represents excellent value—the kind that gives the customer complete satisfaction and brings repeat orders. Ask our representatives to show you their samples, specially selected for the requirements of the Canadian Trade.

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HURCULACES—the British Laces for Boots and Shoes—made under the most approved methods of manufacture, the secret of their durability being the great strength of the threads which tenaciously cling together and resist wear. STRENGTH & DURABILITY.

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SPHERE HOSE SUPPORTERS for Ladies Wear, enjoy the widest popularity because their *quality* throughout is the finest possible. Made and finished with thoughtful attention to detail. Each pair fitted with the famous "Grip that grips and never slips." SPHERE Suspenders, Garters and Arm Bands for Mens Wear are supplied in many neat and attractive designs; also SPHERE BROWNIES, the Hose Supporters for Little Folks.

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Here you have the fast selling lines, the lines for YOU.

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If you have not already arranged for complete stocks, please write us without delay.

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"Qui dura Vincit"

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PRESENTATION

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These materials are unrivalled for making up Ladies' and Children's underwear, also BLOUSES, JUMPERS, CAMISOLES and all kinds of LADIES' and CHILDREN'S DAINTY GARMENTS.

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Write to FERSTRONG Dept. for the names of our Wholesale Agents; also Free Patterns and full information on writing to

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The Fine Scotch Underwear with the Fine Scotch Finish

Pesco



It is one of the pleasures of selling, as it is one of the pleasures of wearing, Pesco, to find that not only in general principles but in the most minute detail of manufacture and finish Pesco Underwear is sound.

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The standard set by Pesco is difficult to achieve. That it is achieved, albeit by unceasing vigilance and care, is demonstrated by its growing popularity amongst people who use judgment in buying, and amongst the best class stores.

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Obtainable in Pure Wool and Silk and Wool textures.

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Also

Pesco Hose and Half Hose in Black, Colors and Mixtures

and

Pesco Sports Coats, Jumpers, Undervests, Sweater Coats, Scarfs and Caps in the latest styles and color effects

Guaranteed Unshrinkable

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Peter Scott & Co., Ltd.

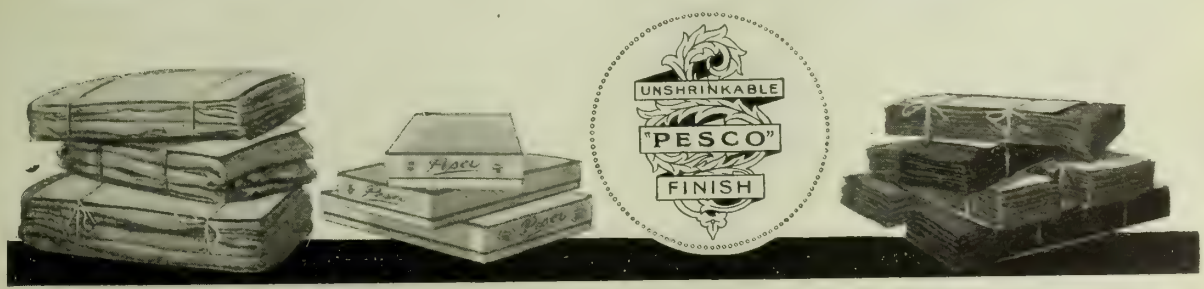
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PATTERNS showing FINISHES and full particulars can be obtained on application to—

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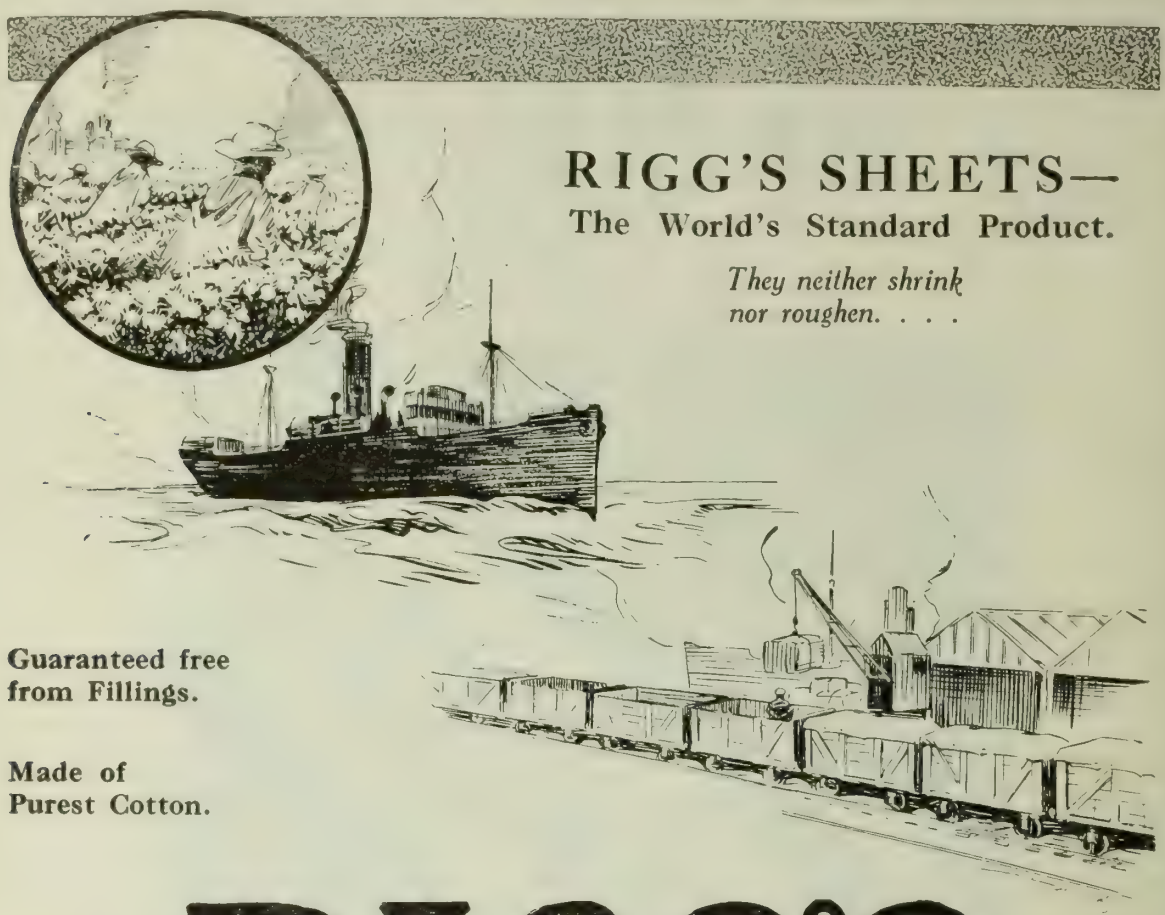
CANADA:. Geo. H. Napier, 417, Coristine Bldgs., Montreal.
AUSTRALIA: C. E. Wain, Commerce House, Flinders Lane, Melbourne.
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RIGG'S
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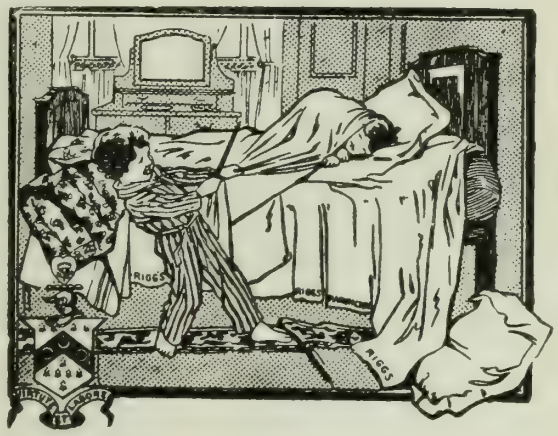
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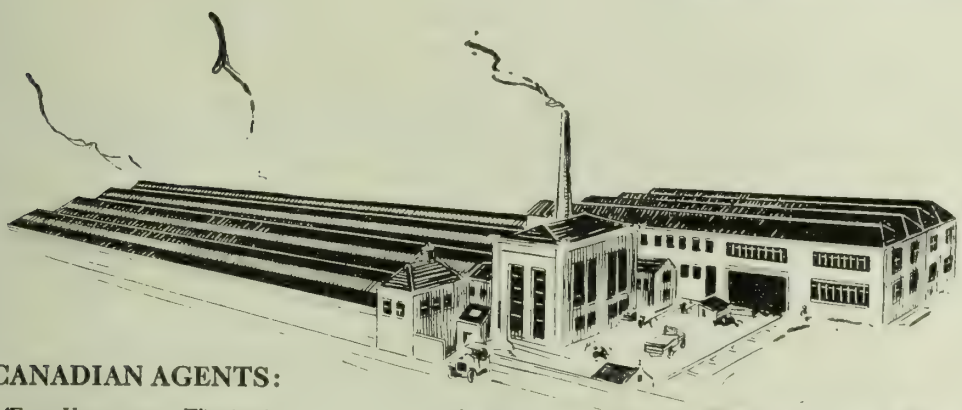
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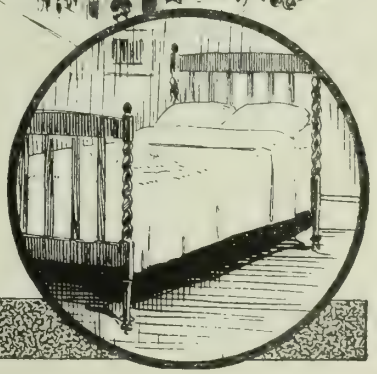
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have been made for one hundred and forty years and are recognized throughout the world as the best and most saleable shading. They are unequalled for quality, are unshrinkable, fast colors and made in all colorings and widths. To insure getting genuine goods, customers are advised to EXAMINE TICKETS and PAPER BANDS. Also inside Holland Tab on end of each piece and see that each *bears name* of "JOHN KING & SON."

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Made by

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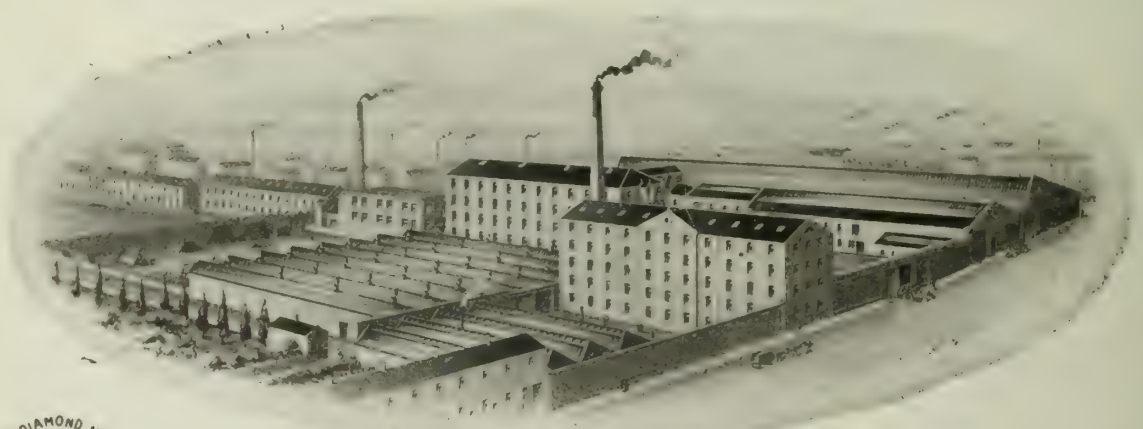
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ONE TIE, PLAIN SILK
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FLORETTE DECORATION

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LONDON, CANADA
Ready for immediate shipment. Write to our Canadian Branch Office.

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GOOD TAILORING IS LABOUR LOST
IF THE CLOTH IS ILL SHRUNK

MAKE SURE IT IS SHRUNK :: AND WELL SHRUNK :: AND KNOW BY WHOM

THERE'S LITTLE SATISFACTION IN SUCH A STAMP AS "SHRUNK," "WELL SHRUNK," "LONDON SHRUNK," OR "SHRUNK BY LONDON PROCESS." INSIST ON A SHRINKER'S GUARANTEE—ON THE STAMP OF A FIRST CLASS FIRM OF LONDON SHRINKERS—BEST OF ALL ON THE STAMP OF

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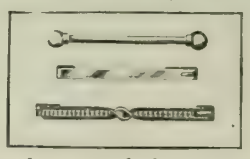
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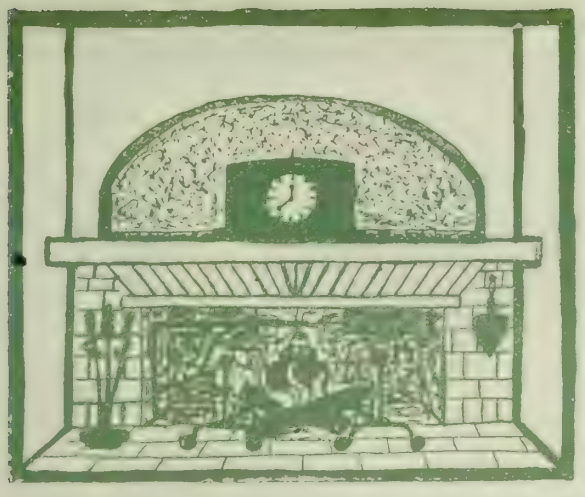
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Some prefer new-fangled greetings,
Others search for this or that;
*But the good old "**Merry Christmas**"*
Never sounds the least bit flat.

May the New Year bring to all Prosperity and
a full measure of health and happiness

THE
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MONTREAL

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Thus THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR, and the HEEL and TOE FIVE, making it essentially

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THE ACME OF PERFECTION IN FOOTWEAR.

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JOHN A. THOMPSON, General Manager, Western Canada

TORONTO, ONTARIO



TO OUR FRIENDS

We extend Seasonable greetings with our best wishes for

A MERRY CHRISTMAS

and

A HAPPY NEW YEAR

THE W. R. BROCK COMPANY (LIMITED)

General Wholesale Dry Goods,
Woollens, Carpets, etc.

TORONTO

Christmas 1920

Optimism for the future of mankind was the basis of the jubilations marking Christendom's first Christmas.

As we have grown in other respects since then, so should we have grown in optimism, so that at this time of unsettled conditions and doubt we might be able to look forward smiling; and assured of the mutual confidence of honest men, have faith to believe that effort to serve will restore normality and that conscientious merchandising will recreate prosperity.

Therefore, the best Christmas wish of Dry Goods Review for its readers and friends is:

"May all the prosperity possible from Christian optimism be yours; may success accompany your efforts to procure weal; and may happiness crown all."

Dry Goods Review

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THE BUSINESS SITUATION

IT IS the general opinion of trade papers and business men alike that the silver lining is about due to show itself, and with business picking up in the retail trade, due in considerable part to attractive Christmas reductions, many conservatively-thinking people are predicting an improvement all along the line at the very first of the year. The "Merchants' Record and Show Window," of Chicago, commenting on the business situation in its November issue, says: "Business is picking up. October sales were the best for any month of the present year along State Street. Apparently falling prices have started people to buying and it is probable that the same general condition will prevail all over the country. The consuming public has been holding off buying while prices were at top notch, but the genuine reductions have started brisk buying once more."

Although prices in Canada never, at any time, climbed to such heights as those which prevailed across the border, the same reluctance on the part of the buying public to pay high prices was clearly manifested a few months ago, and the country-wide lull which threatened to seriously affect trade in the United States was felt in part measure in Canada. The strain has been at its worst during the past few weeks, and although Christmas has been responsible for a certain livening influence it is believed that the volume of business done this Christmas will not be quite up to previous years. This is not to be taken as a bad omen, however, for the improvement during the past week or two has been remarkable in the larger centres where business has been particularly dull, and reports from the smaller centres are quite satisfactory. If the merchant, the jobber, the wholesaler and the manufacturer all appreciate the good that can come from cool-headedness, their co-operation and sane handling of the situation will effect a more rapid readjustment, and prosperity will follow so much sooner.

DON'T NEGLECT YOUR ADVERTISING

"WHAT do you suggest as a wise advertising policy to adopt at this time?" This query reached Dry Goods Review recently and incidentally brought up one of the most important matters that the merchant has to deal with. Present conditions have led many business men to believe that advertising is by way of being an unnecessary expense. This idea is the very last that should be entertained by the man who wants to survive the present period of business depression. Store advertising can play a very important role in the scheme of readjustment and the wise merchant will keep his name before the buying public and see that it is regarded as a signature to truth in advertising. He will use his advertising as a means of sales promotion, and he will appreciate that sales promotion is most needed when people are hesitating in spending money. As one merchant aptly expresses it: "When I want my flivver to climb a hill I give her gas." The trade is climbing a very steep hill at present and needs an additional amount of power behind it in order to make the grade. Advertising of the right sort will supply a big percentage of this power.

POSTAL RATES

EXPRESS rates and freight rates have been greatly increased, but there has been no increase in the Parcel Post rate. The Railway Commission granted an increase on freight rates after going into the matter very carefully, on the ground that the express companies could not carry matter at their present rates. Parcel Post rates, however, have not been increased and the result is the mail order houses have been able to get a service considerably below cost. This is borne by the general body of taxpayers, of whom the retail merchant is a very important factor.

Since the increase in freight and express rates the amount of matter carried by Parcel Post has increased very materially. On some routes this increase would amount to at least 50 per cent.

The increase in charge for registration from five to ten cents has not caused any decrease in the number of registered parcels; on the other hand there has been an increase.

Let one of your New Year's resolutions be to give to your public better service through the store window. The window is the "Welcome" sign of your business—be sure that it expresses the proper cordiality.

Afternoon Tea Entices Customers

C. O. Saint Jean, Well-known Quebec Merchant, Opens Beautifully-equipped New Store on Wellington Street, Where Prominence is Given a Rose Tea Room, With the Result That Sales Are Increasing—A Sound Policy.



Mezzanine Floor Tea Room in the Handsome Store Newly Opened by C. O. Saint Jean.

SPOTLESS fresh paint and the presence of a workman adding some finishing touches to the windows, were the signs patent that a new store had just been opened on Wellington Street, Sherbrooke. Through the courtesy of its proprietor, C. O. St. Jean, a representative of Dry Goods Review was enabled to inspect this most attractive and up-to-date shop which is situated in the very heart of Sherbrooke's mercantile district.

The store is unique in many ways, and although not officially open as yet, nevertheless repays a visit both from a standpoint of store equipment and service and also on account of the remarkable atmosphere which it radiates. Originally located further down the street, it outgrew its former quarters, and so Mr. St. Jean decided to build a new store suitable to his own individual needs. His desire was consummated this year, and on Thanksgiving Day, the 18th of October last, Mr. St. Jean vacated his former premises and took over the bright, modern store at 21 Wellington Street North.

Effective Scheme Employed

The new store is a three-storey building of substantial brick with stone facings, having two large display windows in front in which the newest merchandise, dry goods, specialties, and ready-to-wear are prominently featured. The windows are artistically draped with a plain valance of heavy monk's cloth appliqued in dark brown, and the woodwork is of a contrasting shade in each window. On the right-hand side, a rose and cream enamelled background, surmounted by a pebbled glass frieze, and on the left a corresponding background of dull blue and grey provides a charming and unusual setting for the evening accessories and the frocks which were being featured for the time being.

The interior of the store is as artistic as it is unusual, and denotes the touch of an artist as well as the practical expression of service. One is not greatly surprised to learn that the inspiration of many of the charming features of the shop are due to the fact that a woman was largely responsible for their inception. Mr. St. Jean's associate in the firm, Miss M. E. Bradley, modestly disclaimed any credit for all the clever features of the shop but admitted that she took great pride in the new building.

"I think we were wise to go ahead and move in," said Miss Bradley, "for we have found that business is excellent in spite of all the talk regarding trade apathy."

And while she pointed out the various features it was quite apparent that business was excellent.

The main floor of the store is about 88 feet long by 28 feet wide, and is artistically finished in pure white with polished hardwood floors of light oak, over which rugs are scattered. A stairway of the same wood leads down to the basement store, wherein cottons, linens, kimonas, and piece goods, etc., are to be found. Shelving running from ceiling to floor provides adequate room for the merchandise, and long centre tables are also used for the purpose of displaying remnants.

Department Arrangements

The main floor contains the mantle, dress goods and novelty departments, the corset section, etc. On the left of the entrance is found the neckwear, gloves and hosiery section, on the right are the dress goods, silks and button counters, while in the centre are to be found the notions, art goods and ribbons. Towards the back of the store four large glass wall cases enclose a fine array of smart ready-to-wear for women, including suits, wraps and gowns, and on each side two niches, faced on three sides by cheval mirrors, provide convenient trying-on facilities. Opposite to the mantle department is the blouse and corset section where an interesting display

of seasonable novelties is on view. At the rear are the offices and alteration departments. A little later, when all the appointments of the store are complete, a cash carrier system will be installed, the placing of which is now under way.

The Rose Tea Room

So far the practical side of the store. When the visitor mounts the fine wide stairway of gleaming hardwood which leads from the main floor up to the mezzanine gallery above, he leaves behind him all thoughts of business and problems connected with selecting gifts and matching samples, for here no business is allowed to enter, and only the delightful intimacy of conversation tempered by the tinkle of tea cups reigns supreme. Surely no innovation in merchandising methods has created so much favorable comment as has the rose tea room installed by Mr. St. Jean in the new store, and those who scoffed at the preposterous nature of the idea as well as the waste of good space are now obliged to admit that sometimes feminine weaknesses are a paying proposition. Tea and chat invariably follow in the wake of a shopping expedition, and when there is no other tea room in the city the inclusion of one within the limits of a dry goods store seems to be an excellent idea.

Not only is the gallery a triumph artistically, but it renders service matching that offered in the finest of departmental store restaurants. The service is supervised entirely by a graduate of Macdonald College, who officiates in the immaculate little kitchenette, which opens off the gallery. This efficient young lady informed Dry Goods Review that the tea room was proving to be immensely popular, and already it is found to be too small for the demands upon its hospitality. The hours for service are 3.30 to 5.30 and at this time the shop is generally found to do its best business.

One has only to see the rose tea room with its French gray tables and wicker chairs daintily cushioned in cretonne, its warm rose curtains and its cosy chintz-covered lounges, to appreciate the fact that few stores of its size have ever attempted or achieved so remarkable an effect. Real Limoges china graces the tables and hand-painted menus indicate delicacies which are both delectable and appropriate. Tea or cocoa, with toast, sandwiches or cake provide sufficient choice for the store's guests at a reasonable cost. The waitress is daintily garbed in grey with French apron and cap, and she, in addition to the two servers in the kitchenette, attends to the customers' requirements.

Triple windows flanked by oblong mirrors are curtained in dull rose rep, while portieres of gray with rose borders conceal the kitchenette and the rest room from view. A heavy rose velvet rug is laid on the floor and rose-shaded candles are upon every table together with a spray of fragrant snap dragon in a dainty vase.

A soft mellow light is diffused by means of two rows of oval-shaped globes on the indirect lighting plan, and during the day time plenty of sunlight streams in through the many windows.

Unique Announcement Folder

In order to introduce the new store to his customers, Mr. St. Jean is featuring an introduction sale in certain departments and is also sending out a dainty folder announcing the opening during the current month. This folder is in triple leaf style in yellow with a clever sketch of Dame Fashion arriving from Paris laden with boxes and cases of chic wearing apparel. Both Mr. St. Jean and Miss Bradley have spared no pains in the effort to make the store one of individual charm and unusual attractiveness, and in so doing they are only carrying out the policy of the store, which aims to ensure individuality in all lines to the wearer, whether it be coat, dress, suit or blouse. Mr. St. Jean makes it a policy to purchase only in limited numbers of any kind, as a means of protecting his customers' preferences. By such means he has succeeded in creating a successful business, believing that his customers prefer artistic, homelike surroundings, together with smart individual merchandise.

A word about the sales staff is also necessary in dealing with the store, for service is paramount in the minds of the manager and his assistants alike. Mr. St. Jean is a firm believer in courtesy and cordiality, and insists that people are more attracted by these qualities together with prompt service and good merchandise than by any other means of appeal. Serving children first is another of Mr. St. Jean's maxims, and he has often won over many small and timid persons who are attempting a little shopping for mother by his sympathetic and understanding manner. He believes in serving them personally himself, and one often hears his merry laugh as he solves knotty problems in sewing silk or buttons for his youthful customers. There is a warmth and genuine friendliness in the atmosphere of the store which is quickly remarked by strangers, who frequently refer to it. The sales girls have all been with the store for many

(Continued on page 90).

GOODS WILL MOVE IF PRICE IS RIGHT
WAR PRICES AND WAR PROFITS ARE PAST

THE final chapters in the industrial liquidation are now being written. The retailers are at last falling into line, and where they have shown a disposition to meet their customers' views as to prices, they have demonstrated that there is an enormous latent purchasing power. There is no doubt of the ability to move goods into the hands of final consumers, provided the price is right. It should not take long to clean up present stocks once the retailers, generally, adopt the policy that the leaders have already started. Then will follow the replacement of stocks which, thanks to heavy reductions in price by manufacturers, can be done to good advantage. Of course, all this means that war prices and war profits have gone for good. All must disabuse themselves of the idea that these can be retained at any stage. But the point is, first, that there is now promise that the period of industrial recession will be comparatively short-lived and secondly, that even what used to be considered normal profits would, in the large majority of cases, amply support present stock prices. In this way Hayden, Stone & Co. review the market situation in their weekly letter.

Even the most stubborn of the obstacles to a return to healthy active conditions is beginning to give way, they continue. We allude to the question of wages. During the war period, these were largely paid out of capital. Of course, this could not long continue without complete disaster. Henceforth, they will be paid according to the ability of industries to meet them. It will be, in the end, more satisfactory to be assured of a certain wage, even if less in dollars and cents, that will have a purchasing power equal to a normally higher but actually far more uncertain remuneration.

There is, however, one rather disturbing thought; our prosperity in the last five years has been largely based on Europe's demand for our goods, at abnormal prices. This demand will, henceforth, not only be radically diminished, but will be replaced by the ability of Europe to compete in our own markets. Even after severe markdowns, our prices will be very attractive to European producers, especially on present exchange rates. Europe still owes us enormous debts. These cannot be paid in money; they must be met with goods. Whether it is better to let these goods in at such prices as to jeopardize our own manufacturers, or to protect them against this influx, even if to do so it may be necessary to forego payment of this debt, is a deep economic problem, which it is hardly the function of this letter to take up, but the mere fact that such a problem exists emphasizes that world competition is being rapidly restored and that some outlet must be found for our own goods, as our productive capacity is probably well in excess of our own needs. We mention this to bring out the fact that while it is to be hoped that industry will, in the course of a few months, be again fairly active, the element of competition will be very prominent and the margin of profit correspondingly small.

Manufacturers Object to Dumping

Representatives of Firms Making Women's Wear Appear Before the Tariff Commission in Toronto and Strongly Urge That the Tariff be Maintained to Protect Canadian Interests—Brief Presented by A. T. Reid on Behalf of Canadian Manufacturers.

REPRESENTING the Canadian manufacturers of dresses, waists, whitewear and women's neckwear, Mr. A. T. Reid, of the A. T. Reid Co., Ltd., on Monday, December 6, appeared before the Tariff Commission in Toronto protesting against the dumping of American-made goods in Canada at below cost prices and asking that the customs tariff protection to the Canadian industry be maintained as it at present stands.

On behalf of Canadian manufacturers, Mr. Reid presented the following brief, which is reproduced verbatim:

"Gentlemen: About thirty-four years ago the industry especially referred to in this memorandum consisted of two small plants located in this city, employing approximately 150 hands, with a total annual production of $100,000. These two manufacturers were the pioneers in this industry for all Canada.

"Figures recently obtained from twenty manufacturers engaged in these lines show that 1,966 persons are now employed, to whom salaries and wages amounting to $2,071,897 are paid, producing goods to the value of $6,632,222. The capital investment is $4,182,478.

"There are other manufacturers who include in their production along with other lines the articles referred to in this statement, and there are also some who may be producing these lines only from whom figures have not been obtained, but the illustration which we have produced indicates that the industry has grown to be one of considerable importance.

"Similar progress has been made in Montreal and proportionate progress in communities of smaller population.

"The industry is of a class which usually finds its development in large industrial centres, as it provides a considerable volume of employment in clean and healthful surroundings for the female workers in the families which are brought to those centres through the development of heavier lines of industry, and it thus serves an important purpose in rounding out the even balance of employment conditions.

"It has been the aim of these on behalf of whom this presentation is made to provide working conditions of a congenial and attractive character. As a matter of fact, without such conditions we could not succeed in attracting to our factories the class of women which the industry so much needs. The industry has to meet constantly changing styles, and creative genius is therefore in great demand. Skilled designers and changing styles place a heavy overhead burden on the industry, and were it not for the fact that it enjoys a measure of protection in the Canadian market it could not develop an output sufficiently large to absorb this overhead burden.

"The growth of the industry is illustrated in the figures which we have submitted, and points to the fact that it has performed an important service to the Canadian people, first by meeting the demand of a discriminating purchasing public for well designed articles of good material and workmanship, and second, by providing employment for such a large number of skilled workers under most favorable conditions of employment.

"In view of the fact that the industry is not producing in staple lines, comparisons of prices with articles produced by manufacturers in the United States, our principal foreign competitors, cannot be illustrated. We desire to make the statement, however, born of intimate knowledge of the trade, that Canadian products are of equal or better value from the standpoint of materials, design and workmanship. The large home market which the United States manufacturer enjoys tends to specialization and production in fewer lines. Under such manufacturing conditions workmanship is more economical and not so highly paid, all of which is reflected in the quality of the product. In addition to this there are instances of working conditions which have come under the personal observation of some members of this group in factories in large centres in the United States, which would not be tolerated in Toronto, either by the manufacturers themselves, the class of women we employ or by the Provincial factory inspectors.

"The manufacturers who specialize in the United States, and who produce in large volume in a narrower range of products, have an advantage in their own market as a result of large quantity production which in turn provides for a reduction in operating and overhead costs. Their proximity to the Canadian market provides an opportunity to slough off their surplus at prices manifestly below the cost of production, without hazard to their own market but to the demoralization of ours.

"Importation in contravention of the spirit if not of the letter of the anti-

TABLE SHOWING COMPARATIVE TARIFFS.

The following table was placed in evidence before the commission, showing the materials used and the articles made by Canadian manufacturers of these lines and the respective tariffs of Canada and the United States. It will be observed that the American tariff against Canadian goods is in nearly all cases much higher than that of Canada against American goods:—

MATERIALS	Rate of duty. Canadian Customs Pref.	Canadian Customs Gen.	American Customs
Cottons, white	17½	25	7½ to 27½
Cottons, colored	25	32½	10 to 80
Velvet	17½	30	50
Silks	17½	30	45
Laces, colored	25	35	60
Laces and Embroideries, white	12½	20	..
Bobbinette	15	25	60
Silk nets and colored bobbinette	25	35	60
Embroideries, colored	25	35	60
Sewing cotton	7½	10	15
Sewing cotton—on spools	17½	25	..
Buttons	22½	35	15 to 60
Ribbons	22½	35	35 to 60
PRODUCTS.			
Dresses, silk	30	37½	50 to 60
Dresses, cotton	25	35	30 to 60
Waists, silk	30	37½	50 to 60
Waists, cotton	25	35	30 to 60
Underwear, silk	30	37½	50 to 60
Whitewear, cotton	25	35	30 to 60
Neckwear, silk	30	37½	50 to 60
Neckwear, cotton	25	35	30 to 60

Importations to Canada from various countries are tabulated by Mr. Reid as follows:

IMPORTATIONS FOR 1919

	United States	Japan	United Kingdom	All Countries
Cotton Blouses and Waists	$ 130,536	.....	.....	$ 136,529
Cotton Underwear	371,523	$103,894	.....	495,529
Cotton Clothing—N.O.P.	1,556,409	70,600	$162,655	1,819,237
Silk Waists and Blouses	109,164	.....	.....	119,198
Silk Underwear	.....	.....	.....	10,776
Silk Clothing—N.O.P.	990,015	169,116	86,982	1,283,579

dumping regulations is an unfair form of competition and we learn of this practice only when such goods of United States origin are exposed for sale in Canada.

"We can, and do, meet the competition of imports of manufactures of other countries under normal conditions.

"Canadian prices are based on the laid down cost of materials and labor plus overhead expenses. Competition among Canadian manufacturers is an effective regulater against an inordinate percentage of profit. Prices of articles of foreign manufacture are in no sense a factor in determining prices in Canada.

"Approximately 75 per cent. of the raw materials used in the industry, consisting of silks, velvets, embroideries and laces, are imported, the remaining 25 per cent., consisting largely of cotton goods, being of Canadian manufacture.

"Without the measure of protection with which the industry is carried on, or even if it were reduced, manufacturing of our goods in Canada would be seriously affected. The United States tariff and its administration constitute an absolute barrier against Canadian manufacturers selling in that country. The life of our industry depends entirely upon retaining and developing our home market.

"If we are assured the present measure of tariff protection it will mean greater investment, more employment and larger output to keep pace with the increasing population of this country.

"We therefore respectfully submit that the present tariff rates affecting our industry should not be changed in the coming revision."

More Deserving of Protection

Supplementing this statement Mr. Reid said that recently a lot of silk waists was sold in Canada at $16.50. It would cost, in the American factories from $30 to $40 per dozen to manufacture these goods, he claimed. Another manufacturer claimed that silk waists were offered here within the past few weeks at as low as $12 a dozen. To correct this condition he urged that the form of declaration required to be taken by American exporters to Canada be changed so that there will be less opportunity for them to contravene the spirit of the anti-dumping regulations.

Mr. Reid said that Canadian factories are much superior to American factories in point of equipment, ventilation, sanitation and general working conditions and that therefore the Canadian industry should be protected to a greater extent. Wages here for operators range from $12 to $30 weekly for girl operators. The average profit of Canadian manufacturers is only from 5 to 7 per cent., and one Montreal manufacturer lost $6,000 last year.

"We have had sales actually made and our salesmen have had to tear up orders," said John O'Connor, of the Murray-Kay Company, complaining of the luxury tax as an "effective disrupter of business. The tax," said he, "is particularly unseasonable now and is as a matter of fact unseasonable at any time. It has been found almost impossible to sell fur garments, whitewear, Oriental rugs, boots and shoes and men's clothing on account of the tax."

Mr. O'Connor urged that the tax be removed and that if necessary the customs tariff be increased to compensate the Government for the loss of revenue.

Absolutely Opposed to Tax

If the luxury tax is maintained Mr. O'Connor said that value of goods taxable should be increased. Women's nightgowns, he said, are now taxable at a value of $2. This value should be increased to at least $5. Similarly with other goods, although he said he was "absolutely opposed to a luxury tax of any kind."

A French Exhibition Train

Unique Scheme Planned to Foster Increased Trade With Canada—Merchandise to Travel 9,000 Miles in Specially Equipped Coaches.

ALMOST unusual and enterprising campaign is to be launched in an effort to prove the advantages of a wider trade relationship between France and the Dominion of Canada, advices of which have just been received at the Montreal offices of Dry Goods Review.

With the object of educating Canada as to the goods which France is able and anxious to supply, Senator Beaubieu of Ottawa has made arrangements for a complete train of eight exhibition and two sleeping coaches to be put at the exhibitors' disposal. The cars will be specially equipped to display with effect the merchandise for which it is desired to make a market, and the train will travel by easy stages over all the main lines of the Canadian systems, the total distance to be covered about 9,000 miles. In each town buyers will see samples of the manufactures of the Republic, will be able to gain precise details as to prices, delivery conditions, methods of packing, terms of payment, and so on—and for those visitors of French ancestry there will be the added attraction which blood relationship provides.

Generous Conditions

He makes the startling generous offer that the traveling exhibition will be moved over the whole railway system of Canada entirely free of charge. Not content with such novel commercial hospitality, Canada is determined to go further, in that she proposes to place gratuitously at the disposal of the exhibitors for another six months a large hall in the Montreal High School of Commerce, an institution admirably suited for such a purpose. That there may be no suspicion in the minds of any sections of the Transatlantic public that the comprehensive scheme is merely a traveling sample room, the aid of the cinematograph is to be invoked, the films being such as will awaken a general interest in all things French. It is, in the promoter's belief, unwise to insist solely on the monetary and mercantile needs of France; coupled with such information, tactfully displayed, will be given views of the natural and artistic beauties of the land, and representations of normal French activities. Here again, extreme open-handedness is to manifest itself in the granting to the exhibitors of the free use of some of the best halls in the country.

In the near future the details of this scheme are to be explained by Senator Beaubien in the most important French commercial centres, where they will certainly meet careful attention and a glad welcome, and it is expected that May of next year will see the selected goods and the chosen salesmen landed at Montreal and installed in the novel train which will be their home for three or four months.

France has not proved a remarkably good customer for Canada since the Armistice. Even the Government credit offered to her for the purchase of commodities was not used to the full, doubtless because of the unfavorable state of the exchanges. In this particular however, the Dominion is advantageously placed compared to the United States, whose currency is fully 10 per cent. dearer, though her prices are approximately on the same level. That being so, it is manifestly to the interest of France to buy from Montreal rather than New York.

AVOID STARVING DEPARTMENTS

Asked as to their buying policy for Spring, one of the leading dry goods firms in Eastern Ontario summed up their attitude as regards the purchasing of stocks for the coming months as follows:

"We have been placing orders for some departments, but we are not buying anything for future delivery in the departments where we have surplus stock at present.

"We are, however, planning to keep our total stocks at a fairly high level as we believe we get much better business by carrying good assortments than by starving our departments of merchandise."

Some Lines Still Undergoing Revisions

Year Closes With Reductions in Oilcloths and Linoleums, Colored Cottons, Ginghams, Embroideries and Tapestries—Cash Returns Beat 1919—Firming Up of Prices Expected in New Year.

THE end of the year closes with a number of lines of dry goods still undergoing revision. Since the last issue of Dry Goods Review oilcloths and linoleums, lines of colored cottons, embroideries, tapestries and cretons, shades and other odd lines, have been reduced, and, without exception, we have been informed by the wholesale houses that the trade will get the benefit of these reductions on orders that have been placed.

Looking back over the year, we are told that the volume of business during 1920 exceeds that of 1919 considerably. Owing to higher prices, the cash returns have been greater. But wholesalers state that the profits will be less. The volume of the year's turnover was made up by the phenomenal business of the first six months, during which the retail trade was buying heavily. Since that time the falling off has been gradual until the last two months, when it has been very quiet. And it has been during these last two months, wholesalers say, that their profits of the year have been eaten into to a considerable extent. They have made heavy revisions downwards in their price lists, and this, with the falling away of business, has resulted in decreased profits. There is a feeling amongst the wholesalers that the turn of the year will see an improvement in the business outlook.

Cotton Wash Goods and Staples

The general tendency of the cotton market is to stiffen. During the last week the price has firmed up and wholesalers believe that the bottom in prices has been reached. Spring placing for wash goods and prints continues to be fair, though the volume in each individual order is not large but rather from hand to mouth. A new price list shows a reduction in ginghams of about 12½ per cent. Colored cottons, such as denims, tickings, flannelettes, etc., have been revised during the last few days, the downward trend being from 15 to 20 per cent. This is the second reduction in these lines that has been noted this Fall and Winter.

Oilcloth, Linoleums and Carpets

Oilcloths and linoleums have recently undergone a downward revision in price. Lines that were 70 and 71 are now 65 and 66. Linoleums in 8/4 size that were $1.02 are now 96 cents, and the 16/4 size is down from $1.14 to $1.06. All other lines show a proportionate decrease. White table oilcloth in the 5/4 size that was $6.78 a roll is now $6.12, and the 6/4 size that was $8.82 is now $7.92. Ordinarily similar reductions are first announced across the line, but not so this year, the Canadian prices are first out. In carpets, British and Canadian houses state that they will maintain their present prices till July 31st.

Silks

Looking at the Japanese situation, production is at a standstill and the visible supply in Yokohama is about 50,000 bales. A Japanese syndicate has purchased about 40,000 of these 50,000 bales, leaving 10,000 bales on the market with nothing coming in. The intention of this syndicate, no doubt, is to market it at the psychological moment so that the situation may be more or less saved and to keep the price at the proper reproductive basis. In the United States there are about 50,000 bales, or were at the end of October, and it is believed that about 10,000 bales were used during the month of November. There seems to be a movement amongst the manufacturers to get out their Spring samples, and the available supply of raw silk is not great, considering the fact that some 30,000 bales were used in a single month in the United States during the early part of the year.

December always shows the lowest prices of the year in Japanese silks. It is stated that this is partially due to a semi-religious belief in Japan. At all events, it is the month of the year when an effort is made to liquidate all debts and start out the new year with a clean sheet.

Prices in the Swiss silks vary according to the need for business. Manufacturers here are closing down their plants on account of lack of orders. So far as local houses are concerned, silks to-day are being sold below replacement value and advices are being given that it is a better time to buy at the present time than it will be after the turn of the year, when silk men look for a firming up of the prices with reasonable, though not drastic, advances.

House Furnishings

During the last few weeks manufacturers have revised prices on many lines of tapestries and shades, the latter being down about 25 per cent. In comparing prices, they state that they are about the same now as they were in August of 1919. Since that time the prices across the line have fluctuated considerably up and down while the Canadian prices have been holding much firmer. The Canadian list did not change from August of 1918 till the Fall of the following year, when prices did advance. Now they are down again to where they were two years ago, and guarantees are given against further reductions.

Cashing in on Your Competitor

Competition Means Healthy Business—Never Give Up Because a New Merchant Has Established Himself Just Down the Street—His Appearance in the Business Row Probably Means Bigger Business For You Both.

THERE is a story told of a certain successful Ontario retailer who surprised his friends and neighbors by renting a building right next door to his store to a chain store organization.

"What have you done?" a friend asked in astonishment, "you have deliberately gone to work and invited a dangerous rival to suck the trade from your store. And to think of it, you could have used the building space for your own premises."

"I did not make a mistake," the retailer replied. "I knew that the chain store had been trying to get into this town, so I thought it best to have them locate right next door to my store.

"I figured that by having the store right next to mine I would get the benefit of the crowds they would attract. More people would make a habit of walking on our side of the street. And our store would thus gain more in additional business than we could lose if they wiped out our trade in certain merchandise."

The merchant was right. He knew that by inviting a competitor his business would increase materially. It may astonish some retailers and retail salesmen to learn that one of the factors in building up retail business in towns, and especially small towns, is competition, and unfortunate is the retailer who has not another competitor in his territory.

By taking proper cognizance of this merchandising principle the average merchant, especially if his business is located in a small town, could materially increase sales and increase the selling efficiency of his salespeople.

Some time ago a large research organization in the United States started an investigation to determine some of the causes of failures among retailers. The organization sent out questionnaires to retailers in various parts of the country, and sent representatives to interview a select number of merchants.

To the question, "How do you account for the lack of business in your territory?" a good number of retailers had one answer:

"Lack of competition."

The Small Town Dealer

Another feature of the investigation was that the above reply generally came from small town dealers.

One of the representatives, faced with this reply, asked the merchant to explain in detail just how lack of competition affected his business, and here is what the retailer told him:

"I have been in the business here for the past ten years. A year ago I had a competitor, but there seemed to be enough business for both of us.

"You see, this is a prosperous community. The population has increased. Factories have been operating at top speed and everybody has been making money. But several months ago a new trolley line was opened, and people began going to the city to buy their goods. Since then I have only been able to sell emergency goods.

"I think I know what the matter is. People go to the city to buy their merchandise because there they have a variety of stores, and they are bound to find what they want in one of the stores. They are in a position to compare the different values on sale in the various stores there. I think I have it right. The real dope is comparative value.

"If I had a competitor in this town I know my business would increase because the people of the town would do their buying here instead of going to the city.

"That is, if Mr. Roberts or Mr. Jones came to me and could not buy what they wanted they could go to the next store on the street, until they finally got what they wanted without having to go to the city. And if they could not get what they wanted in my competitor's store they could come here and buy. The net result would be that my competitor and myself would reap the benefit. As it is I am losing my business to the city stores, and I have to get along on emergency goods only."

There are several ways in which the retail merchant could take advantage of this situation. Instead of holding himself aloof from the rest of the merchants in the same town, he ought to make every endeavor to boost their trade, and to co-operate with them in every community boosting campaign.

A Novel Stunt

A certain western retailer adopted the plan to boost his store. He prepared a series of newspaper advertisements. In each advertisement he had the name of a certain retail store within short distance from his own store.

In one advertisement the copy read about as follows:

"We are located but a few minutes' walk from Green's Department Store. When you are around Green's don't forget to drop in here on your way back."

In other advertisement he had the names of museums, theatres and other public places within a short distance from the store, and always the advertising copy stressed on the fact that the store was within a few minutes' walk from these places. These were known to a great many people of the city, and for that reason the advertisements carried considerable interest to newspaper readers.

Of course, the stores mentioned in the merchant's copy were non-competitive stores, that is, stores that handled a different class of merchandise. And he made sure that they were the most prominent stores in the city.

An Organized Campaign.

A number of retailers of a prominent street in another western city thought their neighborhood was entitled to more of the city's trade. They formed an organization and set aside an amount of money for an advertising campaign. They put men to work counting the number of people that passed the street every hour of the day.

They inserted a number of advertisements in the local newspapers, calling attention to the fact that so many people passed the street during shopping hours, and comparing these figures with those of other streets in the city. The advertisements were illustrated by maps of the particular street, each map giving locations of the most prominent stores on the street.

This idea proved a good business puller, for when the residents of the town

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It has long been agreed that where competition is lacking, business is dead. Any merchant who started his career in a small town will tell you that his pioneer days were the source of much uneasiness —not so much for lack of money, experience or confidence—but chiefly because there wasn't another merchant doing business across the road. People who couldn't compare one store's merchandise with that of another store up the main street drove to a larger centre to make their purchases. But when the second, and third, and fourth merchants opened up shop interest switched to the home town stores, and customers who had gone far afield to choose a new length of silk remained at home to compare what Mr. Brown was showing with that offered by Mr. Smith and Mr. Jones or Mr. Cook. And "competition put my business on the map," every one of the afore mentioned merchants will tell you in a burst of confidence. Ask them!

Here are a few up-to-date methods of making capital of your competitor!

Does Honesty Pay Big Dividends?

Here is What James Burt Malette, Sales Promotion Manager for F. R. MacMillan, Ltd., Saskatoon, Has to Say About Truthful Advertising—He Refers to Fairly Advertised Sales as "Truth Triumphs."

IN an unusual manner, which in itself indicates the originality of the writer, some very sound facts are herewith set down by a man experienced in the advertising business. Readers of Dry Goods Review will find in this cleverly handled article, parallels to many ads they have read and will appreciate their harmful effect on the buying public.

At this particular period truth in advertising is more essential than it has been at any other time. It is claimed that the consumer has been holding off. It is also a fact that the consumer is willing to buy—but he is insisting on value, and until he is convinced that he is getting value he is going to be very careful of his money.

* * *

Time—Present.

Place—Any old town.

ACT I

Scene—Advertising offices of Bringham Inn & Co.

Advertising manager seated at desk.

Enter: Boisterous buyer of ribbons, gloves, neckwear, hosiery, etc.

"Good morning, Mr. Punche, have you a moment? Thanks! Put this in 18pt right across the page for Friday's selling, will you?

"2,000 pairs silk hosiery, $1.16 pair!

"Oh yes, it's first quality stuff. Sure! Bought it from Franelstuzzers last year—a big buy. Play it up big! Yes, colors and black (after a pause), mostly black, though nothing the matter with them. Of course not. Good buying I call it. No need to send a merchandise reporter down. I've given you all the facts."

EXIT

Advertising manager pushes button and

Enter Miss Veracity.

"Miss V., take this to hosiery counter and give me short report on that hose for Friday's selling."

No sooner said than done. Miss V's report read:

"Seconds" worth about 80c retail. Bought for 75c from a firm dealing in 'cut off' lines, loom ends, etc. Drop stitches in 635 pairs. No colors. All black. Poor tops.

Accordingly the ad appeared in space two columns by 5 inches. It read in part:

"These hose, 'Second' quality, we do not guarantee in any way. We purchased them from a desire to offer something in the nature of a low-priced silk stocking. Very likely most of these hose will give good wear."

ACT II

Scene—(Merchandise manager's office).

Advertising manager in consultation with merchandise manager:

"Mr. Punche," observes Mr. Hindsight, merchandise manager, "you are too conservative—we wish to make this hosiery sale a 'big thing.' Something that will create a lasting impression with the public. If we take certain claims of our buyers for granted, what odds? They know more about their goods than you or I. What we want right now is big business. Get it and let the future take care of itself."

Here is a case where instead of building for permanent and accumulative good, the merchandise manager was merely looking for immediate stimulation for his house sales. A bit of "A little exaggeration won't do us any harm" spirit.

ACT III

Scene—Main floor hosiery counters.

Time—10 a.m. morning of sale.

Customer in conversation with clerk: "Aren't these splendid values? Why if I get two months' wear out of them I'll be satisfied."

And another:

"Do you know this store is just fine about things like this—they tell you the whole truth and allow you to be the judge."

(Incidentally, the day's talley footed up to $2,088 in "Second" hosiery).

Right now it might be opportune to ask—"Is honesty the best policy?"

ACT IV

Scene—Merchandise manager's office.

Time—(Two months later).

"Mr. Punche," observers Mr. Hindsight, merchandise manager, "play that glove ad up big. It's a rattling good buy. Don't mention them as 'Seconds.' Just say, 'Sterling quality kid gloves, etc., at $2.15.'"

Scene 2—Glove counters.

Time—Morning after sale.

Group of excited customers:

"Just look at these gloves, will you—ripped right up the seams and I got one a size too large to make sure that wouldn't happen." And another voice, "Why, my dear, the fasteners on yours came off just like mine. This store is really getting dreadful—the cheap class of goods they carry."

Returns—78 per cent. of previous day's sales!

The foregoing merely serves to illustrate the old adage —"Honesty is the best policy."

The other day I stood near a group of women gathered about a case top display of men's hose in a local store. Said one:

"I'm sure that sale ticket was on this hose yesterday." "Sure," said another, "It's been on them a week!" "Special to-day only, indeed!"

Get this?

A card reading, "Special to-day only," standing guard over men's hose for one full week. How much confidence would you have in a store that "Repeated" for 6 days after announcing its sale for one day only?

* * *

The same store recently bought a fair job of women's shoes in assorted leathers, lasts and sizes. Heavy on the "Sizes." The substance of their opening announcement was:

"8,000 pairs of women's boots, $7.95 and $9.50 pair."

Actual wholesale prices prevail during this clean-up. Good range of fittings, and all sizes.

Observe the words, "All sizes." There were all sizes somewhere in the lot, but certainly not in every group! And the tenor of their announcement would lead 99 women in one hundred to seek their sizes in any lot they cared to select from! In some lasts, however, but three sizes could be found. Others held a vast preponderance of large sizes or extremely small ones.

The day of the sale was productive of a 30%-70% split

Continued on next page

"Buy Now" Policy Being Adopted By Big Stores

Dealing with the merchandising policy adopted by one of the leading dry goods establishments of the U.S.; "Printers' Ink" of Nov. 18th says:

Instead of waiting until next spring to make purchases, with the hope that prices will be lower, the May Department Stores Company has adopted a "buy now" policy. This company has stores in Cleveland, Akron, St. Louis and Denver, and does a business of $75,000,000 annually.

Announcement of the company's policy was made in the following statement:

"The executive officers of the May Department Stores Company, who have been in New York for the last week working over the merchandise situation and carefully studying the subject, have reached the conclusion that the policy, which has been followed by the merchants throughout the country recently to refrain from making purchases of merchandise for the coming Spring season should be abandoned, and that the proper policy to pursue is to begin at once purchasing for their requirements for the coming Spring season.

"This conclusion means a great deal to the producers and the wage earners in the manufacturing field, and is in their opinion the proper policy to pursue in order that the readjustment may continue as it has without interruption of the earning capacity of the wage earners.

"It is believed that the policy of the company, which is the distributor of $75,000,000 of merchandise, having a chain of large retail stores, is also the opinion of many other merchants throughout the country. By pursuing this policy the evil that was experienced when the armistice was declared, at which time merchants stopped making purchases and then were compelled to rush in and obtain their requirements at one time, thereby creating a demand larger than the production, the effect of which was to unreasonably advance prices and resulted in creating artificial values o f merchandise, will be averted."

NEW SPECIALTY SHOP

Ottawa is soon to witness the opening of another store devoted exclusively to the things that ladies wear—the Ritz Fashion Shops opening in the Jackson Building, Bank Street, at an early date. The store has been carefully prepared to take its place as the most up-to-date store for women in the city and no expense has been thought too great to attain this end. Four large windows admit the daylight, making color selection easy; and patrons-to-be are already assured that a hearty welcome and a great delight awaits them when the fine stock is offered to them.

Swift Re-action Necessary

Prominent Member of Dry Goods Trade in Toronto Emphasizes Seriousness of "Hunger-striking" Policy Adopted By the Public.

"THE man with sufficient nerve to prophesy emphatically as to future business conditions is either endowed with supernatural wisdom or is a fool."

In these words one of the most prominent men in the dry goods field in Toronto acknowledged his unwillingness to predict market conditions, when seen this month.

He nevertheless expressed himself quite frankly on the newspaper campaign against high prices, which had of necessity advanced throughout the years of the war, and which accordingly, could not be expected to surge back like a wave in the course of a few weeks.

"So much injury has been done," he declared, "not only to trade generally, but to thousands of wage-earners, by the publication of articles in the public press that to rectify the evil seems almost hopeless.

"True, the efforts which were mainly directed towards bringing about a reduction in prices have been successful to a certain extent—so far so good—but have they not at the same time produced a boomerang threatening to far more than overthrow any benefit derived?

"I believe that editors responsible for the articles referred to are patriotic and were sincere in their endeavors to produce relief rather than increase hardship and distress, that with them Canada's interests come first, and I feel confident that they will bend their energies towards rectifying a situation tending toward disaster though the task is now one of extreme difficulty.

"If the thousand and one rumors afloat will only be emphatically denied (and there is ample argument to disprove them) then business will gradually get back to its normal basis.

"Manufacturers, wholesalers, retailers, as well as the consuming public, all desire lowing of prices but what is the advantage of cheaper goods when the present 'hunger striking' attitude of the buying public prevails which, if not stopped, will shortly develop from 'hunger striking' into starvation through the paralysis of purchasing power?"

Dry Goods Review's informant, who heads a firm famous for its sane policy, and reputable trade associations, believes that the industrial problems attendant on the present situation are being too lightly considered by the individual and by the organization.

In this connection he said:

"Without swift reaction there can only be one result—the closing of factories, lack of production, reduced wages and increased unemployment."

Referring to conditions across the border, he added: "The United States have gone through a period similar to that which exists in Canada to-day and now appear to be emerging from it in a natural, healthy manner. Buying generally all over their enormous territory has been resumed in moderate degree so that it is believed prices have not only reached their lowest level, but must almost inevitably advance. When it is realized that textile manufacturers in the States (especially of all staple articles) are doing business to-day either at a loss or without any profit whatever, and that production has been curtailed by sixty per cent., one can easily realize that with any increased volume of trade there must be an upward tendency in the dry goods market."

DOES HONESTY PAY?

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—30 per cent. sales and 70 per cent. kicks! And who can blame the customer? Hardly a woman would attend without the inborn assurance that she could get any shoe in that sale in her size. The ad. did not tell her differently. Why shouldn't she conclude that her selection would contain her size?

If that merchant had only followed the practice of those pioneers of modern retailing and disciples of honesty in advertising—Wanamaker, Eaton, Simpson, Marshal Field, et al, the following announcement would have been read in place of the misleading ad. above:

8,000 Pairs of Women's Boots, $7.95 and $9.50

1,000 pairs Zulu brown calf, Louis heel, recede toe. Sizes: 1, 2, 3, 4. Widths: A, B and C.

3,000 pairs grey kid, Louis or military heel, medium round toe. Sizes. Widths.

2,000 pairs black vici kid and gunmetal, walking heel. Sizes. Widths.

1,100 pairs patent colt and black kid, medium toe, military heel. Sizes. Widths.

100 pairs patent and kid evening slippers, Louis heel. Sizes. Widths.

The publication of the above as an incorporation in an announcement of a shoe sale would not be productive of dissatisfied customers. Here they have all the meat. You've laid your cards on the table for all to see.

The accumulative effect of dishonesty in advertising is far more destructive than the immediate "Ill news travels fast" and tidings of some shady transaction or other on the part of a merincalculable harm.

chant cannot fail to be productive of

Handling Safety Razors with Profit; Little Money Involved; Better Service Given

It is One of the Legitimate Dress Accessories—Sale is Helped by National Advertising—Particularly Good Line During the Christmas Season—Why Not Handle Them?

ARE clothiers and haberdashers loosing a profitable business in not handling safety razors? And what is perhaps of equal importance, are they not neglecting one of the service arms of their business? The amount of money that would be wrapped up in the necessary stock of razors and a few accessories, such as extra blades, a few brushes and soaps, would be very small. The stock is easily kept and it does not deteriorate in value. The profit is good. There is no reason why safety razors should not be carried by the furnisher and outfitter. It is not the invasion of another retailer's field; the razor can be called, in a very real sense, a dress accessory. The man who comes in during the week to buy a necktie, a collar, a suit of underwear, or a suit of clothes, may want a new razor, or some extra razor blades. Why should he have to travel to another store for them? The man or woman who goes into your store for his or her Christmas present may have on their list a safety razor or even a dozen blades for one of their friends. Why should they have to go to another store for them when they are much more of a men's wear article than confection is a drug article or working gloves are a hardware article? They would, moreover, provide just that much better service to gentlemen customers, and good service is what great businesses have been built on.

Are Nationally Advertised

Many of the safety razor lines are nationally advertised lines. They carry big pages of advertising that reach the consumer day after day and there is little for the retailer to do in introducing these lines. All he has to do is to announce in his advertisement that he carries such and such a razor and the consumer knows the rest. All you have to tell the consumer is that you are carrying a line of goods that means better service to him in equipping his wardrobe. Such firms, also, will provide you with advertising cards and hints that can be used in your store or in the dressing of your window. About all you have to do is to keep them in plain view; to reserve one of the showcases, or even a part only of the showcase, for a small and neat display.

Quite a Number Carry Them

We have recently made a canvass of the men's wear field and have found that many merchants are carrying lines of safety razors satisfactorily. "I just placed an order for more safety razors yesterday," said a St. Catherine street merchant, Montreal, to Dry Goods Review, "for we were out of stock and are constantly being asked for extra blades by our regular customers. Of course, they are more in a gift line and we play that point up strong in selling them. As Christmas gets nearer we push them all we can; but, in any case, we have found that a neat display in our front showcase does the trick. We carry one brand of razor only, but in six different styles and find that they just sell themselves." This retailer stated that the manufacturer issued such lines of advertising as gave considerable assistance in selling their lines. "When you believe that the line you are selling is the best on the market it enables you to convince your customer. The other day one of my customers was buying collars from me and I noticed he walked right across the store to look at the razors. He said he'd take one without my having to say a single word about it; so I believe it is a good thing to have a few of them anyway. Customers like to feel that you have most anything that they want."

Little Money Good Profit

J. Ross Wylie of Toronto has carried safety razors for some time and has found them very profitable. He does not carry a large stock, for, he says, it is not necessary to carry a large stock to give a complete service in this line. "We sell many extra blades," said Mr. Wylie to Dry Goods Review, "to men who come in for their accessories during the week. We do not sell a great many razors, but we have found that it pays to carry them, because our customers want them, and if we find our customers want a thing we certainly get it for them, if it does not run into too much money. Razors don't; yet there is a good profit in them. It is a clean stock, and a small display of them is about all that is necessary to keep the line before our customers." In addition, Mr. Wylie carries a small stock of soaps and brushes.

De Youngs Carry Them

De Youngs, who have a number of stores in Toronto, also carry safety razors and say they find them very profitable. "I know there are not many furnishers in the city carrying safety razors, but we have found them all right," said a salesman to Dry Goods Review. He also pointed out that it was one of the service arms of the business that did not run into much money, yet gave a good profit and particularly helped along their Christmas trade. De Youngs have a section of their front windows dressed with safety razors, with a few in the handsome cases that make such a suitable Christmas gift. Their salesmen take occasion to introduce and demonstrate the safety razors to prospects, and this has resulted in pushing quite a number of sales. Although they have not handled the line very long, they find it successful.

Another Reason for Handling

A merchant doing business near departmental and drug stores on St. Catherine street, Montreal, took the view that it did not pay to handle safety razors in a locality where there were department stores and drug stores and other stores handling them. This view, however, did not agree with another merchant, also in the same locality, who felt that these were very good reasons for handling the razor. "Men are the chief purchasers, it appears," he said to Dry Goods Review, "except at this time of the year, when the women are large buyers of this commodity. When at this season of the year they find the department stores too crowded to get the attention they want, they generally come across to us and make their purchases here. We find that by being patient with the feminine customer we make many friends among them who return again and again. They get easily confused in the larger stores with the many brands that are carried, and so we score in being able to give them better service and show a personal interest in their needs, which means everything to women customers."

MERCHANTS ISSUE BULLETIN

Seven leading merchants of Guelph have issued a four-sheet "winter fair" bulletin, and distributed it to householders with a view to speeding up sales, and announcing excellent values at attractive reduced prices. The firm of Moore and Armstrong represent the dry goods field and occupy the full back page, featuring gift specialties, sweaters, cloths, china, household linens and numerous accessories.

The bulletins are in the form of newspaper ads, with announcements of the various articles and lines offered, gotten up in an arresting manner.

Wide Range of Neckwear for Spring

Montreal Manufacturers Are Yet Uncertain as to Price—Different Toned Blues Will Be Popular—Knitted Tie Will be Strong—Heather Mixtures and Herringbone Effects.

OF all the items of men's haberdashery the necktie is the one which bothers the retailer most at the present time. When stocks were hard to secure and variety limited, many retailers were persuaded to order more heavily than they might otherwise have done under normal conditions. Following the exceedingly good sales of 1919 the prospects for 1920 looked more than promising and no inkling of the impending decline in the silk market reached the retailers until it was too late. And so the majority found themselves with heavy stocks, heavier than they should have had and bought at peak prices. But they did not worry then because Christmas, 1919, had shown them that the $3.00 necktie, or even the $5 article, was not an impossibility, and with prices at such a height a good tie represented a sufficient investment to impress the person who received it as a gift, and so stimulated buying. Retailers, therefore, devoted much time to featuring good quality merchandise and naturally anticipated that business would remain good while deliveries were an uncertain quantity. The poor delivery question undoubtedly influenced retailers to get stock at any price some months ago, and with prospects all indicating a climb even higher it was no wonder that the break in the market came as a complete surprise.

The Luxury Tax

But that was not all, as every merchant well knows. The luxury tax, with its drastic effect upon neckties in excess of $1.50, was the "last straw." High-priced neckwear languished throughout the summer months, and with the increasing reluctance on the part of the buying public to purchase at any price, the neckwear situation became acute.

According to Montreal manufacturers they were in no better position than were the retailers from the same causes, and they are awaiting the results of the Christmas trade as a means of determining the trend of the market. They do not intend to make up stock simply as a speculation, and until all past orders are filled, the large manufacturers are not seeking to make up extra supplies in view of present conditions. However, one tie manufacturer expects to offer as many as 200 different patterns by next September, which will retail under the tax level.

Tie Silks

As regards the situation in tie silks it is stated that the Swiss varieties are more plentiful and Canadian makers are featuring them extensively, each in his own "confined" patterns, secured especially for his own purposes. Colored warp grounds in Jacquard silks in many new and artistic designs are among the leaders for Spring. Ombre brocades are richer in effect than for some seasons and the new bird and animal designs are proving to be exceptionally popular in New York. Greens and purples are reported to be the leading tie colors in the States, while blue in different tones and combinations leads in Canada.

Montreal manufacturers confine themselves to a certain range of color combinations and yet within the limits set their range is remarkably wide and artistic.

Prices Uncertain

No one cares to discuss prices as yet, for prices on raw silk are too uncertain to make any prophesy dependable. Competition is undoubtedly the factor this season which manufacturers have to reckon upon and revision of prices has already occurred in most lines more than once. However, the maker who brings out new lines which can retail at moderate prices will be apt to carry the bulk of the business, from present indications.

Perhaps it may sound paradoxical to make the assertion that only by buying new stock can the retailer hope to move the old stock. But there is an element of truth in this statement, made by a manufacturer to Men's Wear Review, and by it he meant to point out that customers get tired of seeing the "same old thing" at their favorite haberdashers, and a few new samples will stimulate interest even under present conditions and help to move other lines.

The knitted tie is by all odds the leader with smart dressers, and the fibre varieties are competing very successfully with the pure silk. The tendency in knits is to get away from the bulky and heavy effects and to reproduce grenadine weaves. Good models are shown in solid colors and heather mixtures, solid blacks with bright cross stripes in new contrasts, also in herring-bone effects.

Prices on these ties have dropped tremendously of late and there is no reason why they should not prove to be unusually good sellers this Christmas.

Knitted Tie Popular

It must be borne in mind that a man's necktie is not a part of his wearing apparel that is an actual necessity. It is worn for style and caters to his vanity. It is in direct line of vision to the eye he wears. Its becomingness either adds to or detracts from his personal appearance, according to the taste of selection or manner of wearing. While knitted ties are apt to come and go with the cycle of fashion changes, the silk or brocade tie will always be worn by the best dressers, and a proper assortment of stock must continue to be on hand for selection. Next Spring will probably see the knitted tie at the zenith of its popularity in a better variety of designs and colors. Just now the all black knitted tie is "the thing" worn with a soft collar in corded cotton or silk fabrics, and either wide or narrow widths are favored.

Men's wear sections in the department stores report a good demand for the medium sized bow tie, but the extreme types are dead, in the larger stores, at least.

The Old Order Changeth

The situation, judged impartially in a general way shows a tremendous change from existing conditions in November, 1919, when manufacturers could scarcely fill a quarter of the orders they received, and the retailer could command a profit commensurate with his outlay. What the next six months will bring forth is one of the many questions which retailers will be glad to have answered, and in the meantime they will concentrate upon every means possible to reduce their present stocks, even though at a sacrifice, and at the same time not overlook the fact that Christmas is their best chance of accomplishing this ambition. Neckwear sales are the order of the day in Montreal and almost every well-known men's store has featured a big reduction of prices. A good plan followed is to offer stock at a fixed price for all, with still greater inducements to purchase in quantity.

Blumenthals recently featured a sale of over 500 cravats at the price of $1.45 apiece or two for $2.80 and three for $4.00. These ties were nicely boxed and were in all styles and patterns. The suggestion was made at the time that these ties would make most acceptable gifts for friends, employees, etc., as they were of very fine quality. This is an idea worth spreading.

COTTON MILLS' NEW PLANT

The Canadian Connecticut Cotton Mills of Sherbrooke, Quebec, recently inaugurated the opening of their splendid new plant by tendering a large reception to the employees and the public. Altogether three thousand guests were entertained by the management, and the event has gone down in the annals of the city as the largest gathering ever held under such circumstances.

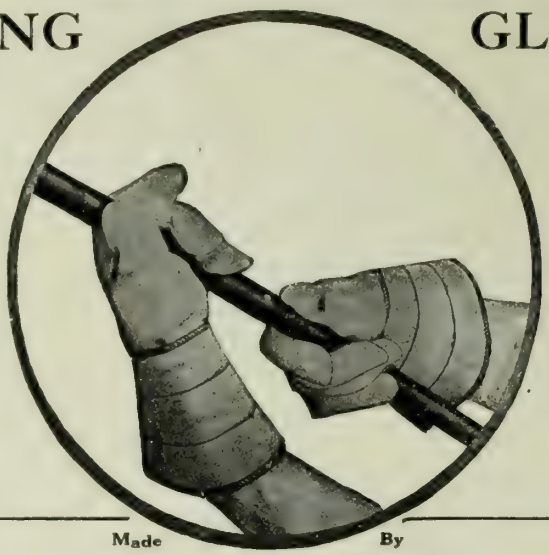
There's Months of Wear in Every Pair of—

TAPATCO
REGISTERED TRADE MARK BRAND

WORKING GLOVES

Many Dealers report immediate increase in Glove Sales after introducing TAPATCO Gloves to their customers.

Users state they are the best all-round Gloves on the Market, and the cheapest in the long run.



Wide range of styles:
Band Top Knit Wrist Gauntlet, Leather tipped, Leather faced Jersey Gloves and Jersey Mitts.

Weights :
Heavy Medium Light

Colors :
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The American Pad & Textile Company
Chatham, Ontario

"The Fun of Beating a Business Problem"

You have your business problems like every other business man. Some men worry about them—there's no fun in that. Others fight through and never let up.

"Readjustment sale in full swing"—"Ontario Retailers in 19th Convention"—"Conducting a large business in a small place"—Why, these are what you have wanted, and here they are in Men's Wear Review for December.

But that's not all—There's seventeen other suggestions—ideas—methods, including "Adding 500 Salesmen to His Store," we'd like to tell you about.

We'd like to tell you all about them but we have done better than that. We have printed an extra copy all for you—Fill in the card that brings it to you. If you wish to subscribe now this December number goes to you free—and the twelve bumper issues of 1921 for one-half a cent a day.

Fill in the coupon and let us send you a copy free.

MEN'S WEAR REVIEW

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THE "Prue" trademark is a guarantee of quality—a surety of longest wear and best money value in sheeting and pillow cases.

DOMINION TEXTILE CO. LIMITED

Montreal Toronto Winnipeg

35

Cotton Textiles Marked by Extreme Uncertainty

In Spite of Important Price Reductions Demand is Still Very Low — Manufacturers Endeavoring to Speed Up Business by Issuing Letters to Customers Outlining Market Situation and Explaining Policy of Delivery.

THE current situation in the cotton textile industry is marked by extreme uncertainty, according to a prominent official of a leading Montreal cotton concern. "Anybody's guess is about as good as ours today with regard to prices, but one things is certain, that the situation in Canada is by no means as unstable as the state of things in the United States. There the market jumped to heights never reached by the Canadian one and it has declined correspondingly to a position where prices of finished goods are fluctuating today in the vicinity of 8 cents for 5.35 yard 38½-inch 64x60s, and as grey cloths cannot be produced for less than 25 cents above the cost of raw cotton, the natural inference is easily recognized. No mill wants orders at the present prices and with quotations at the present levels the future situation is full of uncertainty for both mills and consumers alike.

Demand is apparently reduced to its lowest ebb. Prices on finished cotton goods have been cut 30 to 35 per cent. and there is still but little demand. It is even stated that heavy cottons such as ducks cannot be given away at present.

On the other hand, one prominent rubber belting manufacturer is placing his orders this week in the belief that prices are now at an advantageous level, and he is prepared to make his full purchase now. The argument put up by this buyer is that there can be no stability while people are looking for lower prices, and stability can only be secured when prices are on a level which will insure full distribution."

In a letter addressed to its customers, a prominent Montreal cotton firm announces its intention of allowing the current reduction of 30 to 35 per cent. to apply to all deliveries which are as yet due and further adds that their revised price list of grey, bleached and printed staple lines represents the lowest market price which will prevail this season and is based upon the present low price of raw cotton.

The opinion expressed by an official of the company with regard to present stocks held by retailers was that they should reduce their goods to them with as good a grace as they can. If the consumer will not buy freely when goods are priced at retail on the basis of present replacement costs then the buyer can make up his mind that the existing business depression will continue for some time to come, and will get worse before it gets better. If the buyer responds freely to price reductions, then the buyer can be sure that reaction from the present depression will be quick and emphatic. In such case he should cover his future needs promptly and fully.

Wholesalers Report Unusual Quiet in Cottons

"We have never known such a dull season in cotton goods," said a prominent wholesale cotton buyer this month. "We have marked our prices down as low as they can possibly go and yet no one seems to be interested. Take flannelettes, for example; this time last year we could not get nearly enough to satisfy the enormous demand at the high prices asked and we accordingly committed ourselves to increased orders from the mills for this season. We now have a large stock of the finest flannelettes, which last year were selling at 57 cents, which we are offering at 37 cents and no one seems to want them. All our prices have been revised from 10 to 40 per cent. in all grades of cottons, ranging from the finest dress materials to the heaviest qualities of ducks, etc. We find that few retailers are buying even at the present reduced rates, and it appears that the majority are still overstocked in staple lines. We are hoping that January stocktaking will reveal the need for fresh stocks on their part, so that we can then place our own commitments for next year's delivery. Ginghams have as usual gone better than other lines, and one good feature of the present situation is due to the fact that the Canadian mills are catching up on their production and are now announcing their ability to deliver full quantities of any pattern. Their previous method was to deliver only a certain percentage of plain and plaid designs to each wholesaler who was therefore able to sell only very restricted quantities to retailers. The American mills have guaranteed prices to the wholesalers on orders placed last July for delivery this month, so that none of the recent unforeseen declines have had a material effect upon the orders placed by Canadian houses."

Dainty Voiles From England

The importations from British manufacturers are particularly attractive this season, especially the newest voiles in dress patterns. These feature many charming futurist designs in quite new color combinations, such as dull rose and blue on taupe grounds, the whole effect being very dainty and French in appearance and wholly unlike any previous patterns shown for the same purpose. In voiles, it is said, the tendency is to avoid navies which were rather overdone in previous seasons, and the Copenhagens and taupes will be more to the fore. Swiss muslins in dotted effects and organdies will be in good demand, and it is advisable for retailers to bear in mind that shipments and orders in these lines are no longer being placed with the makers as was the case in past years, and the probability is that unless orders are placed early a shortage in patterns may occur. The mills have already signified their intention of slowing down on production unless a more marked response is felt in merchandising.

Cancellations are still being received by the majority of the wholesalers. They hope, however, that the New Year will bring a new impetus to merchandising and a more general stabilizing of prices everywhere.

The following is an excerpt from a letter sent out to customers by a prominent Canadian manufacturer of wash dresses and shirts:

"We have recently been trying to buy shirtings at a reasonable price but cannot find an available supply. Shirt factories have very limited stocks of shirtings; jobbing houses, apparently, throughout Canada have no shirtings to offer; the Canadian mills have no shirtings to offer for immediate delivery and have limited the supply for spring, and though we have endeavored through many sources to buy shirtings from foreign markets, there is nothing available for either immediate or future at anywhere near the average Canadian market to date.

"We feel safe in recommending all our customers to adopt the policy of buying a reasonable supply from week to week, and month to month. Otherwise there will most assuredly be an acute shortage later on. Mills will not stock up; jobbers will not stock up; manufacturers will not stock up unless they get business. Consequently, production is curtailed and the supply required to meet consumption by the public will not be produced."

In summing up the situation, Dry Goods Review was informed that the demand from the country districts is very good at present, and the retailers in the smaller communities have apparently taken the repeated admonitions of mills and jobbers to heart, and are cutting profits to a minimum and increasing business in this way.

Outlook Still Dull in Great Britain

Report From Offices of Department of Overseas Trade States That There is Little Change in Cotton Market—Piece Goods at a Standstill.

THE officer in charge of the Toronto office of the Department of Overseas Trade states in an exclusive report to Dry Goods Review that the cotton trade of the United Kingdom shows no signs yet of a general improvement.

Deflation on a pronounced scale is taking place and supplies brought several months ago at high figures and now being delivered are worth much less money to-day. Although the trade has been in some measure prepared for a downward movement in prices it was not expected that the drop would be so precipitate, and there is little probability of increased activity until prices reach a more settled basis.

Federation Rules

A decisison upon the short time proposals has now been reached by the Federation of Master Cotton Spinners with regard to the Egyptian sections of the industry. The rules of the Federation require that the members shall not be called upon to adopt short time, against their own wishes, unless voting shows that 80 per cent. of their section desire it. The American-users' section, however, fell just short of this, only 79 per cent. voting for short time, while 7 per cent. sent no reply. The indecision shown in the latter figure is the more noticeable, as in the Egyptian cotton section there were only 3 per cent. who were either unable to take a definite stand or unwilling to oppose the recommendation of the Federation Committee. The result is that the Egyptian cotton section will adopt the long week-end stoppage, but the users of American will do nothing until the matter has been further considered by the Committee on the 5th November.

A great many mills in the American cotton section were stopped by the Oldham piecers' strike and it is not surprising that for the time they are against any further curtailment of production.

It is very significant, however, that with all the curtailment that has taken place, through the annual holidays, the prolonged Oldham strike, and the temporary closing of mills elsewhere, business shows no improvement.

The ballot in the Egyptian section showed 86 per cent. in favor and 11 per cent. against, three per cent. abstaining from replying. In accordance with the decision those firms which are members of the Federation engaged in spinning Egyptian cotton will stop their mills.

The question on the ballot papers, to which an answer was requested, was as follows:

"As a preliminary measure, are you willing to stop your mills on the following dates, provided firms owning not less than 80 per cent. of the spindles in your particular section (American or Egyptian) of the Federation are also willing?

Saturday, 23rd October, 1920	4½ hours
Monday, 25th October, 1920	8¾ "
Saturday, 30th October, 1920	4¼ "
Monday, 1st November, 1920	8¾ "
Saturday, 6th November, 1920	4¼ "
Monday, 8th November, 1920	8¾ "
Saturday, 13th November, 1920	4¼ "
Monday, 15th November, 1920	8¾ "
Total	52 hours

If you are spinners and manufacturers you will be required under the above proposal to stop your mills for 26 hours during this period."

It is estimated that of the total number of spindles in Lancashire, nearly 70 per cent. are engaged on American cotton, and that the decision to put the Egyptian spindles on short tme will affect between 50,000 and 60,000 operatives.

As most of the spinners in North and North-East Lancashire who are members of the Cotton Spinners' and Manufacturers' Association weave the yarn they spin, and as in those cases where production is not already being curtailed it is necessary to keep the machinery going in order to avoid cancellation of time-limited orders, that the Association at present does not contemplate any measure of organized short time.

Formed Syndicate

Notwithstanding the present depression in trade, several Oldham men connected with the industry have formed a syndicate and purchased the undertaking of Messrs. John Clegg, Ltd., carried on at Sandy Lane Mill, Shaw. The business was established over 60 yers ago. The mill contains 57,168 mule spindles, and it was the first cotton mill in Lancashire to be lighted with electricity over 20 years ago. The present purchasers propose to form a limited company to carry on the business and to retain the present management.

The downward trend of raw cotton values continues unchecked. This weakness has been chiefly assisted by reports of favorable weather in the cotton belt, increasing receipts of new crop, and the unsatisfactory accounts concerning the textile situation in general.

Piece Goods Business

The piece goods trade is almost at a standstill in regard to new business; very little trade is coming through from any market, and unless there is a decided improvement shortly, the whole industry will be working shorter hours. Stocks of certain kinds can hardly be moved, and although prices have been ruthlessly cut down it is almost impossible to find a buyer to-day. For instance, Botany serges can be bought at prices which are little more than half those which would have been eagerly given about six months ago.

All sections of the trade, right down to the retailers, are carrying more stocks than it is convenient for them to hold, and until these are at least partially cleared off, nothing in the way of new orders will be entertained by the merchants. Firms, both large and small, are finding financial difficulties more serious than for many years past, and merchants report that accounts from abroad, especially from the Continent, are not coming through as well as could be expected. The lack of new business is caused, in no small part, by the tightness of money.

Orders continue to come from Switzerland in medium quantities for both pieces and yarns, and, in the opinion of merchants who are conducting this business, the goods are most likely being bought on German account.

Must Have Permits

The licensing restrictions now in operation in Finland have hampered new business in piece goods with this district. Old orders which are now ready for delivering cannot be shipped without the necessary permits. These permits are not, however, coming through very quickly.

Home trade houses are receiving deliveries of winter goods more rapidly than they are required. Owing to the unsatisfactory summer, many firms hold heavy stocks of light-weight goods which will have to be carried over to next season. Up to the present very little is being done in winter goods by the retailers.

Considerable interest has recently been aroused in textile circles by the offer of the well-known firm of J. Hoyle & Sons, Ltd., to hand over to the trade union the sole control of the business for a period of two years, the trade union to keep any profits made during that time, or, conversely, to be responsible for any loss.

Although up to the present no definite decision has been announced it is thought improbable that the trade union will accept the offer.

Conditions in World Woolen Markets

Still Very Much Overstocked—75% of Cost of Woolen Material Attributable to Cost of Production—Mill Owners Looking For Brisker Business by February—Novelties on the Market.

A MONTREAL importer of woolen goods, discussing general market conditions this month stated to a representative of Dry Goods Review that he did not look for greatly reduced prices during 1921. He gave the following explanation: The world's markets are still overstocked and woolen mills have been gradually decreasing their output while labor has been agitating. Seventy-five per cent. of the price of a yard of woolen goods is attributed to the production costs and even the present low price is one hundred per cent. above pre-war figures. Cancellations are still coming thick and fast and this is daily increasing the stocks of the mills which deem it better to accept the cancellations than to risk the chance of having to accept a problematical fraction in cash for the goods in question should the jobbers or retailers fail to carry through their obligations.

English woolens, it is admitted, did climb to preposterous prices, and on all sides in the important woolen manufacturing district, much clamor is heard with reference to any attempt to talk lower prices, but the British manufacturer is beginning to appreciate that reduction is the best policy.

Improvement in February

With no demand at present, and conjectures rife as to a possible further reduction in prices, it is not a matter of surprise to the importers and the mills that retailers refuse to buy. The opinion however, has been expressed that when stocktaking is over, the retailer will come into the market for supplies and consequently it is anticipated that February next will see considerable activity in the woolen goods trade. There is not much fear that an abnormally large demand will be created so that supplies will be inadequate to meet it. However, such a condition is another reason for the prospective buyer to heed, and a still clearer argument in favor of the early purchase theory.

Retail stores in Eastern Canada have in most instances done a good trade in woolen goods. At the present time, the mark-downs on ready-to-wear clothing are having some effect upon the piece goods trade, but this is not regarded as important.

Novelties for Spring

As regards the novelties offered by woolen manufacturers as an inducement to stimulate trade, the most striking are the brick or terra cotta shades in plain and fancy weaves. Colored stripes are also coming back in cloths for women's wear and men's wear, while checks in worsteds and woolens, covert coatings, and black and blue serges will retain their perennial popularity for men's wear as well.

The attitude recently adopted by several of the leading departmental stores in the United States to keep up their Spring purchasing steadily is one which deserves the heartiest commendation in all branches of trade. It is very desirabe that the purchase of staples in all lines should not be curtailed, but that orders should be placed as may be currently necessary in order that the general supply later may be sufficient to meet the requirement of all those who are now holding off.

Report From U. S. Correspondent

Quoting from an American correspondent on the current woolen situation, a prominent Montreal importer has given out the following statement:

"The time has come for optimism in this branch of industry. To anyone closely in touch with trade conditions the truth of this becomes easily apparent. Prices are low and buyers are few and business in general may be described as stagnant. Yet I firmly believe that now is the time to take on commitments, for the reason that exchange is low, the stock market is liquidating; stocks on hand with jobbers and retailers are not large and the banks are in first class condition. Against these must be placed the existing disadvantages of high taxes and rising labor costs together with the abnormal lack of interest manifested by the trade in general. In my opinion these latter unfavorable conditions are negligible for prices are now stable enough for safety, and responsible buyers will soon reap the benefit of their foresight and shrewdness. Such buyers will undoubtedly make a satisfactory turnover, but those who insist that wages will drop and surplus supplies will be dumped on the market by the mills will be greatly mistaken in their conjecture. Goods will be sold in spite of all the pessimists who parade their so-called inside information. Optimism must be the keynote and the more firmly convinced one is that a prompt readjustment is on the way, the easier it will be to tide over the crisis. Furthermore, during the past few months liquidation has been too fast and too sudden to permit of its continuing over a longer period, in my estimation. Canada is now about to face the economic crisis which the United States has been passing through during the past 90 days. In the States, the feeling is becoming apparent that the crisis has been passed while Canada's is approaching."

Very Low Prices No Criterion In Woolen Market

Discussing the woollen situation in Great Britain, the officer in charge of the Toronto offices of the Department of Overseas Trade stated to Dry Goods Review that broadly speaking there is no market for raw materials at the present time, and that in the absence of business quotations must be regarded as merely nominal. The Trade Commissioner said:

"The decision to postpone indefinitely the colonial wool sales, which should have opened in London on 25th October, has given general satisfaction, as it was felt that nothing could be done until the coal strike was settled. Wool can, however, still be obtained by private treaty at the Government reserve prices, the method which should be adopted by those desiring supplies.

"There is not sufficient business passing in any section of the trade to test prices, but small transactions are reported from time to time at prices which seem to indicate that the bottom has not yet been reached. The very low prices accepted in some cases cannot, however, be regarded as the real market value, and there still exists the anomaly of tops being sold at prices much below the cost of producing them out of wool bought either in this country or in Australia.

"There is very little new business in yarns and most spinners have to be content with delivering old orders. In many cases particulars are not being received and reports for delayed deliveries are frequent. Prices are very irregular."

GOES INTO BUSINESS

Mr. W. H. Kirby, who, for some time past, has represented the Lace Goods Co., Ltd., in North-western Ontario, has resigned to go into business for himself. He has opened up a general dry goods store at 3091 Dundas Street West, Toronto, and will feature as well as a full line of dry goods, fancy goods, novelties.

An Examination of Retailers' Position

Official of Large Departmental Store Declares That They Who Now Criticize the Retailer for Failing to Adjust His Prices Forgets That it Was the Retailer Who First Cut Prices Almost Six Months Ago

IN commenting on present conditions in the retail trade, the Bache Review has from time to time expressed the opinion that if retailers would reduce prices somewhat more drastically, in accordance with the reductions which have already been made in wholesale prices, the price situation would be much more readily cleared and the way paved for business to proceed more smoothly on a lower level.

A Retailer's Viewpoint

The views of the executive of a large departmental store, in regard to this question, will be found interesting by the retail trade. Writing to the Bache Review, he says, in part:

"When so much is being written and said against the retailer, would it not be fair to make an impartial examination of his case by way of a change, in a spirit of fair play and a square deal?

"Those of you who criticize us now seem to forget that it was the retailer who first cut prices almost six months ago, when the manufacturers failed to recognize the change in the temper of the buying public, which the retailer was quick to sense through his close contact over the counter.

"At that time the wholesaler and manufacturer was the first to criticize the retailer for reducing prices, telling him he would be unable to replace his stocks except at still higher prices! Had the retailer heeded this advice it would have prolonged the period of high prices, as none of us have heard of a wholesaler reducing his prices when the demand was still strong. Is this consistent with the great chorus of 'profiteer' which the wholesaler is lustily shouting to-day?

Retailer Not a Profiteer

"In spite of your undoubtedly well-meaning statements to the contrary, I assert without fear of successful contradiction that the retailers as a class have not been guilty of profiteering during the war, nor are they at this time. We are all marking our merchandise closer to-day than for many years; we have been reducing stocks, and buying only from hand to mouth, and in so doing are able to follow the market down, giving our customers the benefit of the new low prices.

"I have been in close touch with a great many retailers in this section and we have freely and frankly exchanged confidential information relative to our business, and I know that as a craft the retailers are doing everything possible to bring prices to the lowest level obtainable, short of self-extermination."

Little Left For Reserve

The writer then, while asserting that the retailer during the last five years has made little, if any, increase in percentage of net profits, admits that this percentage expressed in dollars is larger than heretofore, but he further contends that the profits thus accumulated on his balance sheet were on paper only and not in cash in his pocket. Rising prices made for larger inventories, the shrinking value of the dollar increased his expenses, and then if the books showed the accumulation of a reserve, the Government stepped in and took the lion's share. This is what has been happening to nearly all business operations under the baleful workings of the Excess Profits Tax. The small amount left for dividends and reserve against the inevitable rainy day has, in most instances, been so inadequate that, the writer claims, the retailer should not now be blamed for trying to save himself from business disaster. He adds:

Impossible to Maintain Prices

"The nature of our business is such that combinations to maintain prices are practically unheard of, if not actually impossible. Therefore, the element of keen competition would work to lower prices even though the storekeeper desired otherwise. With costs of operating our stores still high, our salvation lies in maintaining volume, and this means sharp bidding for the business that exists in our respective communities, and when you find retailers bidding for increased sales you invariably find price concessions."

The Seal of Distinction

The Shelton Looms
Best Woven Furs

The Dealer's Assurance of Quality

The Shelton Looms label sewed in a garment is your assurance that it is made of genuine Shelton Looms Woven Fur Fabrics—it protects you and your customers from inferior imitations.

The House of Sidney Blumenthal & Co. Inc., has developed and perfected Woven Fur Fabrics which have every desirable quality of the richest peltry—lustrous beauty of texture, warmth without weight and luxurious appearance.

Woven Fur Fabrics have many distinct advantages over animal fur—light weight, adaptability to original styles, wear far better, cost less and give greater returns for the money invested.

Our national advertising in newspapers and women's publications emphasizes the importance of the Shelton Looms label. America's foremost garment manufacturers recognize the value of this distinguishing mark and use Shelton Looms Woven Furs.

Insist that garments made of Woven Fur Fabrics bear this "mark of distinction"—the Shelton Looms label.

The Shelton Looms

SIDNEY BLUMENTHAL & CO., Inc.

395 4th Ave. New York, N.Y.

Greetings

May Good Fortune, Health and Happiness be yours this Christmas and throughout the coming year.

FRENCH GEORGETTES
CREPE DE CHINES
NINONS CHIFFONS
SATINS PRINTED SILKS

Les Successeurs de

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Telephone: Adelaide 3062
TORONTO

E. Desnoux, Rep.

Western Canada Agent: Edwin J. Kirkbright, 205 Bower Bldg.
Vancouver, B.C.



The AGB Fabrics









For the four seasons
of the coming year
we wish you
Happiness and Prosperity

Voss & Stern
New York

PHOTOGRAPHS BY S.H. GOTTSCHO

First Live Silver Fox Exhibition

Wide Interest Marks Establishment of Annual Exhibition Which Will Do Much Towards Developing a Splendid Canadian Enterprise—One Time Wild Species Now Inhabitants of Up-to-date Farms in Eastern Canada—Beautiful Specimens Are Prize Winners.

THE widely advertised and eagerly anticipated exhibition of live silver foxes was held in Montreal during the week of November 22nd, and was as great a success as its promoters could have wished. Four hundred entries were received and the commodious quarters of the Montreal Motordrome were taxed to the limit.

Origin of Plan

This novel exhibition was first proposed last January, when the Wild Life Conference and Fur Breeders Convention was held in Montreal under the auspices of the Federal Commission of Conservation. The project had a precedent in the Boston show conducted on a fairly small scale a year ago, when fifty-odd foxes were shown and prizes awarded for the best specimens. Before proceeding with plans for a Canadian exhibition it was necessary to have some machinery for registering the stock, and ensuring that the animals exhibited were pure-bred silvers. As fox farming had now become an industry of national importance, at the instigation of breeders, the Livestock Records Asociation recognized it as a legitimate branch of animal husbandry and added to their records of blue-blooded cattle, sheep, hogs, etc., the new aristocracy of silver foxes. Montreal was chosen as the place of exhibition by the Conservation Commission, not only as the fur market of the Dominion, but as a centre of population.

It was a new departure for the Government to conduct such an exhibition, since, in the case of cattle, sheep and hog contests, which have long been features of rural fairs, such support has been deemed unnecessary. Fox breeding was but the first step in a new industry, officials of the Conservation Committee believed, which was not only destined to preserve from extinction many of our wild animals, but also to prove an ever increasing source of national wealth.

Climate Well Adapted

The Canadian climate is admirably adapted to the growth of fur-bearing animals and the scheme of an international exhibit was carried out in order to bring home to the people of the Dominion the nation-wide significance of the movement. Those with the interests of Canada at heart had noticed with alarm the rapid depletion of wild animal life which has taken place during the past year when prices, which four seasons ago were offered for raw skins, would have exceeded the wildest dreams of trappers.



A Domesticated Fox

One of the prize beauties which came from Prince Edward Island for the first exhibition of live silver fox held last month in Montreal.

Not only were the denizens of the forests being decimated but in some cases were in danger of extermination, and this is a country of whose total wealth was once estimated in the annual value of its peltry.

The breeding of foxes was considered to be but a beginning of the domestication of many wild animals and it is hoped that at next year's exhibition, for already if this event is successful the Conservation Commission has planned to repeat it annually, mink and beaver, as well as skunk, racoon and other creatures valued for their rich fur, will be included in the list of entries.

The 400 foxes which were housed in cages of specially welded wire, were selected by the various exhibitors as the finest specimens in their herds and came from Prince Edward Island, Ontario, Quebec and the United States. The committee were obliged to refuse over one hundred entries owing to lack of accommodation and the difficulty of securing cages.

The Judging

The foxes were divided into sixteen classes, according to color and age. There were animals with striking blue-black coats whose only trace of silver was two little spots on the chest; then there were the dark silvers—the most popular color, which showed silver distinctly on the lower part of the coat. Other classes were the medium silvers, and rarest of all, the light and pale silvers. Points were given for size and conformation, but the main stress was laid on the quality of the fur. A possible 85 points was allowed for color, texture, etc., while 15 were given for form and size.

Sizes of Pelts

According to J. Lee, one of the Prince Edward Island exhibitors, a full grown fox pelt measures in length from 50 to 55 inches, and skins of this size are the most desirable. Larger pelts are produced, but in Prince Edward Island they seldom exceed 60 inches, and from a furrier's standpoint there is no advantage in greater size.

The vital questions are the quality of the fur and the quality of the color. The density and length of the under-fur are also important. It should be soft and thick and when parted show a bluish-gray shade, a little darker towards the extremities. It is usually one and a half to two inches in depth and should be free from any indication of wave or curliness.

One of the most important points considered in judging was the "guard fur" as its appearance depends in great measure on the under-fur which supports it. Experts can detect imitations by blowing into the fur, which in a true silver is black next to the skin and at the tip, with silver in the middle, while a dyed imitation is silvered to the root of each hair.

Many cash prizes and special trophies were awarded, the latter for annual competition. The judges were as follows: Mr. Chester McLure, of Charlottetown, P.E.I.; Dr. Samuel F. Wadsworth, of Boston, Mass; Mr. P. J. Drolet, of Montreal.

The last named gentleman is associated with the Montreal firm of A. & E. Pierce Co.

To the many visitors who thronged the Motordrome the animals were exceptionally interesting, and the public in general should now be able to judge for itself of the merits of any skin displayed for sale.

In chatting with some of the ranchers a representative of Dry Goods Review learned that "a black pelt can be imitated but a silver one can never be faked."

One of the most attractive of the foxes was a nameless puppy, which was quite as gentle as any dog. His good manners were accounted for by his early

training. Since but a few days old he had been taken from his mother and placed in charge of a cat which had fed him and endeavored to instill in him an idea of decorous behaviour. Now at the age of four months he made no objection to being handled and greatly enjoyed petting and stroking.

F. J. Shea, another rancher, told of a litter he had reared with a cat mother. Each day Tabby would go into the field and forage for mice and moles for her ungainly progeny. If in their eagerness for dainties the pups became too rough and greedy, Mother Puss would cuff them roundly for their impudence and quickly reduce them to submission.

A very interesting pair of silvers were two, christened Mary and George, after the present King and Queen. When the Prince of Wales visited Prince Edward Island a year ago on his tour through the Dominion he visited a fox farm and named two of the 1919 litter after the reigning sovereigns.

The romance of silver fox raising makes an interesting study and the story of the industry which originated as a novel enterprise, is one of interest to both nature lovers and those to whom the pelt has greater appeal.

This industry has undoubtedly saved to the world the remnant of this preciously furred little nomad and through forced evolution raised it from the freak it was, to the high plane of a distinct and perfect species.

Prince Edward Island Farmers

It was given to a few farmers of the Canadian Province of Prince Edward Island to make the discovery and point the way to the complete evolution of this type of the fox to a full-fledged member of animal society. Long years of experiment were spent before the great objective was realized. Then came marvellous and swift development in a new industry that has paid a thousand fold for the early disappointments and flagging courage of those farseeing men.

But those pioneers in this new field of endeavour were not ready to tell their secret until they had feathered well their own nests, which they did by sending to market, annually, a small bundle of pelts taken from the imperfect and least desirable, for breeding, of their production and banking the abundant returns that promptly came to them.

For years this went on in a way mystifying to neighbors and friends who strove by every honorable means to get into the golden circle, but without success until one kindly brother sold a pair of living foxes to a friend. Then followed the real awakening. As time went on there seemed to be no limit to the prices men would pay, even for puppies yet unborn, and with little question as to parentage which in many instances was of poor quality.

To Scandinavia, and to the east and west of our own great continent foxes have gone and are going in increasing numbers. And with all this growth of the silver fox breeding industry there has come a corresponding increase in the demand for the fur product. The gross output of pelts, whatever the quantity happens to be, disappears long before the year is ended.

Preserving Rare Specimens

In an interesting article by F. L. Rogers on Silver Fox Farming, the writer says: "The problem of perpetuating silver fox has been solved while other furs in its class are going headlong to extinction. Very soon it will have not only its own place to fill but also that now occupied by others. An interesting parallel to fur conservation may be found in the farming of ostriches. In consequence of the serious diminution of the number of ostriches by hunting, there was a danger that the birds would become extinct and its long and beautiful plumes no longer obtainable. About 1865, determined and successful efforts were made in South Africa to domesticate it. Ostrich farming has now become an important industry in Northern Africa, Australia, the Argentina and southwestern parts of the United States. In 1913 the value of ostrich feathers, exported from the Union of South Africa was approximately $14,500,000. This is ample evidence that government protection of our wild life is greatly needed if our resources in this connection are to be conserved and from the viewpoint of the conservationist its extension is most desirable since it entails no depletion of our natural resources while bringing a large amount of foreign money into the country."

Canadians may indeed feel justly proud of this pioneer step on the part of the Montreal Fur Trade, the Commission of Conservation and the Silver Fox Breeders' Association, who each cooperated to ensure the success of the International Exhibition.

Farms Foxes in Alaska

Former New Brunswick Man Owns Ranch of Costly Pelted Blue Foxes—Russians Commenced Fox Breeding in Far North.

ACCORDING to Capt. Alfred B. Somerville, formerly of St. John, N.B., but now established as a fox breeder in Alaska, Prince Edward Island is not the only successful breeding ground of the fox industry. Writing in the Halifax Herald, Capt. Somerville says that the Alaska fur farm where he is now located was started by the Russians, who formerly owned Alaska, and therefore the industry there is older than it is on Prince Edward Island. When the Russians occupied Alaska the Arctic fox was found on the mainland and specimens were taken to various islands for propagation. That explains the origin of the valuable blue fox, the skins of which are valued at $200 each.

The blue fox was originally the Arctic white fox which when taken to the warmer climate of Southern Alaska turned a soft blue color. The white fox in the Arctic has a slight blue tinge to its fur in summer, but turns a deeper blue when taken to a warmer climate.

"It's the continual fog belt around the Aleutian Islands that makes the fur of the blue fox of such high quality," explains Capt. Somerville, who maintains his headquarters at Atlin Island, the farthermost island of the Aleutian group. The nearest post office is at Unalaska, 800 miles distant, and this is the distance he must travel to mail a letter or receive one. Five islands, near Attu, were stocked with foxes eight years ago, and from animals originally placed on Attu Island by the Russians. From a group of fewer than fifty foxes on the five islands eight years ago Capt. Somerville and J. W. Walker, his partner, now realize a tidy fortune every year.

"It is impossible to estimate the number of foxes on the five islands, for the animals are very timid and never in sight," said Capt. Somerville. "From November to March each year we send natives to this island to trap the foxes, whose pelts I collect in our fifty-ton schooner Emma."

The collecting of the skins is a hazardous task, for it means a 400 mile journey in the schooner during the bad weather period. A few years ago Capt. Somerville, while making his rounds among the fox islands was shipwrecked and was rescued by the United States revenue cutter Tahoma. Capt. Somerville is experimenting in breeding the black fox—the most valuable of its kind, the best skins of which command a price as high as $2,500.

T. B. HAMILL
ALBERTON, P.E.I.
Specialist in
Silver Fox Breeding
Losses for 11 years do not exceed 1%
I have for sale several pairs of Best Pedigree Silver Fox, bred from Proven Prize Winner.
Fine Ranching Facilities.

Reports from New York Fur Market

Conditions Still Subject of Concern, But Signs of Improvement Are Appearing—Banks Unusually Careful Owing to Near-panic Caused by Huge Losses That They Have to Stand—How Speculations Were Conducted.

By Resident Representative.

NEW YORK—Conditions in the fur industry are still such that optimism regarding the immediate future is decidedly the exception rather than the rule. In spite of this, however, signs of improvement are not entirely wanting and the opinion is being expressed in usually well-informed quarters that further improvement may be looked for. The goods moving in the open market still continue small in volume and general conditions are not such as would encourage retail selling or buying on any large scale. Fur dealers here are finding considerable consolation in the fact that reports from the principal receiving point for raw furs indicate that in many cases receipts have fallen as much as eighty-five per cent. in the last few weeks and that increased buying has recently been in evidence on the part of European buyers.

Considering Liquidation

The improvement in sentiment in the fur trade, however, is such that reports are being circulated here that the syndicate of banks which is acting as trustees in the administration of the business of Funsten Bros. & Co., International Fur Exchange of St. Louis, Mo., is considering the liquidation of part of the $50,000,000 stock in New York, during January. While confirmation of these reports is refused by the officials of Funsten Bros. & Co., it is acknowledged that the books of the company are all being held in New York and J. F. O'Neill, vice-president of the Guaranty Trust Company, who heads the committee of bankers acting as trustees, has admitted that a sale of a portion of the fur company's stock may be staged. He is also quoted by local trade papers as being of the opinion that in view of the fact that most of the possible fur buyers are located in New York, the logical place to hold any sale would be here.

At present Funsten Bros. & Co. are operating under an extension granted by the syndicate of banks which expires in April next.

Banks to Lose Heavily

While the course of future events, so far as local fur trade is concerned, is far from clear, and seem rather to wait upon the action of the banks than upon the action of the more influential members of the local trade, there seems to be no doubt that the American banks who have advanced money against the furs now stored in New York stand to lose an immense sum of money whether the sale is held in January or not. According to one of the leading authorities in the local trade with whom your correspondent discussed the situation during the week, one trust company alone stands to lose from ten to fifteen million dollars on its holdings alone. The other banks involved will lose proportionately. Total losses will aggregate in this man's opinion close to twenty-five million dollars. Most of this loss will have to be shouldered by the banks involved. He expressed his belief that this loss would be incurred no matter how carefully the banks unloaded their holdings. Prices, he said, were down on the whole at least fifty per cent. A private auction he had attended during the week at which $120,000 worth of furs were sold had produced only $57,000.

Influences on Situation

This man, who heads one of the oldest and largest raw fur houses in the United States, said that the present situation in the fur industry was due partly to the speculative tendencies of the trade itself and partly to the encouragement the banks have given these speculative tendencies. According to this man, fur dealers would come to him to buy say, $25,000 worth of furs, pay $5,000 cash and give him notes for thirty or sixty days for the balance. These furs would then be shipped to one of the local fur auction companies' warehouses and stored. The fur auction company with which the furs were stored would at once be asked to obtain a loan on these furs. The wily owner would in most cases play one fur storage company against the other, in the end obtaining as much as eighty per cent. of the market value of the furs from the bank which happened to be backing the auction company. The banks in most cases loaned this money to the owner of the furs on the basis of an appraisal made by the employees of the fur warehousing company.

Banks Now Over-Cautious

According to the authority I am quoting, in many cases the fur speculators obtained the full market value of the furs in cash and were compelled to make only a small payment in cash to the original owner.

So long as the demand for furs was strong, it was a simple matter for the fur auction company to sell the furs and to see that the banks were provided for in due course. And of course, so long as there was a market for furs at high prices the speculators could take the money thus obtained from the banks to indulge in further speculation.

"And the worst of it is," said my informant, "the banks have been so hard hit, that they are afraid today to handle even the most desirable of fur business. The losses they stand to make, have reduced them to a state of panic, which is helping not a little to retard the return of normal conditions in the local fur trade."

PARIS FUR AUCTIONS

A decline of 35 per cent. in comparison with prices that ruled at the summer sales is the general result of the auction which was held by the Marché Francais on September 27, 28 and 29. A great deal of merchandise was bid in when it became obvious that prices were not going to hold. Rabbit pelts, which as usual formed numerically the bulk of the offerings, dropped 35 per cent. in price, doubtless as a forerunner of the decline that Chapal Freres are expected to announce any day. Fox were fairly firm, but quite half the offerings of natural fox are said to have been bid in. A small quantity of blue fox sold well. Lynx, otter, coon and marten were fairly well maintained, that is to say the tendency to decline on these items was less marked. Sable was firm but skunk was said to have been almost entirely bid in.

CASHING IN ON YOUR COMPETITOR

(Continued from page 63)

learned of the popularity of the street, and that it housed high grade stores, they fell victim to the universal instinct and followed in the footsteps of others.

Making Friends Through Competitors

"I make it my business to instruct the salespeople of the store never to knock our competitors," the manager of one store said recently. "I found that that policy pays in the long run. People as a rule begin to suspect that there is something the matter with you when you make a practice of knocking your neighbors.

"Not only do I impress that fact on their minds, but I furnish my salespeople with a list of neighborhood stores handling various classes of merchandise so that when a customer comes from way out of town to buy here, and then in desperation exclaims, "I just forgot to get my prescription made up; can you tell me of a drug store around here where I can get it done in a hurry?" our salesman knows just how to direct the customer to the nearest drug store.

"We find that bits of service of that kind make permanent friends for our store."

Canadian Fur Auction This Month

Annual Sale Scheduled to Open Last Day of Year—Canadian Furs Expected to be in Strong Demand—Market Believed to Have Reached Lowest Point, and Improvement Looked for With Severe Weather—Beaver and Silver Fox Strong.

DECEMBER thirty-first is the date chosen by the Canadian Fur Auction Sales Company for their second annual auction of furs. This event which has been postponed from the fall months promises to be even more successful than its predecessor last year, at least from the standpoint of the pelts offered for sale.

During an interview with officials of the company Dry Goods Review was informed that Canadian furs are expected to be the strong feature of the auction, and in view of the increasing demand for good furs which is daily becoming more manifest, it is believed that the market will be even better in January than now. Retailers and manufacturers have pursued a course of caution until now, buying just what they absolutely needed but no more. Therefore, although buying capacity is problematical in the general sense, it is anticipated that all stocks will be disposed of without delay. The auction will continue until such a result has been effected.

At the present time the market is at its lowest ebb. The slump having occurred with a rapidity altogether unprecedented and unexpected, the trend in future cannot help but be towards an improved state of things, as supplies are increasing every day, and a decided interest is becoming manifest on the part of fur dealers all over the Dominion, as well as in the United States. The quantity of furs which will be offered for sale in January is expected to be quite as large as last year, although the proceeds cannot naturally reach the previous figure of over five million.

Invitations have been issued to buyers in all the leading European countries and the United States. It is expected that a large number of buyers from Great Britain and the continent will be present in view of the greater facilities for travelling which are now offered by the steamship companies and the railways. Altogether a much larger attendance is looked for, and as the Canadian Fur Auctions has perfected its own organization in all branches of its enterprise, the success of the event is entirely assured. F. Craig, Esq., of the firm of Robert Craig & Co., of Brockville, has again been appointed official auctioneer, and the scene of action will again be the Windsor Hotel as in the past.

Leading Pelts

It is expected that silver fox and beaver will feature among the most popular pelts in demand, as a distinct demand has been felt for these skins in New York, where the sale of all kinds of skins has improved greatly of late. It is recognized that the past months of depression have awakened the trade to the fact that the consumer is the one most to be considered to revive the fur business, and the reckless speculator, who unfortunately had been so much in control, is beginning to be a thing of the past. A great help has been given to the fur trade through the more extensive buying of skins by the manufacturers of cloaks and large quantities of moles, opossum, rabbits and nutria were bought by the cloak trade. Through the fall months the leading article was the seal dyed muskrat, but at present the muskrat is not selling on a seal basis. As regards supplies exported to the United States, it is necessary to send the undressed skins, on account of the duty charges, for once the skin is dressed, the market is restricted.

Indians Create Dififculty

It is also announced that owing to the market fluctuation, a curious situation has arisen in connection with the Indians. On receiving considerably higher prices last season, they jumped to the conclusion that they had been swindled by the white men for the past twenty years and consequently, this season, demanded the apex prices which they received last year. As these are not forthcoming under present conditions, many of them will not sell and there is considerable tension. It is known that they will be compelled to give in ultimately in order to obtain food but considerable bitterness is feared.

Retailers and manufacturers alike are now awaiting the coming of severe weather to do a considerably increased business, and it is believed that the special discounts now being offered will not continue much longer.

Paris Furriers Optimistic

Wealthy Commence Buying Costly Wraps—Retailers Have Had Good Summer—Steady Demand for Finer Grade of Furs.

AS the Winter approaches, a note of optimism is clearly discernible in the Paris fur trade, writes a Paris correspondent in a current issue of "Fur Age." Conditions are sounder and saner at this moment than in any other branch of the world's fur industry. The secret of the situation is the lack of stocks held in any part of the trade, and the fact that the demand for the products of French genius never falls at any time below a certain level.

Generally speaking, retailers have had a good, if not a hilarious Summer, and they are consequently entitled to count on at least a moderate Autumn trade. As is the case in other branches of the women's clothing industry, the public is showing a marked disposition to resist the high prices that are being ushered in with the season. Many women in need of furs decide at the last moment to postpone their purchases in the vague hope of a decline next year. After all, one can easily appreciate the attitude of a woman of moderate means who is asked 5,000 francs for a fur coat that she could have bought for 2,000 francs a couple of years ago.

Wealth Buying Again

During the past five or six years the wealthy Frenchwoman has bought very little, but the time has now come when a new wardrobe is necessary to keep up with the whirl of society life that claims her once more. Her long delayed purchase is a matter of moment, for none but the rarest and most exquisitely matched skins will suit her aristocratic taste. She has ordered capes and coats to be delivered this Fall, and all the smart retailers are cabling to the skin centers of the world to procure finest quality sables, chinchilla and mink.

High Grade Furs Scarce

Needless to say, they are having considerable difficulty, for the high grade furs are scarcer than ever. The Maison Jungmann is scouring the market for a 130,000 franc order for a sable muff and scarf. On their books is another order for a sable coat that will be worth 500,000 francs if it is ever completed. Go into the Maison Laxton et Lapierre and you find them jubilantly worrying over an order of 325,000 francs for a chinchilla cloak from a smart London dressmaker. Everywhere it is the same story—big orders from the exclusive millionaires and a steady if limited demand for the finest grade of furs. It is in the middle class trade that difficulty is being experienced.

James Coristine & Co.

Limited

MONTREAL

EXTEND to their many customers their thanks for past favors, and wish them the Season's Greetings, and a Happy and Prosperous New Year 1921.

Representatives will be leaving for the various territories from coast to coast early in January with a complete range of samples of Men's Fur and Fur Collared Coats, Cloth Caps, Gloves and Mitts, Socks, Mackinaw and Sheep-lined Coats, etc.

Prices will be marked with the smallest margin possible, based on current costs in raw materials, and with object of meeting future business conditions.

Your valued order will receive most careful and prompt attention.

Fall Season 1921

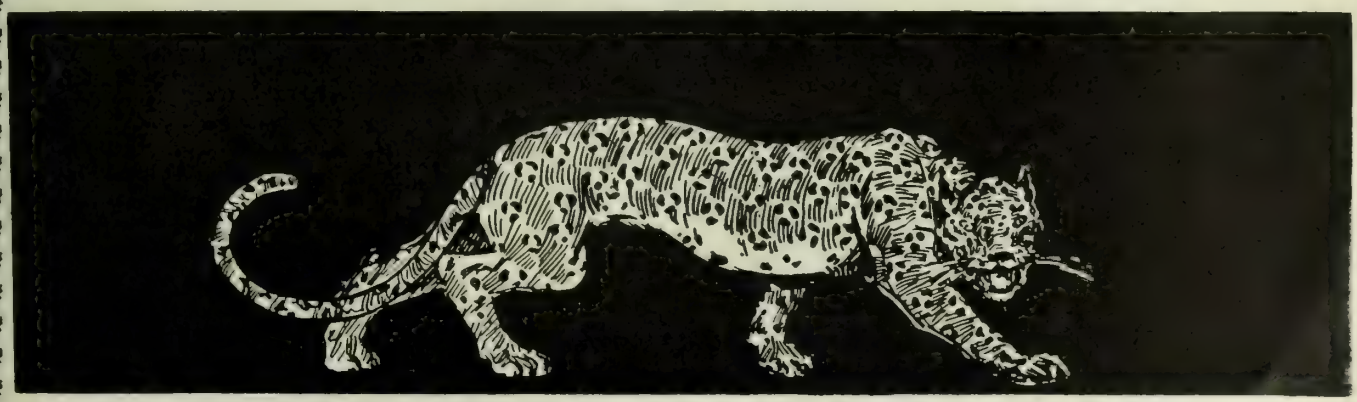
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MONTREAL AND WINNIPEG

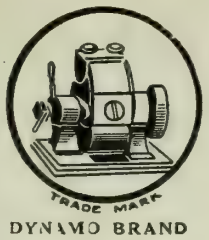
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Dry Goods Review

Twelve big issues to remind them of your interest in them—

Markets, sales, advertising, windows, the successful methods of hundreds of merchants reported for you. Dry Goods Review will take them through the stores of dozens of successful merchants every week. Can you think of a more broadening influence and a more educative gift for them for $2.00?

Hats That May Bloom in the Spring

Because the Wholesaler is Saying Very Little, and Because the Retailer is Buying Less, Details of the Spring Chapeau Are Being Delayed; But it is Rumored That Trimmings Will be Not so Expensive, Braids More Decorative, and Grey the Fashionable Color.

THE wholesale milliners are in a very unresponsive mood. January is the very earliest date that they will consent to divulge any of their Spring secrets, and it is only through the illustrations of the early importations or a glimpse into the French rooms of the larger stores that the merest trifle of advance information may be found. Here and there may be seen a model that has found its way to this side, while in New York buyers are talking of the extremely artistic creations of such designers as Maria Guy and Leone. One thing that is certain, early Spring hats will be fresh of color and crisp of texture. The deepest toned velvet draped model will be succeeded by a smart tafetta turban, the soft toned velours or duvetyn toque will give way to the firmer lines of a sailor in which a fabric and a straw will be combined, and the vivid hues that mark the snow season, the metals, the laces and gauze fabrics will all be forgotten in the softer tones which harmonize more gently with the delicate greens in which Mother Nature dresses her children in the glorious days of springtime.

There seems little doubt that gray is destined for a very distinguished vogue shortly after the New Year. It has already triumphed in hats, for mid-winter has seen the adoption of the gray chapeau, whether in velvet duvetyn or metal with fur, and Paris declares that one of the season's very smartest innovations is that of the soft gray chapeau worn with a grey or black costume. In New York the number of gray hats seen at the fashionable restaurants have been frequently commented upon and in fact this shade which is reminiscent of the shy little "Quaker Girl" has caused quite a sensation in fashion circles. If the gray vogue triumphs at the Spring Openings milliners will be afforded a splendid opportunity of displaying unusual artistry in the choice of colors with which to ornament the gray model. The all gray will be successfully adopted by very few, for this particular tint which is making such an impression at present is a shade that will prove trying to many complexions unless carefully relieved by some becoming yet fashionable color. The combination of gray and black can be most effective and will no doubt be worked out most beautifully by the French designers. As navy is promised prominence where costume cloths are considered the gray and navy combination may also be expected to have a strong run and certainly promises much especially if in addition there is the merest hint of a lighter hue. Grays and the odd blue greens which have been seen since the Egyptian and Chinese tints gained such prominence will harmonize beautifully. Dry Goods Review has already learned of the success of one such model launched by a Parisian milliner noted for her exquisite taste in color combinations, in which a chic gray braid turban was laced with a green blue ribbon and caught with a rich toned rose.

New Braids.

One of the straw braids that will play an important part in the early fashions is a coarse knotted weave of shiny finish, another is a sort of matted effect and it looks as though fancy straw braids will enjoy quite a vogue at first combined with crisp taffeta or polished satin and later independently used and generously garnished with flowers. Tailored shapes will be shown early while the downward droop to an uneven brim is anticipated as one of the early Spring favorites. Apparently the veil has been considered in the designing of the new models for the lines are such as to encourage new treatments of the draped veil and will also lend themselves smartly to the neat yardage meshes. In trimmings there is a decided tendency on the part of



When the "Bud" Pays Her Calls

Delightful for teas when the weather is fine and appropriate always for informal dinners or restaurant wear is this charming grey tulle and silver lace chapeau with its brim turning youthfully off the face.

wholesalers to introduce more popular priced lines and it is expected that flowers and feather motifs alike will be made up of less expensive fabrics for the popular trade. Of course the exclusive novelties will again be featured for the trade which demands them and it is also rumored that brilliants will be seen on some of the silk hats early in the new year. Narrow galoon in dull metal studded conventionally with tiny rhinestones marked one smart taffeta hat in New York recently and it is expected that toques for tailored wear will feature smart effects with only a touch of metal to relieve the solid toned effect of the silk or satin.

Dress Models Selling.

At the present time the dress model is claiming paramount interest. Social functions are piling one upon the other at this time of year, and as the weather has been most favorable to fancy gossamer head gear the dress hat has enjoyed unusual prominence. In the accompanying illustration is a charming silver lace and tulle confection for the "bud." Such airy chapeaux as these have been a pronounced success at the teas and some formal evening affairs to which a hat is worn. The white fox stole is a graceful complement and is almost an essential when headgear of this type is donned. Even yet the retail stores are doing a very fair amount of business in the dress hat sections, and report increased demands for the models in light and metal cloths. The long scarf veil is seen on some of the earliest French importations. Sometimes a close fitting toque displays a long width of chiffon that may be most effectively adjusted about the wearer's face and throat. One such model was seen recently fashioned all of layers of silver cloth and silver gray duvetyn. Tiny touches of seal relieved the all gray effect and a long graceful scarf of gray chiffon was caught at the back a little to the left side. Another beautiful gray model fashioned from the new chamois cloth sponsored an uncurled ostrich band drooping over its brim, a chiffon scarf fell from one side being slashed through the brim close to the crown. Such novel ideas indicate that the draped scarf or veil is by no means passé, and it is expected that the mid-summer models in the finer straws, delicate tints and light airy fabrics will be characterized by the coquettish treatment of lace or net.

Keep Department Attractive.

In the meanwhile it will be an excellent time to plan the disposal of the Winter stock now on hand, and make way for the new lines which will characterize January and February offerings. The models now in the show cases should be carefully gone over, freshened if necessary to speed up sales, attractive reductions should be made and after the break is once made the merchant who has his showroom pretty well stocked with Winter models will be greatly relieved to see them moving briskly. Illumination and equipment are very essential features in the millinery department. A Dry Goods Review representative was in a department a short time ago widely known for its tasteful models. In the writer's opinion this department is one of the least attractive ever visited. The lighting was out of date, the woodwork and floor covering too heavy and the show cases and tables too crowded. An atmosphere of sombreness prevailed and although there were plenty of courteous saleswomen on hand, the whole department seemed dead. This is a fatal background for milady's chapeau. The choosing of a hat is a trying ordeal to many people, and unless some attempt is made by the merchant to provide an attractive department he will sacrifice many good sales that he might have recorded if he had used a little discretion in the matter of decoration, equipment and service. Well placed mirrors, sufficient chairs and tables, a restful atmosphere and carefully curtained windows are among the absolute essentials of the millinery department; and saleswomen who are interested in the selling of hats, who are painstaking and sympathetic are almost as important as the hats themselves.

Prefers His Orders From Small Stores

"I WONDER if the average retailer in the smaller districts and rural towns understands the tremendous advantage which he holds over the mail order house? It seems to me that he does not realize just what the latter is doing and how easy it would be for him to overcome competition in his particular locality. For one thing, very few retailers realize that the manufacturers infinitely prefer to cater to retailers of average stores than to the huge mail order houses, for the simple reason that they are obliged to make up very large quantities of poorer quality merchandise to meet the requirements of the latter. This is necessarily sold more cheaply and therefore, from the point of view of the manufacturer, there is far more profit to be gained by catering to the legitimate retailer, even though he may require only a small quantity of goods." These remarks were uttered by a prominent Canadian manufacturer of wash dresses and other cotton clothing, to a representative of Dry Goods Review, and were further explained as follows:

Should Seize Opportunity

"Mail order trade is killing business in smaller localities, and we are all paying for it. If retailers would only wake up and realize that if they can show the goods that people want in their stores, they can beat all the colored pictures that ever were put in a catalogue. The reason that the picture sells the goods is because the price sounds so attractive and the colors and cut look so much smarter than the goods on sale in the local stores, but in my experience I believe that nobody really knows the reason for this, and would never take my word for it when I state that the mail order houses insist that their goods be made of inferior fabrics than our regular stock, in order that they may make a profit. Is it any wonder, then, that we would rather do business with the retailer, to whom we can sell the class of merchandise that the public really wants, in up-to-date styles and artistic colors? But the retailer nowadays is pessimistic regarding conditions and is afraid to commit himself too heavily, especially just now when everything is stagnating. He is afraid to take a chance and consequently buys what he requires from a jobber to whom he must pay 33 and 1-3 per cent. higher. Now this is not good business from the retailer's point of view, is it? There are three points which are worth considering with regard to this question: first, the jobber's credit with us is no better than the retailer's; second, the freight and express companies and the warehousemen do not work any cheaper for the mail order houses than they do for manufacturers, and third, any time that orders go to a mail order house, it is not only the retailer who is out, but the country itself suffers through the consequent injury to local trade."

Good Time for Retailers

The retailer must put optimism into his business to-day, and carry a good variety of merchandise without necessarily a large stock. If the mail order house can make 65 per cent. profit on its sales, so can the retailer. Canadian manufacturers did not buy at peak prices and in view of the fact that prices in cotton goods especially cannot go much lower, and that the textile situation in the United States is in a serious situation, it is clearly apparent that now is the time for retailers to get into the market. My advice is that it is good policy to gamble when nobody else is doing it, but when everybody else is gambling, keep out. In my line of merchandise prices must rise if business does not brisken up shortly and if no one will buy, the manufacturers will not make up any reserves. The buying power of the public for staple merchandise is just as good as it ever was and we must all wage a war of counter-propaganda to pessimism if we would tide Canadian commerce over this critical period."

BARGAINS IN FURS

Furriers of Ottawa are giving wonderful bargains in quality fur coats. Discounts range up to 50 per cent. in many lines with even greater cuts in certain cases to clear stocks.

Holiday Time Has Arrived in Paris

Famous Designers Celebrate December by Specializing on Modes For the Junior World—Beautiful Novelties in Hosiery and Accessories Are Seen, While France Has Also Displayed a Disposition For All Manner of Quaint Knitted Garments.

Paris, France.
December, 1920.

EDITOR, Dry Goods Review. This month's letter will be devoted to children's wear, hosiery and sundries.

For Winter wear, our youngsters will have warm, yet light clothes, for, more and more, the fashion is for comfortable garments that do not hinder any movement.

Either boys or girls will therefore wear as often as possible knitted suits of one or two shades, striped or checked. The wool used for that purpose is a two threads thin wool worked with fine needles which allow the knitting to be very small. However, when home made, a coarser work is often obtained, with thicker wool and needles. The shades mostly seen are blue with beige, or brown, or pink. The former, however, are the most fashionable. The trousers are short and worn with a long waist over them. Little girls have short one piece dresses, with a similar coat, whose collar is a big folded square of knitted yarn, and the cuffs match, or they have a muffler. Such garments, to which a knitted bonnet is added, are highly suitable for walking or for school wear.

Dressy suits for little boys are composed of a brown or blue gabardine pair of trousers fastened all around the waist on a little bodice of similar material which exploits white frilled collar and cuffs of lawn or crepe de chine, and sometimes the bodice is open in front, in U, to show a white front shirt in the same material as the collar. A ratine overcoat, a beret, and some patent shoes complete the toilette. Our little ones, though, are often gaitered, knee high, in black leather.

The same may apply to little girls too, although this is less frequent, for it is not very graceful to see high gaiters with short frocks as theirs.

In some instances, our little girls' dresses are narrow, but a good many mothers prefer the wide skirt, pleated or flounced on a round yoke, which looks much more fluffy. The material is often washable silk, with shirrings or embroidery, and the coat is made of velours de laine trimmed with a band of squirrel or coney. The hat is generally a capeline, entirely made of ribbon one inch wide, gathered in a frill all around the crown and brim; a bunch of flowers and some bridles complete it.

The hosiery department has known some very prosperous days this season, for I don't think I have ever seen so many woollen garments. Underclothing is, to a large extent, made of knitted



yarns: chemises, knickers, and particularly combinations of petticoat and corset cover are in all trousseaux. Many are knitted, but quite a number of them are crochet work. The petticoat is fairly long, and the corset cover composed of 4 points joined on the shoulders by ribbon straps. While pink, mauve, white are fashionable, I have often seen some in green (duck blue) which is fanciful and yet not easily soiled. The trimming is often a garland of rococo embroidery which is very dainty.

Every lady has at least one jumper in wool or silk yarn; knitted ones have become so staple that the manufacturers, in order to get something new, have devised some in silk crochet work which are exceedingly pretty.

Knitted dresses for house wear are found very convenient, and many ladies have adopted them. They may be in only one shade, beige for instance, or have a band down the bottom in another color, and a front, collar and cuffs to match, which makes them more fanciful. They are generally worked into ribs, so as to give a slender appearance to the wearer.

Knitted Costumes

Whole costumes are also knitted: a skirt, plain or pleated, with crepe de chine blouse, and a regular knitted jacket are very fashionable. The bonnet and gloves, of course, match it, and do very well for mountain trips.

I have also seen some full length capes or "mantes," devised in the same manner, with ribs or pleatings to give some fulness to the skirt of the cape.

I must, however, mention that the scraped knitting which I wrote you about last year, is now practically over. Only very staple articles have it still, and in small quantity.

Smart Accessories

Amongst the sundry toilet accessories, I must point out waistcoats. These are still in great demand; it is quite usual not to wear a blouse with a tailored jacket, but just a front panel of fine brocade, fancy printed Jersey, cashemire, etc., sewn on an underbodice. A great many are being displayed at the dry goods stores as Christmas presents.

The same applies to hair combs and pins; great luxury is shown in this line. Big combs are made of ivory inserted with beads or semi-precious gems, or carved into fine flowers or subjects, and the pins match them. Others are engraved with Toledo gold designs, but some are quite plain, and none the less pretty. Tortoise shell and horn are similarly worked, but when flowers are carved, they are painted: some exceedingly pretty ones show a bunch of violets with leaves, others a rosebud, or a cornflower, just like the real ones.

Ivory has been fashionable for some time already, and does not seem to have lost any of its favor. We have some clasps, bracelets, umbrella handles made of ivory with beautiful carvings or insertions. In fact, amongst the richest Christmas presents, all these articles have a leading place.

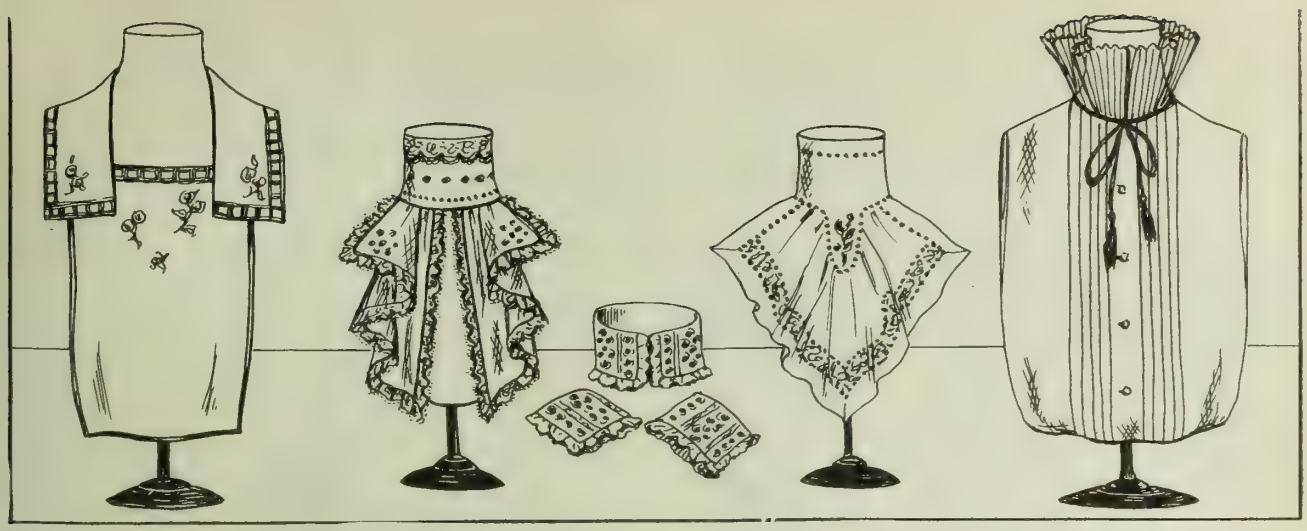
Pretty Bags

Bags are still the object of much attention: beaded bags are less in demand than previously, unless they are some very long pouches with a straight rectangular clasp. The most fashionable bags are made of a round piece of black silk with a band of gold ribbon, gathered on a curved clasp in such a way that there are no seams. Some of them are made of a piece of real cashemire or ancient brocade. The lining is fanciful, and the sundry accessories match it.

Leather portfolios are still much in demand, and the latest novelty is a kind of purse 4 times folded, just big enough to hold the powder puff, box, and small handkerchief which is invariably carried by the well dressed woman.

Feathers are also amongst the leading fancy articles: in dresses, where they come in as puffs or fringes, in fans which they entirely constitute—being either one full ostrich feather, or several of various sizes; but always big—in hats or in cushions.

They are dyed all shades: Ostrich feathers are uncurled and blended, blue, brown, etc. Bird of Paradise sprigs are mostly used in blue or yellow, cock feathers are dyed brown with just a tinge of white at the top. They are sewn on a brimless crown and made into fluffy



Shown at Christmas in Toronto Shops

1. A soft henna duvetyn model exploiting blue and yellow flowers—(Fairweather's, Ltd.) 2. The high collar and attached twin jabots of embroidered net and lace. 3. Eyelet embroidery set edged with lace (Murray-Kay's). 4. Dainty net high-collared model with jabot embroidered and trimmed with lace inserts and hemstitching (Stitt's). 5. The new high pleated net frill mounted on a strictly tailored vest guimpe of tucked net. Cord and tassels at base of neck (T. Eaton Co.).

toques, which look, when the wind is blowing, like fighting cocks.

Swansdown Cushions

Cushions, previously made of fur, are now often devised in swansdown, white and black, worked into chess board motifs or stripes. These are very effective, if not practical, for I doubt if they will keep clean long, especially if used as foot cushions. Yet they are pretty and look cosy.

Whole scarfs are made of white down and are found useful for theatre wear, They soften the skin of the wearer, and add to the prettiness of her complexion.

A very original Christmas present consists of a fancy colored box with writing paper in the shade of the colorings, to which is added a quill made with an ostrich feather dyed in the shade of the paper. I have seen some pink, blue, white and violet quills. When the shade is dark it matches the lining of the envelope, and the writing paper is white.

Gloves

Gloves are mostly white: the "gant à crispin," still worn, is less in favor, for the "gant mousquetaire" has taken its place. It is quite plain kid, but the revers are trimmed with points or checks or other designs of colored kid inserted. Black is the most fashionable. I have also seen some white kid gloves entirely sprinkled with black "chenille" dots. This is quite new.

Veils are still very fashionable: they are always big squares of net with large meshes, duly embroidered all around with "chenille" or thick silk. They hardly ever cover the face, but hang down the back as low as the waist, They are generally worn over the brimless hats, which have no other trimming.

Next month, I will take up lingerie.

Yours very truly,

Jeanne Gill

Fluffy Frocks For Party Wear

The latest indications are that it is to be a fluffy ruffles season for little girls. Party dresses and suits are indeed up to the minute in finish. The young lady of seven or ten must be arrayed in sheer nets this winter if she would be up to date, and she may wear an under slip of pale color with a narrow ribbon trimming at the shoulder or waist, usually a knot festoon of twisted wash ribbon. When made with a wide bertha and edged with fine Valenciennes lace nothing more lovely could be magined. Hand-embroidered voile frocks with ribbons run through slots at the neck and waist are also good; Shantung embroidered in blue or green is another favorite and very durable. Also there are shown imported frocks of pastel tinted georgette, trimmed with innumerable picot-edged ruffles and worn over contrasting silk slips. A pale yellow dress was made over turquoise and a pink was used over a foundation of delicate green. Dark georgette frocks have not as yet made much impression for Canadian children, but the models shown are very charming.

The newest models showed a straight line, high waisted, accordeon pleated effect with deep frill running up and down the skirts and around the necks.

Tub frocks are adorably simple and yet decidedly smart. All the old favorites—Mother Hubbard, French and Russian styles and Buster Brown models are adaptable for ginghams, chambrays, prints and dimities and the new idea of adding touches of hand embroidery to these fabrics is a happy one. Little skirts are shirred round the waist line with a ruffle of the gingham instead of a belt, and often a waist of a different material is made with a skirt of plain color.

IN ACCIDENT NEAR TORONTO

Three Montreal men interested in the dry goods trade were in the serious accident that occurred on the G.T.R. near Toronto, on the night of November 24th: James Brodie, of James Brodie & Company, Bank of Ottawa Building: Maurice Felson, of Felson, Bernsweig Company, Limited, manufacturers of ladies' coats, 45 St. Alexander Street; and Michael Morris, of A. Hollander & Sons, fur dyers. All three received slight injuries.

GOES TO CHICAGO FIRM

Mr. C. W. Newton, who has been millinery buyer with A. J. Freiman, Rideau Street, Ottawa, for some time, recently resigned his position to become Canadian representative with D. N. Fish, Chicago. Mr. Newton was agreeably surprised to receive a very serviceable handbag from the staff of the Freiman store upon the eve of his departure to new duties. Present arrangements are for Mr. Newton to still reside in Ottawa.

Fashioned of Lace and Ribbon

Neckwear Novelties Are Attractive—Many Pretty Conceits in Lingerie Accessories Make Ideal Gifts—Boudoir Caps Are Frivolous Bangles Are the Fad of the Moment.

THIS is the season when dainty trivialities in lace and chiffon assume unusual prominence in view of their extreme attractiveness as gifts. Though business has been rather disappointing in many lines, it must be conceded that the numerous dainty accessories displayed in the special interests of the Christmas trade have moved very satisfactorily. The handkerchief vogue discussed in the November isssue has been a decided success, and the most attractive displays have been featured with excellent results. Although the neckwear buyers hesitated considerably beyond their usual date of purchase, the shops now have very excellent stocks on hand—and the prices are not the least attractive item— and it is expected that quite an impression upon the popular lines during the last few days of the Christmas shopping will be made.

Quite a crisp note has crept into the neckwear models during the season and now among the very smartest novelties shown are the stiff frilly ruffles rising from the normal neckline of an equally spick and span organdie vestee. These "high necked" models are finished smartly with a narrow band of black moire at the base and considered unusually smart when worn with the one-piece coat dress.

Collar Vagaries

The low stand-up collar in crepe de Chine of cream or in a vivid color is being featured as one of the very new neckwear novelties and is decidedly chic when accompanied by a smartly pleated jabot and a band and bow of black ribbon.

Dainty net and lace sets of collars and cuffs are selling fairly well, while in the more exclusive lines the novelty which seems to be claiming most favor is the eyelet embroidery collar and vestee. Of course there are some very smart cloth vestees being shown by the specialty shops—one very chic model being illustrated in these pages—but these, of course, are not in general demand.

Boudoir Caps

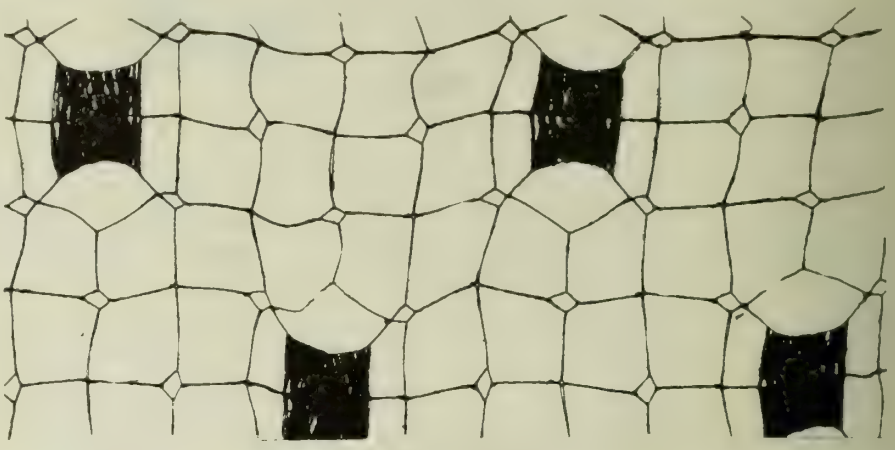
Quite the quaintest thing in boudoir caps at the present moment is the bandeau—the frill minus the cap. The crown section is entirely omitted and a dainty frill of net or lace very much bedecked with ribbons is held closely about the coiffure—which, of course, must be faultlessly arranged—by means of an elastic strand. The effect is quite bewitching and is also shown in an accompanying illustration. Dutch cap shapes are also selling very well this season and are made of the finest of net or chiffon, daintily bound with pastel tinted ribbons and finished off at the sides with huge ribbon bow rosettes. As an excellent reminder that these dainty vanities are intended only for negligee wear, one department carrying them recently featured a joint display of the most practical, but nevertheless attractive, "morning caps" intended to be donned when household duties claim the attention of the devotee.

Lingerie Frivolities

Of unusual daintiness are the countless little accessories for lingerie requirements—the shoulder clasp, the camisole rosette, the vestee clips, the countless sizes and types of pretty bows for petticoats, camisole and robe de nuit, the beruffled garter, the sachet and the vanity bag of Dresden. The ribbon departments, almost without exception, are devoting considerable space to the sale of these attractive little vanities which come in all the exquisite pastel tints and combine satin ribbon with lace, net, flowers, brilliants and beads.

Corsage Flowers

The flower corsage has assumed more realistic colorings than ever and the shops are displaying them in dainty round, square and oval boxes, bedecked with floral designs. The corsage may be a single large flat flower, a bouquet of deep hued violets or the quaintest nosegay of old fashioned mixed flowers. Beautiful color combinations have been produced and when sprayed with perfume these dainty bouquets may easily deceive, so natural do they appear and so delicate is the odor from their velvety petals.



For the Small Chapeau

The small, close-fitting turban is invariably enhanced by a chic little veil and when the mesh is conventional like this the effect is perfect. Courtesy Sterling Lace Co., Toronto.



Bangles

In the jewellery lines, bangles are probably the piece de resistance of the hour. A perfect craze has swept both continents for these alluring ornaments and with the Indian and Egyptian influence so strongly noted in dress it is not to be wondered at that the armlet is being accorded such a welcome after several years of indifference on the part of fashion devotees. The upper arm bracelet has been so strongly sponsored in Paris that the evening toilette is hardly considered complete without it. The shops here are now showing splendid variety in all manner of bracelets, from the slender bangle type to the rich antique affair, the jetted armlet or the cameo-set bracelet of our grandmothers' youth.

The Last Word in Adornment

Novelties Being Shown for the Current Season—The Jewelry Section Has Become an Important Department in Most Up-to-date Stores—There is Excellent Scope for Such a Department in the Small Store as Well as in the Larger Ones—No Limit to Quality of Stock Carried.

DURING the past few seasons there has been a remarkable development in the jewelry and novelty sections of Canadian stores, which gives promise of continuing its course. Many of the stores are enlarging these departmants or else are locating them in more advantageous positions, and in every way possible are going after trade which at one time was strictly confined to the jewelry stores.

It is no longer unusual to find large displays of precious and semi-precious stones in retail department stores and even diamonds are featured in a large variety of settings which undeniably add greatly to the distinction of the department. High-class imitation pearls are also in enormous demand and many very striking displays are featured in this class of novelty.

Chance for Small Town Merchant

There is no reason why the smaller store situated in small cities should not rival the local jeweler in competition for general trade. Provided it recognizes the importance of glittering and jeweled novelties which characterize the present day demand, a good business can be done in jets, beads and rhinestones both as trimmings and as made-up articles. The present style of low-necked and collarless gowns worn with short sleeves is an unusually good chance for the retailer to push neck-chains and bracelets.

People regard these goods now as a matter of course, and no longer in the luxury class at prohibitive prices, and for the average purchaser there is a far greater attraction in such goods when featured by the department store than when shown in a jewelry store. The average buyer is apt to feel more at home when in the department store and should consequently be catered to as much as possible on this ground. The working-class customer outnumbers the wealthy class, and he will undoubtedly be a profitable asset even though at the expense of the legitimate jeweler.

The fact that many retail stores extend such courtesies as the partial payment plan and also the credit account, is an important reason for the increasing growth of these sections. The regular jewelry stores are disinclined to allow credit to more than a very limited number of customers and in consequence lose a number of good sales. It has been clearly demonstrated that charge customers are generous purchasers of fancy goods and it is well to bear this fact in mind at present with regard to increasing the appeal of this department.



Jewels of Interest

Paris is very much interested in novel jewelry and is permitting lavish indulgence along these lines. The upper arm bracelet, the bead strands from the shoulder and the chaplet of silver leaves which are daily gaining in favor are here illustrated. Also a very decorative pair of ear rings and a pendant ring.

Appropriate Display

It is erroneously considered by some stores to be sufficient if these goods are displayed in boxes or haphazard in piles upon an ordinary counter. The modern store realizes the fallacy of this and believes that a handsome show case of glass, lined if possible on the bottom and sides with purple velvet, and brilliantly lighted, is worth many times over the outlay necessary. Pearls are infinitely more beautiful and lustrous when hung against a purple background or heaped carelessly upon a velvet cushion. Such a setting throws up the richness of the pieces, whether artificial or real, and customers gravitate to the counters from sheer admiration. Sparkling designs in very small stones have more appeal to the average customer than the plain solitaire styles and bar-pins in bold, flashing designs are said to sell at sight and are perennially popular.

It has been found that owing to the considerable hazard about buying novelty jewelry it should only be bought in such quantities as are likely to sell quickly and not on the basis of attractive prices.

Novelties of the Season

Among the novelties which are being featured this season are the silhouette pendants and brooches from France which are particularly lovely. The background is sometimes transparent glass and the cut work is done in white, or else a black design is done on mother-of-pearl. Hung on narrow ribbons of metallic fabric or grosgrain, these pendants are really novel and charming. The cost averages $10 to $15 retail.

Narrow bracelets of silver, gold or enamel are being sold singly or in sets of two, three or four. Bracelets in snake or reptile designs made of composition substance in vivid colors are also very good.

The oriental and rather barbaric neck charms and ornaments are now quite passé, as the tendency now seems to be for more slender and dainty effects. Jet is tremendously popular, and one pretty novelty noticed was a large jet medallion worn just at the throat on a slender jet neck chain. Jet is also shown for girdles, buckles, earrings, etc., and seems to be easily the leader in popularity for the moment.

Upper arm bracelets fashioned from jet sequins and sometimes mounted on net and clasped with a buckle of rhinestones are unusually smart for wear with the black, or black and white evening toilette. Sometimes a slender rope of jet beads or sequins is suspended from this bracelet and caught to a wrist bracelet of the same width and design as the one worn above the elbow.

New Perfume Bottles

Exquisite perfume bottles of unusual design and opalescent colorings with stoppers of silver or inlay are also a feature of the Christmas offerings in the jewelry departments, and the leading shops in Toronto are finding a splendid sale for these dainty gift novelties. One beautiful little bottle in cut glass displayed a stopper of turquoise blue enamel beautifully lined with gold. Another was a pink tint of glass of such a

quality design that it looked like a large rose pearl. The stopper was also of French enamel with a blue background bearing a basket design in rose and lavender. Many of these bottles assume rather grotesque shapes, and look as though they might have been found by an archaeologist in the tomb of some Egyptian princess, whose taste for fragrant essences is reputed to have been quite as discriminating as that of the modern devotee of French scents. The glass of the bottle is treated in such a manner as to resemble the surface of beaten brass, and tinted in exquisite colorings in opalescent effect so that in changing lights they shade from old gold to turquoise, from terra cotta to creamy yellow or from jade to deep wysteria. Many of the cut glass bottles are encased in mounts of handsome filigree silver, while others of slender, graceful lines merely exploit a very decorative stopper and shun any other semblance of ornamentation.

Fans and Bags

Fans and opera bags are also properly included in the jewelry section and are shown in many new designs of metallic cloth and sequins. Feather fans continue to claim a very fair share of approval, but although new arrangements of the feathers have been thought out for the present season's requirements and handsome new mounts designed, there is a strong tendency on the part of makers of fabric fans to oust the feather beauty from its envied place in milady's favor, and supersede it with a dainty confection of hand-painted lace or spangled net.

These dainty little French fans are being featured by all the shops this season, and provide a welcome note in the fashion color scheme which has been a trifle burdened as to accessories. They are nearly all in silver, white, grey or rose and palest blue, maize or black. Dainty traceries of flowers or pretty Watteau designs are painted on chiffon and lace surface while touches of sequin are effective in outlining the edges of the designs. Ivory sticks hand carved are seen, also tortoise when the fan is black. Sometimes the models are very tiny and in this case are frequently studded with semi-precious stones. They provide a charming complement to the picturesque party frock of frilled net or taffeta.

Handbags of fabric command as high a price as ever and are correspondingly beautiful and designed with extraordinary cleverness.

Chiffon velvet seems to take the lead in fabrics for bags, although the brocaded and beaded models are largely shown. The frames are beautifully carved and often jeweled. All the neutral colors are featured.

Jeweled combs and pins and the new beaded and metallic head dresses may also properly be located in the jewelry department. The latest fad for a semi-circular chaplet of metallic leaves in Grecian style is easily the favorite of this season's débutantes.



The Chic Hair Band

The boudoir cap has a dangerous rival in this dainty conceit of lace and ribbons. Net is shirred onto an elastic and a "curtain" of fine lace is dropped in most alluring fashion. Rosettes and clusters of ribbon prevent one from seeing that the band goes all the way around milady's shapely head.

Almys, Ltd., of Montreal, recently held a successful sale of high grade watches in bracelet and regulation styles in their jewelry section which was largely patronized for Christmas gifts.

Paris decrees that jeweled and beaded chains in multiple effect with or without long tassels shall adorn the left shoulder or the waistline of more elaborate gowns. A gown is immeasurably enhanced by the addition of one of these scintillating and gorgeous accessories as depicted in the Drecoll model shown last month and further detailed in an accompanying illustration, and although the vogue is only begun in Paris it promises to become an important feature on this side of the Atlantic before the season is over.

According to retailers the tax is not greatly affecting jewelry lines and business is exceedingly good at present.

WOOLLEN PETTICOATS

London.—The woollen-knitted petticoat is with us again. It hails from Paris and is so unlike the heavy, clumsy and hideous garment, usually done in red and gray, which our grandmothers wore, that one might readily doubt any relationship. It comes in the palest shades of Shetland wool, as light and airy as a cobweb. Round the top is a crochet stitch of silk, and it has shoulder straps of soft satin ribbon in the same shade.

Speaking of petticoats, taffeta is a favorite material, but many women prefer the new crepe de Chine garments, made plain to the hips, and finished thereupon with a deep accordion-pleated flounce. These are very graceful and clinging, and most suitable to the present slim outline. They are usually priced from $12 to $20 and are shown in many attractive colors. Soft shot satin is the medium of a pretty and less expensive petticoat.

Tax on Mufflers Department Rules

Merchant Must Collect Tax on Sale of Scarfs According to Ruling

An interpretation of the luxury tax regulations affecting the sale of scarfs and mufflers has been issued from Ottawa by the Deputy Minister of Finance. Considerable misunderstanding has existed as to the proper interpretation of the act on this point, and the matter came up for discussion at the recent meeting of the Retail Merchants' Association in annual convention last month

The ruling of the Finance Department is as follows:

"Mufflers and scarfs, men's and women's, made of silk or artificial silk, are subject to the payment of luxury tax of 10 per cent. of the total purchase price when sold in excess of $1.50.

"Mufflers and scarfs, men's and boys', made of wool, are subject to luxury tax of 10 per cent. on the total purchase price when sold in excess of $1.50.

"Mufflers and scarfs, women's, made of wool, are exempt from luxury tax when sold for women's use exclusively."

AFTERNOON TEA ENTICES

Continued from page 59

years, and in several cases there are two sisters out of a family there together. In fact, when one considers that the store ranks among the finest and best equipped in the city of Sherbrooke, it is the more significant that it should lay stress upon the friendly spirit and the absence of formality as between staff and customers.

That combination of personal interest and courteous service is a successful promoter of increasing patronage is perfectly exemplified by the growing popularity of the store. "We love our work here," said Miss Bradley to Dry Goods Review, "and we feel that there is a harmonious atmosphere about it that keeps us all interested and happy; we are just a family after all."

In these days of strain, when thoughts turn naturally to economy and the many problems connected with merchandising, it is worth while sometimes to endeavor to forget the purely commercial side and lay more stress if possible upon what may be termed, for want of a better phrase, the ethics of store management. Commercializing courtesy may oftentimes prove more lucrative than might at first seem possible.

JAPAN SEEKS MARKET

Efforts are being made by Japan to enter into the world's linen trade market, large tracts of land in Japan being planted in flax, according to S. Mori, of the Japanese Flax Spinning Company, Limited, Tokio, Japan, who was a recent visitor to Ottawa on his way back to Japan, after having made a world-wide survey of the flax growing industries and spinning mills.


GREETINGS
to the Trade!
Our Best Wishes for a
MERRY CHRISTMAS
and a
PROSPEROUS 1921
Remember we have the Ribbons in stock for your immediate requirements. Write, wire or phone any Christmas rush orders.
Walter H. Barry & Co.
The Ribbon House of Canada.
6 St. Helen Street
MONTREAL
Winnipeg Branch:
502 Canada Building



a Cheery Christmas

and a
New Year full of prosperity and gladness to all our friends in the Trade!



Phoenix Novelry Company

Fancy Neckwear—Camisoles—Boudoir Caps

154 Pearl St. Toronto

From the Makers of the Famous

"Fleur-de-Lys" Sewing Silks

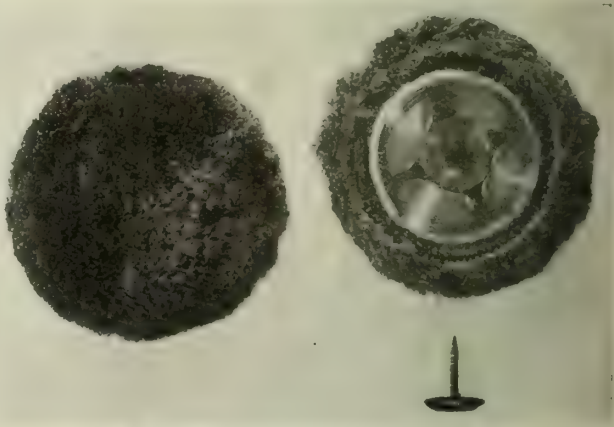
Best Wishes
for Christmas
and the New Year

We are confident that a representative stock of our finest quality staple and fashionable shades of Sewing Silks will be an asset to your business, the value of which you will be surprised and delighted to learn.

INDEPENDENT SILK LIMITED

350-380 St. Paul St. E. Montreal

Bull Dog Plush Button



FRONT *BACK*

To put button on, push stud through cloth and squeeze button on firmly.

To remove button simply unscrew same from stud—*No sewing required.*

All sizes in stock—24, 30, 36, 45, 60.

WILL P. WHITE, LIMITED

SOLE DISTRIBUTORS FOR CANADA

Head Office: 65 SIMCOE ST., TORONTO

MONTREAL: 137 McGILL ST.

ACME
TRADE MARK

A Merry Christmas

To every merchant, from Coast to Coast, we extend Season's Greetings — and at the same time express our deep appreciation of business received in the past twelve months.

A Happy New Year

ACME GLOVE WORKS
Limited
MONTREAL

ACME A MAKE

THE HOUSE OF B H STYLE & SERVICE

To Our Friends One and All!

THE COMPLIMENTS OF THE SEASON

We thank you for your patronage and during the year 1921 we shall endeavor to show our appreciation by giving the best service within our power.

Westlake Brothers,
Limited
24 Wellington St. West, Toronto

Deacon Shirts
will please them!

STARCHED SHIRTS
WORKING
and
OUTING SHIRTS
FLANNEL SHIRTS
VIYELLAS
CLYDELLAS
SATEENS
OXFORDS
TWEEDS
DRILLS
Etc.

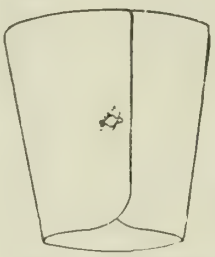
Every man's needs and tastes are considered in this extensive range.

The shrewd buyer who looks carefully for those qualities that mean permanent satisfaction, appreciates DEACON SHIRTS.

Every DEACON SHIRT is designed, made and finished with one aim — to give absolute satisfaction!

The Deacon Shirt Co.
Belleville Ontario

THE PARSONS & PARSONS CANADIAN COMPANY
Hamilton, Canada



Sizes 8 8½ & 9

1 doz. pair to the box

Manufacturers of

NURSES' CUFFS
Used in Hospitals, Homes and Offices

also the famous

KANT KRACK COLLARS

"One Grade Only and That the Best."

SOLD AT ONE PRICE TO ALL DEALERS

"Everything in Buttons"

Tailors' Smallwares **Fancy Trimmings**

The Compliments of the Season are cordially extended to you by

THE ONTARIO BUTTON CO., Limited
Kitchener, Ont.



Mr. Merchant—

Our Christmas Greeting to You

Whatcha been a-doin' all the year?
How you been a-farin'?
Hope you've been successful,
For you bet your life we're carin';
Hope you've made a little mon'—
Hope you've jumped ahead;
Hope you've had three meals a day,
And not been sick a-bed;
Hope you're smilin' broader
Than you ever smiled before;
Hope the world's been good to you—
We sure can't wish you more.

Canada Veiling Co., Limited

84-86 Wellington Street West

TORONTO

Right Now You Are In The Midst

of the active glove retailing season

If you would ensure customer satisfaction, to reflect creditably on the reputation of your House—keep your

GRIFFIN ChamoSuede GLOVES

REGISTERED

well to the fore in your Glove Department.

Griffin Gloves, Limited

Toronto

Sole Selling Agents:

RICHARD L. BAKER & CO.

84 Wellington St. West

TORONTO

Corsets Sell if Properly Handled

Every Merchant Soon Repaid by Having Expert Corsetiere in Charge of Department—Fitting Room Essential—Clerks Must Display Sympathetic Interest to Gain Customer's Confidence.

A CORSET department is one of the few sections in a store which can be counted upon to respond with amazing promptness to any determined effort to raise its standard of efficiency and service. Provided the merchandise is of the right sort and the staff are fully imbued with the meaning of the terms, "service" and "courtesy," there is no limit to the progress which can be made without any outlay other than that of time and careful study. The small-town retailer who has neglected the possibilities latent in his corset department and has allowed his trade to slip away to the city mail-order house may yet regain much and even more of the custom of his competitors if he will but recognize the fundamental elements upon which to base his success.

To begin with, some sort of a fitting room is absolutely essential, and may be fitted up with a minimum of trouble or expense. Very little space is necessary, and even one booth screened off, large enough to contain a chair, mirror and peg for clothing, besides the corsetiere and her subject, is all that is required and may be amply provided for within 4 feet by 6. The next most essential thing which must be emphasized is the absolute necessity for a tactful, courteous staff, whether it be only one clerk or a dozen. Given this much to build upon, endeavor to obtain at least one corset specialist, that is to say, a woman of experience in fitting corsets. Let her train her assistants herself and be in charge of the buying, too, if possible. Enable her to take advantage of a course in corsetry and advertise the advantages which your department offers in improved service. If your locality is notoriously a poor one in which to push expert corset service, make a special effort to find the right angle of appeal which will reach the majority of your customers. Usually, it is only timidity and uncertainty which prevents women from trying the experiment of having their corsets fitted, but once the ice is broken, they will always return and will welcome advice upon how to improve their figures, care for their corsets, and see the effect of new styles before committing themselves to a purchase over the counter. One important advantage which a trained corsetiere has in the average corset department is the fact that once she has secured the measurements of an out-of-town customer, together with her address and an idea of her requirements in styles, she can keep in touch with her by means of monthly bulletins or even by merely sending announcements of openings of new stock two or three times a year. If a customer can be made to feel that she can be quickly fitted in perfect privacy, with the use of an immaculate fitting-chemise at her disposal, and that the prices will be within her means, then success will attend your efforts.

An Up-to-date Department

An example of progressive corset service was recently noted by a representative of Dry Goods Review, while visiting the new store of C. O. Saint Jean & Co., of Sherbrooke, Que. Miss M. E. Bradley, who is in charge of the corset department, attributes the success which the store has attained in this line to the service which it has rendered. Miss Bradley believes in employing all the most up-to-date methods in getting trade, and although her department is very small at present she hopes to make it one of the most important in the store. She specializes in surgical corsetry and even goes so far as to carry out fittings at the customer's home if the latter is unable to go out, and also will receive customers at her own home after hours. Her customers are enthusiastic about her work and the doctors endorse it, saying that her work is eminently successful and they invariably approve of her efforts in fitting corsets for maternity cases, children's special orders, and all cases of irregular physical development. The customer is, after all, the best advertisement which any store can have, and the better satisfied the customer is with the fitting and the corset, the more benefit will accrue to the store.

All Corsets Laced

Miss Bradley believes in having all her corsets laced in order to save the customer the annoyance of long waits while laces are put in before a fitting. Her laces are always in so that two long loops are left, just below the top and just above the bottom. These loops are better in her opinion than two separate short lacers. "I carry about three standard and up-to-date lines of corsets," said Miss Bradley, "each varying in type so that no repeats are found among my models. I have found that the higher grade corset with patented boning is a great favorite with my customers, who even write to me from the United States for their preferred style. I try to ensure them the utmost comfort first, and style afterwards, because its only by forgetting that they have a corset on that they achieve real comfort. I even have women bring me in corsets which they have bought in other stores, and ask me to fit them properly so that I may judge whether they have made a mistake or not."

Another experienced corsetiere who conducts a specialty shop in Montreal stated that in her experience a corsetiere who would be really successful must learn by actual fitting, together with advice from an expert who can be relied upon to teach correctly. Schools of corsetry are splendid as a foundation, said this woman, but they must be supplemented by hard work before the pupil can justly merit the title of corsetiere. She must love her work and not regard it in a perfunctory manner, as an irksome occupation by which she is forced to earn her living. In her opinion, furthermore, the average store makes a great mistake in having a man buyer who nearly always sends in a general order for half a dozen of this or that, without giving a thought to the fact that many styles of corset are practically duplicates of other lines, and therefore should be selected with exceeding care. Her method is to buy several sizes in one line of corset, varying from 25 to 30, and to select another line altogether to complete the sizes from 30 up to 35, and so on. The peculiar thing about the human figure and the different styles of corsets which are devised for its improvement is that they never correspond to the average measurements which are laid down for them. There is no end to the variations which the body can attain, and it is only by the closest of study that the corset buyer can arrive at even an approximate idea of what will be most suitable in the long run. Manufacturers are not anxious to turn out any more styles than they have to, and in many cases cater only to the average figure. It is well then, for the corsetiere to have a hand in the buying of the goods, so that she may advise from her actual experience whether or not it is profitable to carry an entire line of one corset. In nine cases out of ten, it will be found better to carry only partial lines of many brands.

When buying is done after this method, care must be taken to ensure that the sales staff have an adequate knowledge of the stock carried. Sometimes lines are discontinued for one reason or another, either by the manufacturer or the dealer, and it is therefore imperative that substitutes should be readily accessible in order to save annoying delays to the customers.

Brassiere Sales Dependent on Corsets

Co-operation Between Two Departments Will Insure Bigger Sales—Manufacturers Reluctant to Commit Themselves Before January—Few Changes in Spring Lines Promised—Comfort Keynote.

THE corset and brassiere department should practise consistent co-operation. There are no other two departments in a store that can be of greater help to one another in boosting sales and improving service. The experienced corsetiere—and of course every corset department should be under the supervision of a woman who is thoroughly competent in her work of fitting and advising on the matter of corsets—will be invaluable to the brassiere buyer when it comes to the matter of choosing new models or replenishing the stocks. The lines of the corset determine, to an important extent, the styles which lead in brassieres. "As a matter of fact there are only about three leading types of brassiere," declared a manufacturer recently. "There are a few essential requirements for which brassieres are needed. When these are met you have all the necessary types of brassieres, and after that the features introduced are merely frills to add to the attractiveness and selling value of the model."

It is estimated that in a normal department at least four times as many brassieres should be sold as corsets. This at least should be the ratio if both departments are keeping up their end. Sometimes there are six brassieres sold to a corset, but this is considered to be an unusually good business, and is not general.

Stock Carefully.

The smaller town merchant will find better satisfaction in carrying a few representative brassiere lines rather than a greater number of styles in a less complete range of sizes. The requirements of one store are not always those of another, so we would advise that the merchant who is considering the enlargement of the corset and brassiere departments experiment carefully at first and ascertain just what his customers' wishes are in this very important respect.

Types That Will Sell.

It is safe to say that the bandeau brassiere will sell well, the model that is supported with shoulder straps and fastens in the back. It is the ideal model for the medium slender figure and provides just the right support that the normal figure requires. The brassiere cloths come in excellent range, tricot, jersey, brassiere brocade, and wash satin being extensively used in models that are designed for the figure that does not require unusual support. For the heavier figure the front fastening brassiere fashioned of strong material and ornamented with strong durable lace that forms a "V" or rounded neck and



fits well up over the shoulders in a normal arm hole. Smooth fitting and tailored effects are to be preferred for the heavier figure and for this reason the merchant should choose carefully in these lines which besides being practical and durable must also be attractively fashioned.

The brassiere for evening wear is a most exquisite conceit this Winter. It is fashioned of fine lace mounted on net and fitted into a band of satin. Another evening model is almost backless and fashioned of all over lace posed on flesh tinted wash satin. Pink is the favorite shade with a fair demand in the practical lines in white. Little finishing touches of ribbons, laces, rosettes and tiny flowers make the brassieres designed for evening wear sufficiently ornamental as to enable the elimination of the camisole from the wardrobe. In fact the camisole brassiere has become one of the most popular lines in the brassiere department and especially at this time of year is selling splendidly.

Corset Lines.

As regards Spring lines in corsets there is very little information available, and nothing definite will be disclosed until early in January at least concerning prices. "It depends upon how successful we are in getting materials, what the demand is from the retailer as regards quantities, and what the public intimate in their purchases during the next few weeks," replied one corset manufacturer when questioned as to styles and Spring quotations. "Very little buying is being done at present. As far as our own individual policy is concerned we will most certainly specialize on the lines which we feel the biggest demand for, whether they are a cheaper line or not. It will pay us and every other maker to try and get out the lines that the consumer wants. There will be so little that is new in the Spring lines. The problems of purchasing will be reduced to a minimum as respects any risks to be taken on novelties. Every effort is now being concentrated on a corset that will give satisfaction, wear and the required support without detracting from the grace of the figure. The corset line at the top will be quite low, many lines will reach only an inch or two above the normal waist line, and though the hip line will again be long it will be soft and permit the freedom of movement which has characterized well-made corsets for some time."

This maker stated that the corset best suited to the athletic figure was the one with boning on the outside.

"Many women who have chosen to go uncorsetted will find in these corsets fashioned with outside boning greater comfort and will benefit from the support given," states this manufacturer. "Moreover the improvement to the carriage and the appearance of the costume will be most gratifying.'"

THE SCALLOPED TAFFETA FRILL

Among the dainty evening frocks for the debutante this season there is a wide range of delicate pastel shades developed in tulles, taffetas and satins, but the favorite line is undoubtedly the taffeta frock with scalloped flounces or frills, either with or without a tulle over-tunic or a contrasting girdle of some vivid color. The scalloped hem is the sign patent that the gown is of the winter's newest, and nothing is so suitable as taffeta for treatment of this description. Retailers are reporting a revival in sales of evening gowns this week and it is probable that with the return of the boarding school pupils that this class of ready to wear will sell in much greater valume than during the Fall months.

Summing up the situation as the season passes from Winter to Spring, one thing stands out amid the chaos of industrial conditions, namely, that women are no longer slaves to set styles, and the more individual the garment the more likely it will be to receive the hall mark of correctness. Variety in color, fabric and line will undoubtedly dominate Spring fashions and the silhouette, even though disguised in many ways, will after all, represent the natural outlines of the human figure. Youthfulness will be more than ever the quality sought after, and the shortened skirt, low neck and three-quarter sleeve may be counted upon to uphold the tradition of simplicity which is ever the criterion of good taste.

Warner's
Rust-Proof
Corsets—

Made in Canada

Back Lace Corsets—from $13.50 to $36.00 per dozen. Front Lace Corsets—from $18.00 to $36.00. Semi-rubber top and all rubber top models as low as $15.00. Pink coutil or white coutil corsets. One or two light batiste models. Handsome styles of Pink brocade.

THIS is the 1921 line of Warner's Rust-Proof Corsets made in Canada.

The same designs; the same famous Rust-Proof double boning wires; the same specifications for cloth, interlinings, and hose supporters; the same guarantee; and the same care and detail of construction that have made these corsets famous the world over for style, comfort and service will all be found in these 1921 styles, which are now made in Canada.

There is real value, dollar for dollar, in Warner's Rust-Proof Corsets.

Drop us a line. Tell us the prices and types—rubber top, brocade, stout figure, or whatever it is—in which you are interested, and our representative will either call or we will send you samples for your consideration.

Be the first to feature Warner's and watch your corset business grow.

The Warner Brothers Company, Inc.

of Bridgeport, Conn.

St. Ambroise and Turgeon Streets
Montreal



We extend to our customers and other friends our best wishes for

A Merry Christmas

and

A Happy New Year



"P.C." Corsets

RUST PROOF

GUARANTEED

are in a class by themselves because they are both correct and comfortable.

Without compression they give a slender, graceful appearance to the figure, and form the foundation which is so necessary to the smartness of the costume.

Our fabrics are close, firm and lustrous in texture and our designs the very essence of refinement.

"P. C's" are the highest expression in corsets.

In our well appointed stock we have corsets for everyone: the full figure and the slight; tailored and dress styles; pink and white; plain and brocade. Immediate delivery.

PARISIAN CORSET MFG. CO., LIMITED

QUEBEC CITY, QUEBEC

TORONTO: 84 Bay Street MONTREAL: 329 Craig St. W. WINNIPEG: 24 Sylvester-Wilson Bldg.

F. S. BRUNEAU, Representative for Nova Scotia, including Cape Breton.

GEORGE S. OXLEY, Representative for New Brunswick, Prince Edward Island and Newfoundland.

Western Representative: C. H. BUTLER, 24 Sylvester-Wilson Bldg., Winnipeg, Man.

J. ERNEST TREMBLAY, J. EUG. LIRETTE, Representatives for the City and Province of Quebec.

Knitted Goods Slow in Montreal

Buyers Claim That Nobody is Interested—Goods Selling at Surprising Reductions—Novelties Are High-priced and Are Selling to Exclusive Trade, But Popular Lines Even at Reductions Moving Slowly.

MONTREAL.—"Nobody is interested in knitted goods this month," remarked a buyer recently. "The consumer isn't interested, and we retailers are not interested in Spring business, and the manufacturer is waiting to see what the market is going to do. So you might say that the knitted goods trade is quiet, if not pretty nearly dead, and will be until February anyway."

Although prices in the Canadian market, as everyone knows, did not become so inflated or slump so suddenly as those which characterized the United States industries in 1919, yet conditions in this country very closely resemble the present state of things across the line. American knitting mills do not look for any revival in either hosiery or knit underwear business before the end of the year. Manufacturers will consider themselves fortunate if matters begin to mend by that time, according to all accounts. In the past it has been proved that every prolonged period of slackness usually means unusual difficulty in getting things started again. Mills which were invariably behindhand in their deliveries this time last year are now either running on greatly reduced time or closing down altogether.

The whole situation is hinging upon the question of a possible revision of prices for Spring and Autumn 1921, and until the cotton market shows some signs at least of becoming stabilized, buyers are going to hold back indefinitely.

Substantial Drop

According to one buyer for a large department store, all knitted goods, including sweaters, cap sets, etc., are selling for 50% cheaper than the prices asked last December.

Sweaters which sold for $9 last year are now marked $4.85, and furthermore, a manufacturer recently offered this store a lot of sweaters, approximately fifty dozen, which last year were priced $54 per dozen, for $24 this month. And the store refused the offer. It appears that the greater loss has been taken by the manufacturer, since by means of cancellations the majority of retailers have saved themselves from disaster earlier in the Fall. In any case none of the buyers are placing orders, except in a few cases repeat orders on certain stock lines which they have run out of this month. In such cases, however, they can rarely depend upon deliveries by reasons of the fact that factories are operating under extreme difficulties. Most firms say that they would as soon buy American made goods this spring on account of the attractive prices offered, and it looks as though the Canadian mills will have to take drastic measures in order to meet this competition. Labor will have to make certain concessions if conditions in this country are to continue upon any sort of stable basis.

Novelties in the Shops

Despite the disinclination of the public to buy, there are many delightful articles offered in the St. Catherine stores, which are not only new in design and workmanship but extremely moderate in price. Goodwins Limited are showing a clever line of woollen dresses, knitted in ordinary sweater stitch, and featuring pretty contrasting trimmings and tunic effects. These are for the most part in one piece effects, with a belt which holds in the fullness of the overblouses. They are also showing frocks in the same knitted styles for girls, developed in bright colors with pretty trimmings of white brushed wool. Jaunty little coats with matching caps are also shown for boys and girls and are ideally warm and smart for Winter wear.

One of the jobbers is showing a wonderful line of knitted garments, comprising coats and skirts of smart design for sports wear. These are plain in one color effect, and the skirts are mounted upon wide stiffened belts, which ensure their perfect fitting and appearance. The coats are usually hip length or longer with narrow belts, which fasten through a slot opening in front. Pockets and tuxedo collars complete the unusual effect. The complete costumes will probably sell wholesale for $20 and upwards. The colors shown are nearly all darker shades, such as heather, dull blue, rose, dark green, nigger brown, and purple. Other costumes made in soft handling jersey cloth resemble the knitted type in style, but are infinitely more dressy and come in the most vivid and perfectly dyed colorings. Among the latter are included such new shades as "sprite," "sea - foam," "kingfisher," "bluebell," and "gladiolus." The latter is a pale shade of American beauty and is remarkably effective when applied to fine jersey cloth. These costumes are cleverly designed with endless variations in the way of trimmings. One effect noticed was a two-tone blending of turquoise and white wool in honeycomb effect, used to form the short tuxedo collar, cuffs and pocket trimmings. Still other clever novelties were the combination of the new surplice style of knitted jumper to a plain knitted skirt. The blouse portion was trimmed with a straight narrow banding of white brushed wool, which also ornamented the top of the little vestee and the sleeves. According to all opinions, next Spring and Summer will see a great revival of interest in knitted garments of this description, and truly the makers have excelled their previous efforts in this line. Prices on these garments will probably be from 10 to 15% lower this Spring, present quotations are said to be uncertain until the new year.

The Frayed Lower Edge

For those who believe that there is nothing new under the sun, the newest sweater models will come as a surprise. The makers seem to have surpassed themselves in devising novelties both in colors and design for the coming season. In sweaters of the conventional type, the newest note is the frayed lower edge, which extends from the waist line to the lower hem in a series of rows joined horizontally by single strands of the wool. This open work effect is repeated in the sleeves and the collar. Another novelty is the coatee of bright colored wool with tuxedo collar and cuffs of black and white striped fabric. Long sash ends tipped with magpie tassels add a smart finish. All the newest models closely imitate hand work and are finished by hand in all cases, even to the button-holes.

Summing up the difficulties of the present situation, one manufacturer informed Dry Goods Review that he believed in the wisdom of starting a co-operative campaign of education to the consumer, as being the best way in which to meet the present merchandising necessities. "For years," he said, "we have advertised cut, style, finish and the tailoring of our garments. We have said but little of our fabric because usually we have taken it for granted that the consumer when buying underwear would always buy knitted underwear. But has he? Details of cut, style, finish and tailoring have been perfected in underwear so that every garment is comfortable and carried an appeal along these lines. But what of fabric—knitted fabric? Have we ever driven home to the consumer the appeal of comfort and health value which lies in our knitted garments? The plan of those promoting the merchandising of knitted underwear is to talk to and educate the consumer, because his purchases from the retailer govern the purchases of the retailer and the jobber from us. Furthermore, advertising must also be planned, for in no other way can the great consuming public be reached."

Woolen Interests Urge Protection

Tariff Protection Necessary for Development of Woolen Manufacturing Industry in Canada —Protest Against Dumping of German Latch Needles Made Before Tariff Commission at Toronto Sitting— T. A. Hardy Favors Prohibitive Surtax.

TARIFF protection is necessary for the preservation and development of the woolen manufacturing industry in Canada according to representations placed before the Tariff Commission in Toronto on Wednesday, December 1, by representatives of the industry. The commission is composed of Sir Henry Drayton, Minister of Finance; Hon. Dr. S. F. Tolmie, Minister of Agriculture, and Senator the Hon. Gideon Robertson, Minister of Labor. The commission has held sessions in every important centre from Halifax to Vancouver, and sat in Toronto from November 30 to December 6.

Would Jeopardize Canadian Industry

Joseph Beaumont, a woolen manufacturer of Glen Williams, Ont., represented the industry in Ontario before the commission. He asked that present customs tariffs, as they affect knitted goods manufactories, be maintained as they are. Under present conditions the industry, except for abnormal conditions peculiar to this trade, has flourished and has been able to compete successfully with foreign competitors. Any removal of present protection would jeopardize the Canadian industry. When told by Mr. Beaumont that he used 80 per cent. New Zealand wool, Dr. Tolmie and Sir Henry Drayton showed great concern and indicated that encouragement would be given the growing of finer grades of wools in Canada to popularize the local product with our manufacturers.

Incidental to the Canadian manufacture of knitted woolens, Mr. T. A. Hardy, of Georgetown, Ont., urged upon the Commission the necessity for increasing the protection on Canadian-made knitting machinery. This is, at present, a comparatively small but nevertheless important industry and with adequate protection against American competition considerable development in the industry could be attained.

German Goods in Canada

In this connection Mr. Hardy specially protested against the importation by a Montreal firm of a recent shipment of German-made latch needles. This consignment was laid down in Montreal for $8 per thousand less than the cost for manufacture in Canada, and as a result the latch needle making factory at Bedford, Quebec, was obliged to reduce its working hours to four days per week while other plants were also slowed down. This industry, said Mr. Hardy, began to flourish in Canada during the war, when knitted goods and machinery for their manufacture were in so great a demand. Three hundred thousand dollars were invested in latch needle making plants. German competition with ruin the business if not restricted.



A New Sweater Coat

One of the smart Winter models idea for any outdoor recreation and particularly attractive when accompanied by a pretty Angora tam. The model is trimmed with grey Angora and displays the notched collar, cuff, hem and uneven trimming at the wrist—all very new features.

Would Make Further Imposition

To remedy this condition, Mr. Hardy proposed that in addition to the present tariff against them, a prohibitive surtax be laid on German needles—and other products—the advocate declaring "As long as I live I'll never buy anything made in Germany. I can't forget."

Retailer Upholds Tariff

Wm. Flavelle, of the Lindsay dry goods firm bearing his name in Lindsay, told the commission that under protection retail trade in that district had trebled in recent years. He urged continuance of tariff protection for dry goods merchants.

Bathing Suits Reveal Novelties In Bright Colors

Bathing suits next season will be more attractive than ever, and the products of the western manufacturers feature many clever ideas. The colors are vivid for the most part and such combinations as peacock blue with scarlet stripes are not uncommon. Semi-fitted effects in jersey suits with unusually wide skirts to permit the utmost freedom in swimming, and extra width in the cut of the bloomers for the purpose of adding strength, are excellent features. Some of these suits are supplied with a small loop under the skirt by which it may be hung up or one's bathing house key can be attached to it while in the water. Shoulder straps are either in the ordinary v-neck effect or in camisole style with detachable straps buttoned straight from front to back. One or two styles combine both effects in one suit and show a strap on the right side and the ordinary shoulder on the left. In the west, it is stated, the preference is for longer skirts and with no bloomer showing, while in the east, the short skirt and longer leg is called for. Both styles will be featured by the eastern manufacturers for the coming season. Mannish effects with short legs and shoulder straps are known as California styles, as they closely imitate the favorite models of the Los Angeles beach resorts. Other smart color combinations in these lines will be Copenhagen with rise pipings, canary yellow with black, and emerald with yellow.

Novelties in Knitted Goods

New Trimmings Enhances Smart Sweatercoats and Practical Modes For Juveniles Add Interest to the Knitted Goods Departments— Effective Displays Will Aid Business.

EFFECTIVE displays at this time will work wonders in the knit goods department, which, according to many reports, is much in need of stimulation. A snow flurry or two would help considerably, but so will the Christmas tree, and the sweater coat will get its full share of the last-minute shopper's attention if the head of the department only seizes his opportunity.

By playing up seasonable merchandise in an appealing manner the last few days of December should record good sales. For one thing the irresistible demand on the part of the child for toggery that will keep him warmly clad while out of doors can be turned into money for the knit goods department. Even though buying in the interests of the general family needs is curtailed generous purchases continue for the junior members. Kiddies' clothes are of the utmost importance and the woollen goods department should keep its appeal constantly before the shopper. There are splendid play-time suits in sturdy, practical lines; charming little woollen costumes for dress-up occasions, and all manner of knitted leggings, separate sweater coats, jackets, caps and scarfs.

These can be prominently displayed in a section devoted entirely to children's wear, while sweaters and caps for the growing boy and girl can be attractively arranged, and can make a most effective appeal if a pair of skates, a hockey stick, or even a sleigh is shown along with the knitted articles for sale.

In the same way the more exclusive novelties and knitted costumes for adults can be featured. Show cases should be utilized where these high-class novelty sports outfits are carried and an attractive figure employed in the display. In this way the skating or skiing costumes which have become quite a fad where these sports are indulged in, are demonstrated as the most practical and attractive of knitted novelties.

In the regular departments where the wool scarfs and shawls are sold, very fair business is reported. The shops are pretty well stocked and the goods are moving more slowly than could be wished, but hope is held out that if a good cold spell arrives the stocks will begin to move briskly. The vogue for knitted accessories has established itself as a permanency, and it is quite likely that as the season advances the novelty lines will be more frequently seen. Dry Goods Review saw a very handsome knitted top coat on a down-town thoroughfare in Toronto this month which augered well for the smartness of this new fad. The coat was in a light fawn shade and was closely knit in brush wool. The raglan sleeve was featured and the wrap was full length with a shawl collar and fringed hem. A plaid design in dull green and lavender was shown on the collar and cuffs.



For the Winter Baby

A delightfully practical and pretty little costume for His Majesty the Baby. The suit is in soft white wool and the jacket, leggings and cap are prettily patterned in blue.

English Styles Smart

The English novelties in knitted sports garments are unusually smart.

Marl effects are noted in several of the new models being brought out in London just now. These are introduced by a blending of two tones, the result somewhat resembling marble.

The marl jumpers and coats usually have collars and sashes in plain coloring a smart jumper being finished with roll collar ending in fringe at the front.

Alpaca wool in plaid effects is used for the coat sweaters, some of which are belted and others hanging straight. One of the straight models was especially attractive, developed in three-tone checks.

There is quite a vogue reported for the knitted silk jumpers, says a correspondent. Among the new numbers is one developed in a dropstitch weave. It is a loose fitting affair opening in front and having the short sleeves also opening part way. It gives rather a negligee effect and goes under the name of "bridge jacket."

The hand knit jumper often trimmed with filet crochet is said to be among the best sellers in the British capital. They are doing very little in the surplice tie-on models for which there is such a demand in Canada and the United States.

Among the fancier scarfs is one with purled ends terminating in a point and finished with a tassel.

To return to the coats mention must be made of a jumper having purled yoke back and front. Broad knit stripes are also seen in some of the new models.

Not all the stock is in as yet for either the winter sports or Riviera wear.

"In New York," reports a fashion writer, "all high shades will be very good, and gray is expected to enjoy a wide vogue. In the latter shade is a coat model of fibre silk, very tailored as to the coat lapels and the rounded front. The pockets are also round, and a pair of black and white glass buttons is linked just below the lapels. One of the few jumpers shown departs from the severely simple style and is trimmed at the round neck and down the side with narrow, dull, gold lace. This forms circles at the side trimming and outlines the short set in sleeves. The model is finished with a tie sash which is wound around twice."

"Bands of trimming are favored here for the light weight numbers rather than to form collars and cuffs. The latter style is, however, used on a few of the models and is effective on a mohair of heather mixture in blue and buff.

"Another mode of applying the bands is noted on a cashmere model made similar to the henna number, but with three strips of angora at the side hips forming a panel effect.

"Touches of embroidery are seen on a few of the numbers. One half tuxedo has a three-pointed bright colored design on both points of the collar and on the tight cuffs."

Sherbrooke Shops Doing Good Business

Dry Goods Merchants, Furriers and Heads of Dainty Specialty Shops Explain How They Have Kept Business Up to Past Records in Spite of Unsettled Conditions—Engel Believes Popular Lines Are Safest Buy in Furs.

ALMOST side by side in the heart of the business section of Sherbrooke, Quebec, one of the most important industrial centres of Canada, are located the firms of Bayley's, Limited, McKechnie's, Limited, and Engel's Fur and Clothing store. These three firms which have an old established reputation are reporting a very fair volume of sales in spite of the demand for lower prices. Bayley's, perhaps the oldest of the trio, specializes in the highest grade of merchandise only, and carries nothing but the newest range of goods in all lines. The Bayley store occupies four floors of a very fine commodious building which is lighted by means of windows all round, which ensures a really remarkable lessening in the amount of artificial illumination.

Bayley's Policy

Bayley's, Ltd., do not carry any newspaper advertising and believe that very satisfactory results are obtained by clever window displays of new goods as well as striking arrangement of interior departments. Of course, the firm of Bayley's is, in a sense, a byword to the people of Sherbrooke, and as it never has featured sales of any importance, excepting regular week-end "specials" on Friday and Saturday nights, it can readily be seen that no artificial trade stimulus is required.

A staff of 20 handles the different sections of the store which is very modern in every respect. Ever since the late owner took over the business from R. D. Morton, some 35 or 40 years ago, the store has grown steadily until now it is contemplating the installation of many new features in the not distant future. A new cash system, as well as several new departments will be introduced, and the probability is that the semi-annual fashion shows will be recommenced after the interlude of war-time economy.

Clever Arrangement of Fixtures

A very graceful arrangement of fixtures on the main floor is a noteworthy feature. A large curving glass show case directly faces the main entrance, flanked upon either side by four long cases which extend right down the floor to the elevator towards the back. The harmonious arrangement of these fixtures adds much to the dignity of the floor and incidentally attracts comment immediately a customer enters the store. On the second floor are located the mantle and linen departments, and on the top floor are the floor-coverings.



Engel, the Furrier

Almost directly opposite is the spacious and modern store of Engel the furrier, whose show rooms are among the finest in Sherbrooke. The building, which is new, is finished in natural oak with polished hardwood floors overlaid with Wilton rugs. The walls of the ground floor are almost entirely covered by glass-enclosed wall cases containing a large stock of women's ready-to-wear garments, and several comfortable chairs are disposed about the room. A well designed staircase leads up to the second floor where the fur showrooms and factory are located. The former section is also particularly well laid out, with wicker armchairs and tables and many mirrors to heighten the artistic effect. Here the walls and cases are literally overflowing with samples of the furrier's art, and according to Mr. Engel, business is just as brisk in both ready-to-wear and furs, as he could want it.

"Bound to Come Down"

The Engel store is famous for its value-giving service, and in response to a query from Dry Goods Review regarding his views on the future situation in merchandising, Mr. Engel said: "My opinion is that prices have got to come down. They have been out of all reason. I have made it a principle not to tie up any capital in high priced goods, especially in furs, but to specialize upon good values in cheaper lines and in so doing I have found more profit to myself and better satisfaction to my customers."

The Engel store features two very fine display windows with backgrounds of cream panelling against which sables and seal show up with excellent effect.

A few doors beyond is the large and busy store of McKechnie's, Limited, known throughout several counties for its excellent service to its large number of customers. According to Mr. McKechnie business for this season is ahead of the corresponding season of 1919 and they see no reason to fear any holding off in the staple merchandise demand.

Few of the general dry goods stores deal to any extent with the high-class novelty lines, leaving these to the specialty shops, for which Sherbrooke is famous. The main business thoroughfare, Wellington St., boasts several of these essentially feminine and altogether alluring shops, which invite the passer-by to enter by means of such attractive names as "Edith May," "Jeanette," and "Suzanne."

Each of these stores is conducted by feminine enterprise and reflect in their daintiness and artistic settings the spirit of feminine charm which forms their main attraction. All that is chic and unusual in lingerie, chapeaux, frocks, etc. finds a place in one or other of these popular gathering places for fashion's devotees, and the distinctive hat-box of gay colors labelled "Chez Suzanne" is the proud possession of many purchasers. The specialty shop is indeed a much needed innovation in the smaller city, and one which undoubtedly justifies its existence without encroaching in the least degree upon old established concerns.

UTILIZING WASTE TULLE

A process for utilizing the waste of tulle in the manufacture of armure fabrics has been patented by L. J. Marchand and H. Barlet, of Lyons. The object of the invention is to make use of the selvages and scraps of tulles of the Malines type cut off in finishing.

The waste is first rid of impurities, and the threads bearing previous labels, etc., are removed. Then the pieces are assorted, the ends joined together, drawn and twisted, wound in balls, and finally washed and steamed to remove all trace of their finish. The loom on which they are woven is fitted with a special kind of apparatus consisting of links, combs, etc., to permit the passage of a thread of a certain size. The looms are designed for thick fabrics of a special type.

EXTENDING BUSINESS

The R. W. Long Company, Toronto have purchased a whitewear factory in Milton, on Commercial Street, and are proceeding at once with alterations. The firm will spin and dye all yarn wools for the manufacture of sweaters



Making Christmas Sales

Making sales at Christmas time is largely a matter of featuring appropriate merchandise. Christmas gifts, especially those of a practical nature, must be of superior quality.

Profit this year by the possibilities of

Circle-Bar Hosiery

for Men, Women and Children

Circle-Bar Hosiery is the essence of good taste, style, and quality. The tapering toe, the deeper heel, the narrow ankle, and the extra elasticity at the top—give such satisfaction to the wearer that Circle-Bar is exceptionally desirable hosiery for gift purposes.

All styles and sizes—pure silk, best merino long fibre cotton—seamless weave, reinforced feet, fast colors.

The Circle-Bar Knitting Co., Limited

Kincardine : Ontario

CIRCLE BAR
REGISTERED
HOSIERY

CLIFT & GOODRICH INC.

328 and 330 Broadway
NEW YORK CITY, N.Y.

COMMISSION MERCHANTS

TO THE JOBBING TRADE EXCLUSIVELY

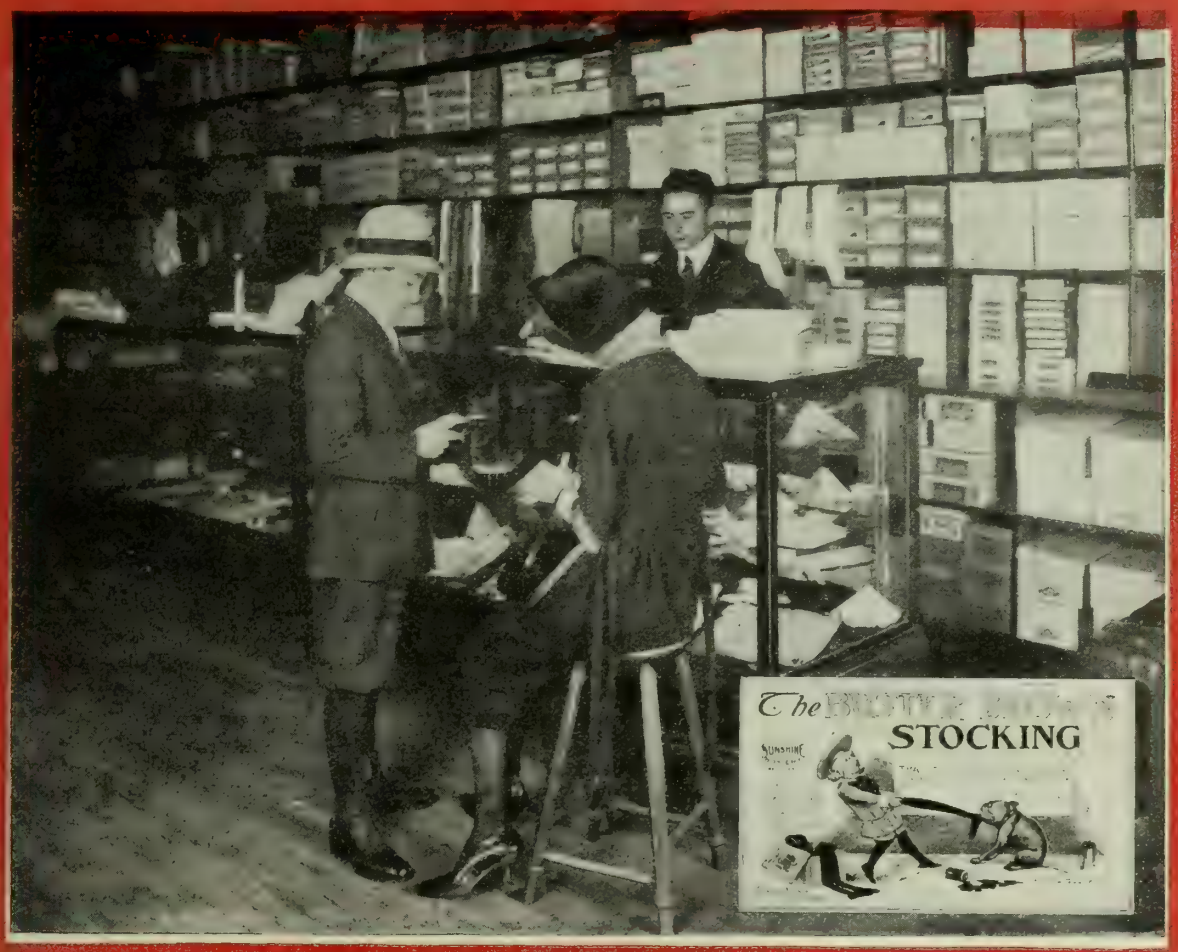
Wish to announce the opening of Underwear for Spring 1921 delivery.

GARDINER & WARRING, AMSTERDAM, N.Y., line of:
Men's and Boys' Balbriggan and Mesh Union Suits.

SPRING CITY KNITTING COMPANY, SPRING CITY, PA., line of
Women's Summer Ribbed Vests.
Women's Summer Ribbed Union Vests, in the various finishes.

SAMPLES ON REQUEST.

Canadian Representative: **MR. R. READE DAVIS, 31 Melinda St., Toronto, Canada**



Quickest-Selling Line of Boys' Hosiery

BUSTER BROWN Stockings have a national reputation for durability, comfort and appearance. They are an established favorite with mothers of growing boys.

The low price and extra quality of Buster Brown Stockings create an incessant demand, which means quick sales and rapid turnover of stock.

Here is your chance to obtain the good-will of your customers—and make a handsome profit. Your wholesaler will supply you if you do not carry them, or if your stock is low.

* * * * * * *

Buster Brown's Sister's Stockings are an equally suitable stocking for the girls. Knitted from a fine two-thread mercerized English lisle, in Black, Leather-shade, Tan, Pink, Blue and White, they offer a variety of shades at a moderate price.

The BUSTER BROWN STOCKING

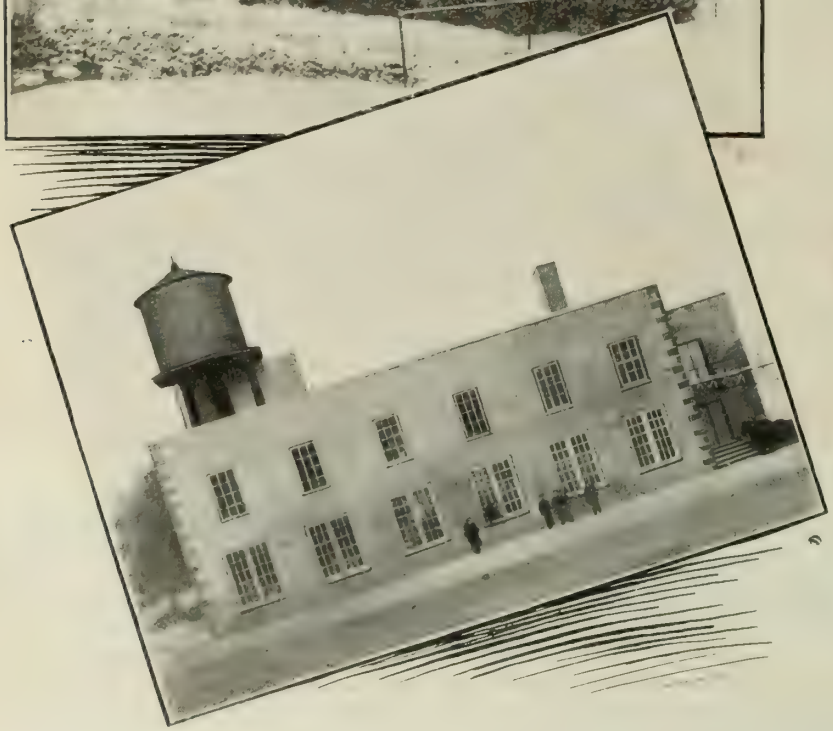
SUNSHINE HOSIERY REGISTERED

The Chipman-Holton Knitting Company, Limited, Hamilton, Ontario

Mills at Hamilton and Welland, Ont.







The Dods Mills

THE photograph at the top is that of the Dods Knitting Company's mill at Orangeville. It is one of the largest and most modern and complete mills of its kind in Canada. It is from this mill that the well-known Elastic, Flat Knit and Merino lines are turned out. Everything from the scouring of the raw wool to the finished garment is done in this mill.

The centre photo is that of the Beaver Knitting Mills, Alton, Ontario, controlled by Mr. J. M. Dods, of The Dods Knitting Company, Limited. It is in this mill that the famous Beaver Fleece lines are made and shipped all over Canada from coast to coast.

The photograph at the bottom is of the Alton Knitting Mills, where the spinning is done for the Beaver Mills at Alton.

The Mills That Quality Built

FROM very small beginnings, The Dods Knitting Company, Limited, has grown to its present proportions because the owner of the original mill at Alton founded his business on Quality, and to which policy there has been unswerving loyalty throughout the past fifty years.

The Dods Knit, and Beaver Fleece lines are famous all over Canada for their quality. Wholesalers and retailers know that deliveries are always up to the quality of samples shown. And prices — these are always right.

Our new lines are attractive in appearance, quality and price. You would be well advised to communicate with our selling agents who cover your territory.

"DODS KNIT" BRANDS

Elastic Knit, Merino, Scotch Knit

IN TWO-PIECE AND COMBINATIONS
FOR MEN AND BOYS

ARE MADE BY

THE DODS KNITTING COMPANY, LTD.
ORANGEVILLE, ONT.

"BEAVER FLEECE"

IN TWO-PIECE AND COMBINATIONS
FOR MEN AND BOYS

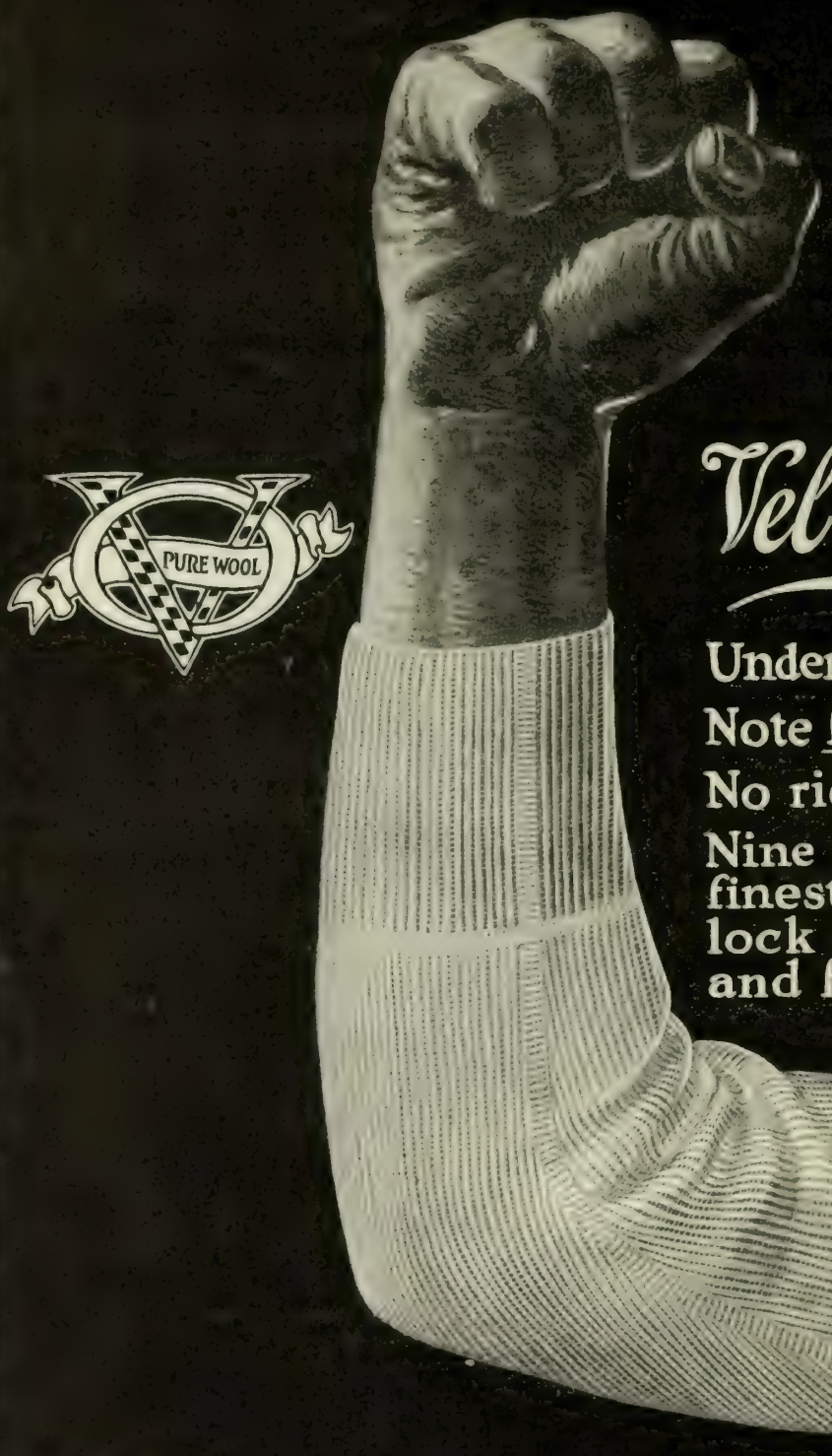
ARE MADE BY

BEAVER KNITTING MILLS, LIMITED
ALTON, ONTARIO

SELLING AGENTS:

Ontario and Western Canada :
R. READE DAVIS
Manchester Building, 33 Melinda Street
Toronto, Ontario

Quebec and Maritime Provinces :
WILLIAM C. FORSTER
43 St. Sacrement Street
Montreal, Quebec



PURE WOOL

Vel-O-Knit

REG. TRADE MARK
VELVOKNIT

Underwear *for* Comfort.

Note flatlock seam–
No ridge to chafe..
Nine threads of the
finest yarn
lock the edges flat
and firm.

Ottawa Valley

Sales Agents
C.E Winks
44 Aikin Block
Winnipeg Man.

Manufactured by
Bates & Innes, Limited
Carleton Place, Ontario

E.S. Bates & Co. LIMITED
35 St. Nicholas St.
Montreal Que.
8-10 Wellington St. E
Toronto Ont.

Oxford Dainty Underwear



Showing a wide range of Evening Vests

Some of the Finishes

Vests with straps of washable Lingerie Ribbon, daintily finished.

Vests finished with Torchon Lace in square neck, "V" neck or round neck. Very rich looking and durable finish.

Vests finished with an attractive lace closely resembling a hand-crocheted lace.

Others equally as attractive.

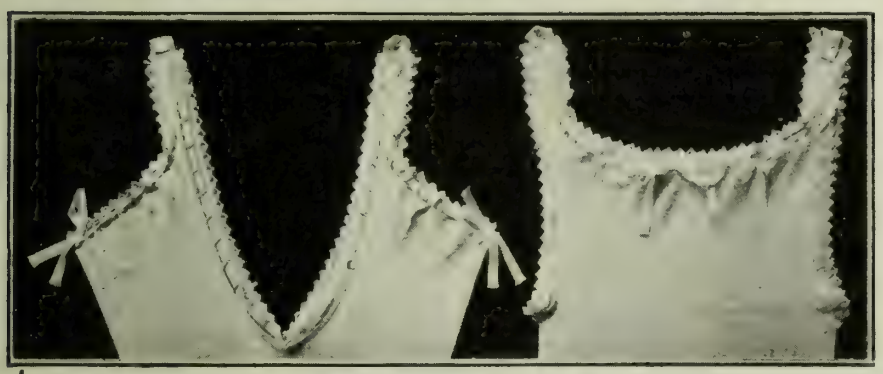
Some of the Stitches

The Oxford wide selection of stitches includes the Richelieu, Fancy stitch, Lace Cloth (mercerized yarn, very rich in appearance), Porous, Velvet Knit (a very fine, soft, smooth finish)—One-and One Stitch—and many others.

This will give you an idea of the range you can offer your customers in Oxford Underwear.

"The Interchangeable"

—one of the many SPECIAL Oxford lines, with unique features. (Illustrated)



"The Interchangeable"

The Interchangeable

BY UNBUTTONING and changing the shoulder straps this garment can be made into a round neck or V neck garment as desired. This can be done without removing the garment.

May also be worn with the straps turned in as a bodice.

This label on every "Interchangeable" Vest

THE OXFORD KNITTING COMPANY, LIMITED

Woodstock, Ontario

Representatives:

T. H. WARDELL
24 Aikins Block, Winnipeg

H. R. BLADE
Carleton Chambers, Ottawa

F. W. McLEAN
5 Paddock St., St. John, N.B.



THE CAREFUL BUYER feels that he is running a grave risk in purchasing any brand of underclothing with which he is not familiar. The scarcity of material has forced so many inferior garments on the market that the wise purchaser has learned to let a trade-mark be his guide,—a trade-mark that has a house with a sound reputation behind it.

The name "Penmans" has been synonymous with quality underwear for so many years that you may, with a feeling of assurance, stock up with these well-known lines, knowing that they will meet with a ready response from your trade.

Penmans Underwear

"THE STANDARD OF EXCELLENCE"

Penmans Limited, Paris *Also makers of Hosiery and Sweater Coats* 1T



Another Ballantyne Favorite for 1921

THIS novelty knitted coat is but one of many chic designs shown in the Ballantyne Spring Range. These garments not only portray the leading style features for the coming season, but they also have the true Ballantyne Quality—your guarantee of satisfied customers.

The Ballantyne Spring Range includes Smocks, Novelty Coats, Frillies, Shawlettes, Bathing Suits for Men, Women and Children, Boys' Jerseys, Young Men's Pullovers, and Children's Smocks and Middies.

R. M. BALLANTYNE, LIMITED
STRATFORD, CANADA

Peerless Underwear for Exacting Customers

The general durability and fine appearance of Peerless garments make them suitable for the exacting customer. They are well-made and will give excellent satisfaction.

FOR WOMEN—CHILDREN—INFANTS

MOODIE'S *Peerless* UNDERWEAR

Peerless Underwear Company, Limited

Controlled by
J. R. Moodie & Sons, Limited
HAMILTON, ONT.

Richard S. Lilienthal

346 Broadway, New York

Direct Mill Selling Agent

Full Line for 1921 Delivery Now Open and On Sale

Ladies' Fine Gauze Vests, Bodices, Union Suits. Boys' and Misses' Ribbed Vests, Pants, Union Suits. Misses' and Ladies' Bloomers. Complete Line of Bathing Suits. Everything in Knit Goods.

Samples on Request.

The products of my Mills are sold to the Jobbing Trade exclusively, with a guarantee of Highest Quality of Workmanship and Service

Jaeger

"BRITISH" FOUNDED 1883"

At this season we wish to extend to our many customers and friends Heartiest Good Wishes for

A Merry Christmas

and a

Happy New Year

and to thank them for their support and confidence in the past.

This confidence we will endeavour to merit at all times, and though the New Year promises many trying problems, we believe that period will be short and succeeded by a bright and prosperous future.

We have provided for the Immediate and Spring wants of our customers with a fine selection of all Jaeger lines which can be shipped on shortest notice from stocks in our Montreal Warehouse.

Although the tendency is that merchants will be able to buy at reduced prices, there is very little likelihood of big reductions in fine grade wools, as regards selling for Spring and Fall, 1921. We will, however, use every endeavour to bring our goods to the lowest possible prices.

Our travellers will be leaving in January with a new range of samples and prices for Spring and Fall.

If when the time comes for shipment, we are in any way able to send out goods at lower prices, you may rest assured we shall in every case do so.

Dr. Jaeger's Sanitary Woollen System Company, Limited

Head Office and Wholesale Warehouse

243 Bleury Street, Montreal



The Underwear That Overwears

Made By

Atlantic Underwear

COMPANY, LIMITED

MONCTON N. B.

16

E. H. Walsh & Company

Montreal and Toronto

Selling Agents for Quebec, Ontario and Western Provinces

The Fainer Knitting Mills Limited

ANNOUNCES

New Fall 1921 Line

Also

Latest Spring Line of Knitted Goods

Correct Styles
Values Unexcelled
Prices Right

Now is the time, for wholesale, to see our samples and make selections.

TUXEDOS SWEATERS
PULLOVERS
SHAWLS and SCARFS

Makers of High-Grade Knitted Goods



OUR GOODS ARE 100% PURE WOOL ONLY

399 St. Lawrence Blvd., Montreal. Phone East 5678.

MAPLE LEAF

Look for these TRADE MARKS

DR. NEFF'S

This Trade Mark identifies these two Waterhouse Brands of

Men's Underwear

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

Combinations and Two-piece

Every man who examines one of these garments is at once impressed with the splendid value offered — in the obvious superiority of the garment, yet at a moderate price.

Sold only to Jobbing Trade

Every man who wears one of these garments soon decides that he could not wish for a better garment from point of comfort, warmth, and economy. They will bring you customers!

THOS. WATERHOUSE & CO., LTD.

INGERSOLL, ONT.

Representatives:

WM. R. BEGG & CO., 20 Wellington St. West, Toronto, Ont.
C. E. HOWARD, Coristine Bldg., Montreal, P.Q.
O'BRIEN & ALLEN, Phoenix Block, Winnipeg, Man.

TO SOX SAVE SOCKS—WORN ON BIG TOE ONLY



TO SOX RETAIL AT 15c. A PAIR
Liberal Discounts to Dealers

See the New Box that Holds Tosox

This new box is a real dealer-help.

It holds one dozen pairs of To sox.

Requires little room on counter.

HALL KNITCRAFT
LIMITED
126-128 Garden Ave., Toronto

Christmas  *1920*

Greetings

to all who sell

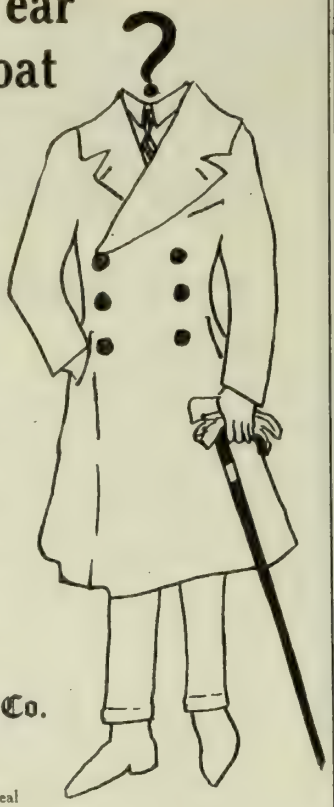
"MOYER-MAID" SWISS RIBBED VESTS

We are greatly appreciative of your patronage during the past year and ask for a continuance of your loyal co-operation during 1921. We assure you of every effort on our part to maintain the high standard of quality in our products.

Manufactured by
WALTER W. MOYER
EPHRATA, PA.

Canadian Sales Office
HAROLD F. WATSON, FOSTER, LTD.
208 Coristine Bldg., MONTREAL

Do You Wear An Overcoat ?



Our latest lines of overcoatings, in fine wools, do justice to the highest standards of the woollen industry.

The colour schemes and the weave please the most fastidious buyer. The knitted cloths in rich blends are worthy of special note.

Our new lines of jerseys and socks commend themselves to buyers.

Your correspondence will be welcomed.

Mitchell Woollen Co.
MITCHELL, ONT.
Representatives:
C. E. Hardie
213 St. Nicholas Bldg., Montreal
Cockburn & Leighton
149 Notre Dame Ave. East, Winnipeg

WOOLLENS

53 years in service is your guarantee of satisfaction

again lead in quality and originality of designs and handsome colorings. Ask our Representative to show you our wide ranges in 33 oz. HALF BLOOD OVERCOATINGS, highly napped and in English Effect—also our Spring 1921 SUITINGS for both Men's and Women's Wear—smart and distinctive.

OXFORD Manufacturing Co., Ltd.
Oxford, N.S.

Immediate Delivery

Ritchie



HORROCKSES
Cottons and Flannelettes

We can give immediate shipment now — from stock of this well-known line. ORDER NOW.

Canadian Representative

JOHN E. RITCHIE
Dry Goods Commission Agent
591 St. Catherine St. West
MONTREAL

Branches:
64 Wellington St. West, TORONTO
543 Granville St. VANCOUVER
29 Minshull St. MANCHESTER, Eng

Attract the "Best" Custom by featuring "CEETEE"

The "CEETEE SHEEP" trade mark is what your best customers look for when buying wool underclothing—there is only one grade and that the highest.

Turnbull's underwear, which competes with every other manufactured in Canada, sells on merit and every garment is backed by 60 years' experience—it is made in all weights—sizes and prices to suit every requirement—and bears the diamond-shaped label as illustrated.

THE PURE WOOL UNDERCLOTHING THAT WILL NOT SHRINK





THIS TRADE MARK IS ON EVERY GARMENT

The C. Turnbull Co. of Galt, Ontario
Also Manufacturers of Turnbull's Ribbed Underwear for Ladies and Children and Turnbull's "M" Bands for Infants.

CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE CEETEE

MONEY-SAVING INFORMATION

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.

"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such service at his call it would surely lessen the losses of many of these people."

The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments write us before you buy.

It costs Financial Post subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.

Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

THE FINANCIAL POST, 143 University Ave., Toronto, Can.

Send me for one year (52 issues) The Financial Post. I attached $5.00. Commence at once.



Monarch
Floss



Monarch
Down



Monarch
Dove

MONARCH YARNS

Always satisfactory to your customers because the three weights, with 40 popular shades in each, give the right shade and weight for every purpose.

Good Profits For You

And Quality that assures repeat sales

Sort up your colors from our stock. Don't fail to see our 1921 Fall Ranges of Sweaters, Hosiery, Yarns, Etc., when our traveller calls.

The Monarch Knitting Co.

Limited

Head Office - Dunnville, Ont.

Factories: Dunnville, St. Catharines, St. Thomas, Ont., and Buffalo, N.Y.

Children Throng to Toyville

Goodwins, of Montreal, Cater to French and English Kiddies and Devote Entire Floor to New Toy Department—Novelties Provide Thrills for Juvenile World While Counters Are Heaped With Suggestions to Grown Ups.



View of Goodwins New Toy Department

Toyville, as it is described, is proving to be a paradise for Montreal kiddies, who throng it daily and go into raptures over the Alphabetic Zoo and the many other features which are calculated to fill a child's heart with ecstasy. Note the drum-like effect of the display counters and the natural appearance of the animals in the cages. At the far end are the elevators surmounted by a charming colored frieze representing the sad story of Red Riding Hood and the wolf.

"TOYVILLE Opens-" was the startling headline of the advertisement of Goodwins, Ltd., on Nov. 12th last, in the Montreal papers, which ran as follows:

"On Saturday, November 13th, at nine o'clock in the forenoon, the Corporation of Toyville, situated on the new fourth floor at Goodwins will fling open its gates and extend a gladsome welcome to everybody.

"Yes, to everybody! For really, you grown-up persons, you are just as much children as ever you were.

"Your toys never leave you. They merely change.

"Your marbles become golf-balls, your dulcimers become pianos, your picture-books become novels, your trumpets become Brunswick phonographs, your trains become automobiles, your dolls become little boys and girls who go to school.

"So, come you in and slide down the bannister of departed years.

"You will say that never before in Goodwins has there been such an aggregation—such a conglomeration of child-enthusing toys."

This announcement was most artistically displayed in the store's advertising by means of a clever drawing by the store's own artist representing a loaded Christmas tree surrounded by delectable toys of all sorts and a ring of happy children dancing about it. Two clever verses complete the advertisement and describe very aptly the features of the realm of Toyville as follows:

"In Toyville's Alphabetic Zoo
See the wild beasts caged up high;
Bright, slashing swords and soldiers, too.
Ships and aeroplanes that fly.
See clever sea-lions twirling balls,
(Haven't they got funny toes?)
And not one of them ever falls.
Though he does it with his nose.

"The dolls in Toyville—O, what frocks!
All dressed up to take a walk,
With hats of velvet, knitted socks;
Some can shut their eyes and talk.
There's everything for girls and boys,
Books and trains and games and tricks,
There's real big drums that make a noise.
Monkeys, lions, bears and bricks."

Although there was no formal opening of Toyville, the public needed no further urging to honor the invitation issued by Goodwins, Limited, and from early morning to the hour of closing at night, huge throngs visited the new fourth floor and revelled in the delights provided.

As one steps from the elevator the huge floor appears to be a veritable menagerie so many and varied are the animals displayed on all sides. The most original attraction is perhaps the clever Alphabetic Zoo with which the pillars which support the ceiling of the show room are adorned. Each pillar is surrounded by a cage of wooden bars well stuffed with hay behind which can be seen several wicked and carnivorous looking animals and underneath them runs a legend something like this:

"D. for Deer, O can't he jump!
If he falls, he'll surely bump."
Or else
"C. for Camel, he'll go dry
For ten days and never cry."

Corresponding rhymes in the French language alternate with the English ones for the delight of small French-speaking youngsters.

Besides the animals there are numbers of huge clowns' heads of white and colored plaster which decorate the walls and cornices and above the elevators equally gigantic elephants' heads are placed, the tusks of which are fitted with electric lights.

And everywhere there are display

tables heaped with toys, and where there are no tables, the toys are piled neatly on the floor in rows. Besides the toys there is also a candy department overflowing with good things and a soda fountain for the kiddies themselves.

In the centre of the floor there is a large wired-off section inside of which a marvellous electric train travels around a large square, some 10 feet x 15 feet in size. Several stations, well lighted with electricity, and many tunnels are situated along the railway track and guided by a mere touch of the finger on the current, the train slows up or hurries on as the demonstrator desires. Signal lamps and switches are also among the realistic features of this marvellous toy outfit, which attracts scores of kiddies all day long.

Wonderland

There are sections devoted entirely to dolls—babies, grown-ups, ballet-dancers, Kewpies and Vamps, soldiers, and every sort and description of doll from every part of the world. European countries touched hands with the Canadian and American nations in a "ring around the rosie" and modistes who might have designed royal costumes have used their best art in dressing these ever-dear companions of childhood. In the dolls' furniture and nursery departments there are innumerable and fascinating objects on view to make the heart of a young mother of six or so, sick with envy. The unusually large and varied assortments of games and story books show an educational tendency which toy purchasers have been quick to appreciate. Mechanical toys also come in for special attention, and include every sort of car, boat, aeroplane and train which could be devised by the ingenuity of man. There is a veritable menagerie of animals of wood or stuffed, and the dogs alone resemble a kennel show so cleverly are they displayed. There are fox terriers, bull dogs, setters and hounds, ranging from puppies to huge animals big enough to hold their owners upon their backs. A life-size stuffed tiger mounted upon a stand which moved its head and emitted awful roars kept a crowd of tiny spectators in a delicious mixture of terror and delight, while on top of every section there is a very realistic representation of a performing seal which balances a lighted ball upon its nose, spinning it constantly while lying upon its back.

In another section is featured a marvellous musical box which plays pretty tunes while a large and superbly gowned ballet dancer doll trips the light fantastic upon its cover.

Across the room, a miniature steamship complete with cabins, engines and all the accoutrements of an up-to-date boat attracts many visitors, and near at hand a life-size baboon grins benignly upon the children below.

Altogether, the toy department occupies the entire floor and is well lighted and splendidly laid out. It should prove to be a veritable paradise to the kiddies as well as a keen pleasure to grown-ups who know how to enter into the enthusiasm of childhood and to whom the appeals of "Just look ahere, Muvver," are never destined to fall on deaf ears.

Living Cheaper in Europe

Representative of Montreal Concern Describes Conditions on the Continent—Czecho-Slovaks Making Beautiful Beads—Boots at $3.00 a Pair.

A REPRESENTATIVE of Dry Goods Review recently interviewed Mr. A. Fuchs, of the European Novelty Company, Montreal, with regard to present conditions in Europe as he found them during his recent trip across the Continent. Mr. Fuchs visited most of the important cities, including London, Paris, Dresden, Prague, etc., and stated that he found a very similar situation prevailing in the industrial world as exists on this side of the Atlantic just now. Trade was very quiet and unemployment was decidedly on the increase, although the people seemed well clothed and somewhat recovered from the ravages of war. In certain German towns, Mr. Fuchs was surprised to notice that shops were open only during the hours of 9 to 1 and from 3 to 5, and gave as the reason for this that the employees would not work more than six or at the most seven hours a day. Production in all branches of trade seemed to be at a low ebb, although living, according to Canadian standards, was exceedingly cheap. Mr. Fuchs stated that he was able to purchase a pair of boots made of the best materials for a little over $3, and his hotel bills also were surprisingly reasonable on the Continent. One of the former nuisances of travelling, namely, the custom of tipping, had apparently been done away with during the war, and where certain hotels or cafes had made it a practice of adding on a percentage to the bill for the waiter, now no extra charge was made. In other places, however, Mr. Fuchs noticed a tendency to institute this obnoxious habit once more.

The Manufacture of Beads

One of the features of Mr. Fuchs' trip was a visit to the much-discussed country of Czecho-Slovakia, which is the centre of the glass bead industry. The peasants are for the most part engaged in sorting, grading, and stringing all kinds of beads, which are manufactured in enormous quantities in every imaginable color and size. The beads are strung on threads by the children, and are usually 1,200 beads to a bunch.

Most kinds of beads are now obtainable in any quantity desired, but certain of the metallic varieties require the admixture of aluminum or other metals, and such processes naturally add to the expense and lessen the amount of production. The bugle bead in multi-colorings of blues, browns, and gunmetals, is evidently the leader for purposes of embroidery. According to Mr. Fuchs, the all-bead bag is not so popular abroad as it was, and the satin bag, embroidered with a single bead motif, is all the rage in Paris now.

Industrial Problems

Buying on the other side is very advantageous at present, and all classes of goods are obtainable now with promise of early deliveries. In England the threatened strikes did much to curtail business, and many intending buyers were obliged to shorten their stay on the other side for fear of unpleasant consequences.

A restriction on coal consumption will mean short time working in all the factories, and such a condition will prove a relief, in a sense, to the manufacturers, as it will force them to limit their output. The small amount of work available is being spread as far as possible over the factories in order not to increase total unemployment.

Manufacturers, wholesalers, and retailers alike who hold substantial stocks are compelled to cut profits in order to try and effect a clearance and drastic reductions on many lines have been made. Buyers, however, are concerned to move off their existing stocks, and are not inclined to add to their lines, however tempting the offers.

On the whole, Mr. Fuchs expressed himself as satisfied with his trip, during which nothing of an untoward nature occurred which was not of the natural order of things.

ORGANIZE PARTNERSHIP

Bernard Smith and Louis L. Safier have organized a partnership under the name of Smith & Safier, manufacturers of ladies' garments, dresses, coats and suits, at 338 St. Urbain Street, Montreal. Mr. Smith, formerly of Smith & Manolson, has had a long and successful sales experience, whilst Mr. Safier is a designer of note, formerly with Nathan Lande & Company.

ORGANIZE COMPANY

A. F. McKinnon, manufacturers' agent of Winnipeg, has reorganized a limited company, comprising A. F. McKinnon & C. S. Strang. The firm from now on will be known as McKinnon, Strang, Ltd., with head office at 306 Hammond Block, Albert Street, Winnipeg, and will cover the territory from Port Arthur, Ont., to Edmonton, Alta., with their various lines of men's furnishings.

Energetic Measures Are Required

Canadian and British Toy Makers Must Be on Alert to Stem German Toy Flood

THE necessity for the most aggressive exploitation of Canadian and British toys is emphasized by the latest news from Germany.

According to a cable despatch to the daily press from Berlin, Germany, on November 26, the Thuringia and Nuremberg toy-making centres have never before been so busy.

One of the toy trade papers' representatives says that not even in pre-war times was the demand for toys so great. Firms have been compelled to go to the big toy shops throughout the country to buy up unsold toys and touch them up so as to fill the gaps in their supply to meet the demand for toys of all kinds.

The chief demand is from England, which, even at this late time of the year, is still pouring orders in to German firms. In October toys to the value of about £160,000 were sent to England. This month the record—counting the number of toys and not their value in marks—of the best pre-war months will be broken.

The toys already sent to England in November, those on the way and those ordered, it is said, will reach a value of 200,000,000 marks. The number of toys will be between five and six million.

To stem this tide toy manufacturers in Canada should get the fullest measure of support of Canadian toy dealers, and the same applies to British toy-makers seeking trade in Canada. Toward that end advertising to the retailers should be on a larger scale than ever before. The toy industry of Canada faces a crucial period in the next year or two, but enormous strides forward can be made if aggressive and intelligently directed publicity is given the place it deserves in their marketing plans.

The toy trade is one of such proportions that it is deserving of the application of big ideas and certainly a far broader policy on the part of manufacturers and wholesalers in their attitude regarding advertising to the retailers.

The manager of the toy department of a leading department store in Toronto reports that, as far as actual business is concerned, it has been ahead every day this fall of the corresponding dates last year, the biggest Christmas toy year in the history of the store.

And where are the toys coming from this year? People particular about family trees might study with interest the source of the 1920 Christmas toy market offerings. It is whispered that a certain number on sale in Toronto might truthfully bear the trade mark, familiar of yore, "Made in Germany."

The Toronto manager said that no German toys were being sold there, but it is known that some German toys have been received here for sale, mostly in novelty goods. One firm states that they were goods ordered before the war and are being accepted now.

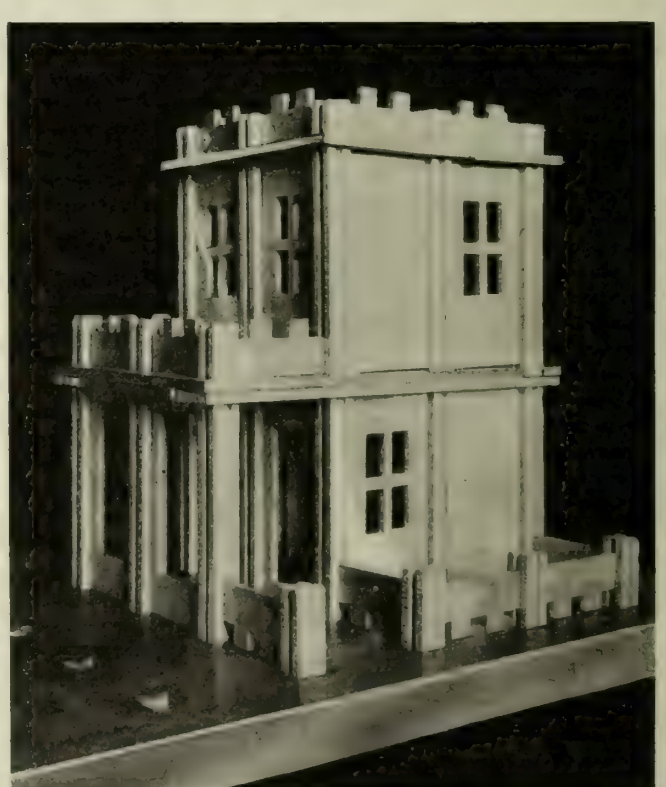
"It would not be surprising if some German toys drifted into Toronto this fall," said one wholesaler. "Montreal has any quantity of them, and other German goods are to be found in Toronto this year. It would be possible for them to be here if they had been ordered within the past three or four months."

United States produces most of the toys sold in Canada. Some come from England, but more from Japan, and Canada on the whole produces quite a respectable proportion.

According to a big toy retailer in Toronto, however, Canadian toys have been a bit of a disappointment, notwithstanding the fact that encouragement for their manufacture was given by the Government during the war to the extent of assembling an exhibit of Canadian-made toys, which was shown right in Toronto and many other Canadian centres. Possibly the Canadians were never very interested in this industrial development opportunity. In any case, they haven't "perfected their processes" to any appreciable extent, and some who were making toys have dropped out of the interesting business. In consequence, Canadian toy buyers are paying exchange to the United States on mechanical and electrical toys, as well as other varieties.

Over in England it has been vastly different. One large Toronto buyer was amazed this year when he visited the great exhibition in the Crystal Palace in London and discovered the extent to which former munitions makers had developed an important industry from toy-making, at first tried as a side line. English toys, moreover, it is said, possess the national characteristics. They are good and substantial and made with a certain respect for artistic finish. They include dolls, tin toys such as trains, spring wheel toys, animals, teddy bears.

Japan has sent along to swell the Christmas store in Canada dolls with bisque and celluloid heads and a certain number of tin toys. Some merchants, however, considered the Japanese tin toys of too flimsy structure for stocking up to any extent with them.



"Walmers Castles," a building set made in Canada by ex-service men.—Courtesy, Walter & Myers, Montreal.

Jewelry Prices Moderate With Drop in Silver

A representative of Dry Goods Review recently interviewed one of the foremost Canadian jewelry firms with regard to trade conditions at present. According to the general manager, the demand for medium priced jewelry has been abnormally good until September, 1920. Deliveries, on the other hand, have been much delayed on account of the scarcity of certain metals and alloys necessary to the trade. The result has been that when deliveries eventually caught up with the demand the situation gradually changed. Jobbers found themselves overstocked and the retailer's attitude with reference to conservative buying was not promising during the past month. Jobbers are still holding off and placing only repeat orders for the time being, but business has not dropped off by any means, and the manufacturers anticipate a good Spring business.

Prices in general have not shown the advance during the last 5 years which has characterized most commodities and at the present time are not over 25 per cent. higher than pre-war prices. On account of the decline in silver, it has been possible to make price revisions of an exceedingly attractive nature.

Watch Chains in Demand

According to this manufacturer the greatest demand is for ladies' flexible watch bracelets and fine watch chains for men. The latter variety features two pretty designs on the ordinary cable link and the elongated link pattern. In other lines, all kinds of chains, barpins, earrings and bracelets are strong and are being more extensively featured than ever this season by stores as Christmas gifts. "Gifts which last" is the slogan used in this connection and this proves to be a necessary admonition when the tax question threatens to discourage trade.

Altogether the situation in the jewelry trade is described as fairly normal, and no fears are felt for future developments as an increasing export trade to China, England and South America is opening up excellent promises. A little later Canadian jewelers plan to go after trade in Mexico, as many inquiries have come from that country relative to Canadian made products.

SALE GAINS OBJECTIVE

Murphy-Gamble, Limited, Sparks St., Ottawa, closed their 20 per cent. discount sale December 4, and announced that the object of the sale (stock reduction and cash) had been accomplished. Christmas shoppers are promised the best of service and real attractive offerings of new merchandise at new prices.



Queen Mary's Gift

Above is a photograph of the gown worn by Her Majesty the Queen at the Coronation ceremonies on June 22, 1911. This superbly beautiful dress is now on view at the Royal Ontario Museum, to which institution Queen Mary graciously presented this dress and another gown which Her Majesty wore at the Durbar celebrations. These gowns, together with a dressing gown which was worn by the late Queen Victoria, were brought to Toronto recently by Dr. C. T. Currelly, curator of the museum, and were formally presented by the Duchess of Devonshire.

TO NEW LOCATION

Taylor-Brasco, Limited, Hamilton, Ont., have removed to 108 Merrick St.

"If your business is not worth advertising, advertise it for sale."

If you handle any Fancy Goods lines for Christmas you should have a copy of our Christmas Catalogue.

Your name on a post card will bring a copy promptly.

Pugh Specialty Co., Ltd.
38-42 Clifford Street, TORONTO, Canada

Montreal Kiddies See Santa Claus in the Movies

Ogilvy's of Montreal have devised an original scheme in order to advertise their toy department, recently altered and enlarged in honor of the arrival of Santa Claus and the approach of the Christmas season. Announcements in the newspapers invited the public to attend the performances of any of the ten leading moving picture houses of the city during the week of December 6th, at which they would see a remarkable film depicting the arrival of Santa Claus on Ogilvy's roof and his subsequent descent into the toy department.

The picture, by the way, took over three weeks to prepare, and required the services of many experts in all branches of work. A real aeroplane, which makes a clever landing upon the roof is the feature of the show. Santa is shown descending a large chimney, especially constructed for him, into the department. Here, miracles of every description take place, and Santa's arrival is signalized by a general transformation of all the toys, which come alive and run towards him in a marvellous manner. Santa goes through the entire store selecting gifts for everybody, and altogether provides a charming and unique entertainment for the theatre goers of Montreal.

Needless to say, every youngster wants to see the department where the toys can move by themselves, and where Santa Claus owns a really truly flying machine. The idea is proving most successful, according to the management.

NEW HEAD-DRESS

There is a new effect being worn for a head-dress, which consists of a twist of fabric wound about the head and tied in a bow on the side or perhaps merely knotted, with the long ends hanging well below the waistline. The fabric employed is generally the same of which the evening dress is made.

QUICK DELIVERY
ON
SORTING UP ORDERS

French Ivory

Have you a copy of our catalogue? Write if not.

Carl Austin & Co.
Manufacturers
357 College St. Toronto

The Season's Greetings

—and a little reminder that THE EXCLUSIVE SMALLWARE SPECIALTY HOUSE is ready to serve its patrons even better than in the past.

A Merry Christmas
with
good health, happiness and
prosperity throughout
the year 1921



Wrinch, McLaren, Limited

77 Wellington St. West, TORONTO

BANK OF MONTREAL

ANNUAL GENERAL MEETING, HELD 6th DECEMBER, 1920

The 103rd Annual General Meeting of the Shareholders of the Bank of Montreal was held on Monday, December 6th, at the Bank's Headquarters. The President, Sir Vincent Meredith, Bart., occupied the chair, and presented the annual report of the Directors. This showed that the profits of the year ended 30th October, 1920, after deducting charges of management and making full provision for all bad and doubtful debts, amounted to $4,033,995.60. To this was added a balance of profit and loss account, brought forward from the previous year, of $1,812,854.43 and $1,000,000.00 premium on new stock, making a total of $6,846,850.03. Dividend disbursements at the rate of 12% per annum, together with a bonus of 2%, amounted to $2,960,000.00. To this was added $2,000,000.00 credited to rest account; $210,000.00 war tax on bank note circulation; and $425,000.00 reservation for bank premiums; making a total deduction of $5,595,000.00, and leaving a balance of profit and loss to be carried forward of $1,251,850.13. During the year 16 new branches had been opened and one branch closed.

Before moving the adoption of the report, Sir Vincent Meredith gave a comprehensive review of the economic situation. During the year, he said, an overwhelming demand for credit had taxed resources to the utmost. It had been difficult to make men who had grown accustomed to high prices recognize the fact that economic conditions, which no artificial means can alter, alone are the cause of price decline. "The demand for intervention through Government control is still insistent in some quarters," he said. "Canada alone cannot control world-wide conditions, and it is idle to turn to the Government for relief from falling prices. This applies to wheat as well as to other commodities."

Summing up, he said: "The situation in Canada at present, as I view it, is that while there does not appear to be any cause for apprehension, there is every reason for the exercise of the utmost measure of caution. Canada cannot dissociate herself from world conditions, and world conditions are not satisfactory. On this continent the two years supervening upon the Armistice have been marked by unexampled trade activity and prosperity, a circumstance common to the conclusion of all great wars, but the reaction has set in and may not yet be in full play. Happily, Canada is well buttressed on many sides, and the exercise of prudence and sagacity should enable her to meet the shock of falling prices, restricted credits and deflated currency, without serious impairment of her commercial and financial vitality."

Expansion of Business in Canada.

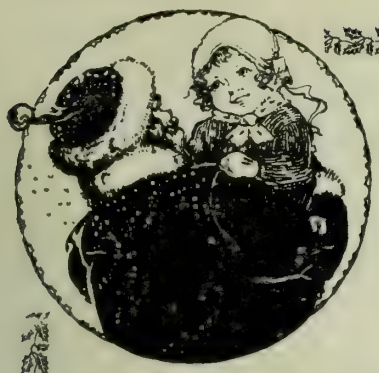
The General Manager, Sir Frederick Williams-Taylor, in reviewing the operations of the Bank during the year, said the payment of a bonus of 2% to the shareholders was not the outcome of higher rates of interest on current loans in Canada but a reflection of the increase in current loans and of high interest rates on call loans in New York, the volume of which was governed by the Bank's requirements in liquid reserves. One anomaly which attracted attention was that with the credit restriction as acute here as it was across the line, the price of money was materially lower in the Dominion. This condition, he said, was regarded as a tribute to Canada's good banking system.

Dealing with the growth of the Bank's operations, he said: "It is noteworthy that the greatest expansion of the Bank during the past few years has been in our own country. This is revealed in our greatly increased loans and deposits in Canada and in the number of branches opened during the period."

	Loans in Canada	Deposits in Canada	Branches in Canada
1914	$123,147,000	$168,557,000	173
1920	240,725,000	358,378,000	302

The annual report was unanimously adopted and the retiring directors were re-elected. The shareholders gave approval to the motion by Lord Shaughnessy to increase the number of directors from 16 to 18 and to the two new positions on the Board were elected Sir Lomer Gouin and General Sir Arthur Currie.

At a subsequent meeting of Directors, Sir Vincent Meredith, Bart., was re-elected president, and Sir Charles Gordon, G.B.E., was re-elected vice-president.



To Our Friends in the Trade

Health and Happiness and all your heart desires this Christmastide be yours

HAMBLY and WILSON
LIMITED
11 Wellington St. West
TORONTO

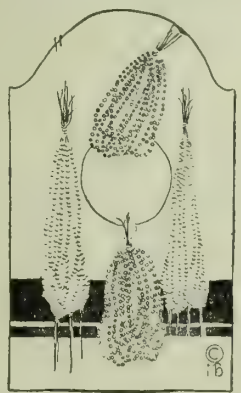
We extend our Hearty Wishes for
A Merry Christmas

The Button Business

is a source of steady profit, for buttons are salable at all times.

We carry best grades only of the following Novelty Merchandise:

Buttons in Pearl Ivory Celluloid Composition



Fasteners Belting Hooks and Eyes and Beads of all Sorts

PROMPT DELIVERY GUARANTEED

The European Novelty Co.
46 St. Alexander St., Montreal

Bright Future for Notions as Home-sewing Increases

Housewives have decided to cut down family expenses and the high cost of living. One of the means being used to accomplish this end is the making of clothes at home.

As a result, notion departments in every section of the country are reporting phenomenal sales increases. Conditions are very encouraging for the winter. Buyers are preparing for a heavy selling season.

WRIGHT'S BIAS FOLD TAPE

Tapes are going to mean a large source of revenue for the notion department because they are so necessary in home-sewing. There are many kinds and grades of tape, but the only way to get the utmost profits out of tape is to sell brands nationally known as the best in the market. Wright's "W. & N.," Monarch and Meteor Brands are known to millions of women, who demand them for their superior quality.

Colored Percales

These fast-colored percales are furnished in 12 colors, as follows:

Lavender	Red	Linen Color
Pink	Brown	Reseda
Light Blue	Navy	Gray
Alice Blue	Black	Old Rose

In boxes, 12 6-yd. pieces to the box, or in cabinet assortment No. 2236A, containing 36 6-yd. pieces.

Striped Percales

In 6 colors on white, as follows:

Lavender	Red
Pink	Black
Blue	Navy

In boxes, 12 6-yd. pieces to the box, or in cabinet assortment No. 2436A, containing 36 6-yd. pieces.

Our New Color Card

This card will be supplied on application to merchants and notion buyers, who will find it very convenient for reference.

Wm. E. Wright & Sons Co., *Mfrs.*
315-317 Church Street New York

Stocks carried at all Agencies

CHICAGO
R. C. TAFT CO.
223 W. Jackson Boulevard

ST. LOUIS
GEO. F. ANDERSON'S SON
613 North Broadway

PHILADELPHIA
JAMES F. McCARRIAR
1011 Chestnut Street



In U. S. Pat. Off.

Concentrated Merchandising

A manufacturer in Ontario found the big accounts pretty well in the control of other manufacturers of similar products. To dislodge the others meant a long, hard struggle.

But he saw hundreds of merchants doing a big business in small centres seldom reached by commercial travellers. He decided to concentrate upon this field first.

His salesmen could not reach all of them at once. So he told of his goods, his house policy and of the trade possibilities of his lines in every issue of DRY GOODS REVIEW.

The business grew steadily from the start, account after account was added: salesmen reported that these merchants had orders ready for them when they called.

To-day, this far-sighted manufacturer has a big business built up, for not only does he enjoy the trade of merchants in the smaller towns, but dealers in the cities have also responded to his regular merchandising talks in DRY GOODS REVIEW.

Are YOU developing this profitable small-town market? You can reach the smaller centres as well as the larger ones by advertising in DRY GOODS REVIEW.



Let this Big Factory Make Money for You

THE De Long factory is making money for thousands of retail merchants — because it greatly increases their stock turnover.

Why not let it do this for you? It can start putting profits into your pocket the day you start carrying the De Long line — De Long Snaps, De Long Hooks and Eyes, De Long Hook and Eye Tape, De Long Safety Pins, De Long Toilet Pins, and De Long Hair Pins — the notions women *know*.

Advertising in the *Ladies' Home Journal, Butterick Quarterlies, Elite Styles, Needlecraft, etc.*, is constantly reminding women of De Long notions.

In addition, great numbers of women who are already satisfied users of De Long products couldn't be switched from them under any circumstances.

Of these two great groups of buyers and prospective buyers there are bound to be enough right in your neighborhood to bring you considerable trade — *if you put De Long products on display.*

Begin now. Order from your jobber or send direct. When ordering, ask for our latest price list, which describes and illustrates everything we make.

DE LONG Hook & Eye COMPANY
OF CANADA, LTD.
ST. MARYS, ONTARIO Philadelphia, U.S.A.

H.C. of L. Beaten in Boxing Contest

How Arron Sweet, of Winchester, Used Prize-ring Vernacular and Knock-out Methods to Speed Up Business—Merchant Who Has Practised Live Advertising Methods for Half a Century Tries Out Novel Idea With Success.

"THIS series of ads. has been run in our local paper and has brought more direct results than any we ever used before," said Mr. Aaron Sweet, head of A. Sweet & Company, general dry goods store of Winchester, Ont. Because Mr. Sweet has been in the business for 50 years and because he has built up a business that is highly spoken of by all he has served and because last year was the biggest year since he opened a store, Dry Goods Review believes this series of ads. worth consideration. The author of this original group of ads. says by way of explanation: "I am aware of the fact that they might be improved upon if I were better up in the Marquis of Queensberry rules and prize ring vocabulary—but such as they are they have done good service."

The ads. were set in box style—with rows of Union Jacks, one below the other, forming the border. Each one was headed, "The Big Fight" and sub-titled according to first, second, third or fourth round. They read as follows:

"First Round"

For the last five years, Old High Cost of Living has been running things with a high hand all over this country. We feel that it is time to put a stop to his career and from now on will do all that we can to knock him out. Last week we gave him a few cracks that he will not soon forget. One was a rap on the shins with those heavy wool socks at 75c. Then we tramped on his toes with those $11.50 boots for $9.00, and finally we gave him a blow in the mouth with two cans of good pink salmon for a quarter. At the end of the first round he was ready to be rubbed down with one of those heavy bath towels at 4 for $1.00. We will tell about the second round next week.

"Second Round"

In the second round Old H. C. L. got pretty well punished. We punched him in the ribs with one of those heavy $40 Frieze Ulsters at $32, and before he could get his breath we hammered him over the back with a fine $45 Milton Overcoat at $36, then we pitched into him again with a man's $50 Suit for $40. This rather staggered him, but we never gave him time to recover, we pelted him with those 70c lead packages of Black Tea at 55c and battered his face with a regular shower of those 15c packages of Assorted Spices at 10c. By this time he was pretty well tuckered out and his seconds laid him out on one of those Fur Robes with a plush Lining at $35. As a stimulant we gave him a cup of strong coffee made from that 75c Maple Leaf brand of ours at 65c. Third round next week.

"Third Round"

At this stage Old H. C. L. put in a bill for $5.00 for a pair of two buckle overshoes which he said had been stolen from the dressing room while he was in the ring attending to the second round. The referee ruled that the management was not responsible for personal property and that in any case the bill was unreasonable because any man could go over to the Big Store and buy as good a pair for $3.50.

In the third round the first thing we did was to crack him over the head with one of Maggie's revolving handle, hard Maple Rolling Pins at 35c, then we battered his face with a volley of White China Tea Cups at 6 for a $1.00 and before he could get his breath we peppered him in the eyes with those heavy fluted Glass Tumblers at 10c each. He cried out "foul" and we responded with a fusilade of Dr. Hess' Poultry Panacea at the pre-war price of 85c a large package.

By this time his face was cut and bleeding, so his seconds got a dozen of those bleached diaper Towels at 10c each to sop up the flow and laid him out on one of the $5.00 Axminster Floor Rugs with a pillow for his head made of those 16 ounce bunches of cotton Batting at 3 for $1.00, then they gave him a cup of strong tea made from that Excelsior brand of ours at 60c a pound and made him as comfortable as his condition would admit. His friends hope that he will be able to show up in the ring for another round next week.

"Fourth Round"

When Old H. C. L. came into the ring for the fourth round he had his arms, legs and body bandaged with that 32-inch factory cotton from the Big Store at 17c a yard. His tights were so stained that he had pulled on a pair of Peerless overalls reduced from $3.00 to $2.50, and was wearing a pair of our heavy red army rubbers reduced to $1.00. When time was called he made a rush, expecting to take us off our guard, but we were ready for him. We gave him a swipe on the jaw with one of those 15c steel frying pans and before he could reach us we swung him a left-hander under the ear with a larger and heavier one at 20c. Then we just stormed him in the face with all shapes and sizes of agate ware: bowls at 16c, pie plates at 16c, pudding dishes at 20c and 21c, preserving kettles at 40c, 45c and 50c, dippers at 15c, 18c and 20c. We slashed him over the shoulders with one of those heavy $35.00 frieze ulsters at $25.00 and made him look silly with one of those boys' $13.00 tweed suits at $10.40. After the round he retired to his dressing room where his friends rubbed him down and covered him with a pair of those 63 x 80 flannelette blankets at $3.00, and are hoping that he will be able to show up for another round next week.

The Man Behind the Christmas Window

The Display Man Has Made Good at a Critical Period—His Zealous Work Has Caught the Public and His Play Upon the Heartstrings Has Loosened Fast-bound Pocket Books

PROBABLY at no time is the store window of so much importance as at a period when trade is experiencing uncertainties attributable to general conditions such as those characterizing the whole world of commerce at the present moment. The merchant who appreciates the value of his window appeal and its relation to his business must be alive to its significance at this period in the struggle, and it must also be admitted that a higher voltage of "punch" marks the window display this season than has been noted in previous times.

The window trimmer has become one of the most important members of the staff in up-to-date dry goods stores, large and small, and much credit is due the display man for the business done during these weeks just before Christmas. He has had no small share in the influencing of a public that has been prejudiced, and having been prejudiced, has been a most unwilling purchaser. As stated in the November issue of Dry Goods Review, the approach of Christmas has done much to relieve the tense situation, and people who otherwise might have held off considerably longer have softened in their attitude temporarily at least long enough to heed the wheedlings of good Kris Kringle. Whether or not this impetus provided by the Yuletide spirit will extend beyond the festive season, it would be out of place to wager, but it has been pointed out in these pages before that just so soon as the public can be made to realize that prices are not going tumbling down hill in a mad rush to the pre-war standard, just so soon will an improvement in conditions be effected and business gain a semblance of normality. In doing their Christmas buying this fact will be brought home to the public for there is very little difference in the prices of most articles that people really want from those asked a year ago. In many cases stores which are overstocked are offering excellent reductions to assist in the process of unloading certain lines that cannot satisfactorily be carried over, and that may be replaced later at a lower figure. This also depends on the attitude of the public to a very large extent, and because his department reaches the public first and in a striking manner, it can readily be appreciated that the display man can play a very big part in bringing about the readjustment that is desired.

Splendid Business Boosters

The store displays in the larger centres have undoubtedly accomplished wonders in the past few weeks. Practical commodities have been prominently featured while the suggestions for the



gift trade peculiar to Christmas have been such that the hardest heart has been touched. Clothing, furniture, accessories, jewellery, books and china, as well as linens have been most excellently displayed—days of careful planning and steady application stand behind every such window referred to. But at this time probably the most far reaching possibilities are to be found in the windows containing playthings for playfellows during the play days of life. Nothing in the world can break down the barrier quite so quickly as the smiling face of a flaxen-haired doll or the painted trimmings of a toy drum—and for this reason the up-to-date merchant has turned first this season to the toy department in the hope of starting the ball rolling. That the scheme has worked cannot be denied. Every toy department visited since the second week of November has been jammed. Santa Claus has never held such courts as those which have marked his visit this year. Last month some of the plans adopted by prominent stores were described with the hope that the suggestions might prove of value to Dry Goods Review's readers. Many reports have come to hand from various points telling of Christmas plans for the toy department and almost every store visitedd by Dry Goods Review representatives during the last two months has revealed plans for the enlargement of this department to meet the requirements of the Christmas trade.

The Appeal Supreme

It should be the policy of every conscientious merchant to give plenty of scope to the window trimmer, whose work this year has shown how thoroughly he is alive to popular feeling. Probably no window in the whole city of Toronto, where splendid windows are a matter of custom, caused so many rapturous "oh's" and "ah's" as the "Dreams of Childhood" display shown in Toronto the last week of November, in which old Santa leaned over the dainty white bedstead occupied by two slumbering tots whose cherubic countenances were lit with smiles in the joy of things they saw in the land of nod. Two sparkling snowy Christmas trees were hung with pretty decorations and illuminated with multi-colored lights. Fairies overhead and heaped on the snow-coverlet nestling against the foot of the bed and piled all about the room were all that the whole world of Toylond could offer in the happiest dreams of childhood.

An appeal such as this could only serve to whet the appetite of the onlooker for a further glimpse of a toyland that could produce such a lovely spectacle, and with such a window to guide them only those who had forgotten the carefree paths of childhood would refrain from a tour amid the magic counters crowded with dolls n' bears n' everything.

Optimism in Smaller Towns

"We always attach great importance to our window displays and make a specialty of good display cards, sometimes highly decorative," said an eastern Ontario merchant recently. "We also give prominence to neat and distinctly marked price tags. This year we had everything planned for our Christmas window display campaign by November 1. Our window trimmer has shown a series of splendid gift windows, and by making slight recessions in price we have encouraged early buying, and have had splendid results in this respect.

"To my knowledge only one plant in our town, which is essentially a factory city, is not running, and I am thoroughly optimistic for an exceptionally large Christmas trade."

This statement characterizes the attitude of the merchants in the smaller centres fortunately and bears out the reports in previous issues of Dry Goods Review to the effect that the smaller towns have not been subjected to such abnormal conditions as those marking trade in the larger centres during the past few months. This stability can be attributed in large measure to the sane and honest merchandising policy of the store keeper who marks his goods at a fair price, allowing himself a fair profit, but not a big one, and satisfies his customer with good value.



Ideal Baby Window

This particularly attractive window, appealing to mothers, was featured very recently by Goodwins Limited. In it were shown almost every article required by the baby, together with the nursery equipment necessary to the comfort of the child. The goods shown were all white, and a delicate note of contrast was provided by the use of sky-blue curtains behind, at either side, and long streamers of pink baby ribbons which were suspended from the top of the window to the sides and supported by two storks, placed upon pedestals covered with blue satin.



View of linen department in the Jas. A. Ogilvy store of Montreal, showing effective arrangement of counters and splendid display.

Danger Point In Trade Reaction Been Passed?

John Moody, a New York financial expert, who addressed the Toronto Board of Trade a few days ago, and later in the week spoke to the Montreal Financial Club, placed himself squarely on record as among those who regard the peak or danger point of the trade reaction as past, and declared himself optimistic as regards the future. He sees ahead a period of unsettled trade, leading to ups and downs, bringing business eventually to normal with properous times on a sound economic basis. In this view Mr. Moody is at one with leading Canadian and American financiers who see a sane and wholesome business development as the outcome of the movement, which holds for Canada splendid opportunities because Canada will derive full benefit from the three main elements of industrial success,—an abundance of raw materials, labor and capital.

LIVE FOXES IN WINDOW

A window decorated with four live silver foxes direct from the Montreal Exhibition, formed the attraction in the Sparks Street store of the R. J. Devlin Company, Limited, and quite a senstaion was caused by the lively little animals, valued at $4,000, that form part of the ranch stock of Lieut. A. E. B. Murphy, M.C., son of Senator Murphy. Lieut. Murphy is located at Tignish, P. E. I., and in talking to Dry Goods Review expressed himself as pleased with the fact that whereas other furs have had a drop in prices, the silver fox have advanced 10 per cent.

OPENED IN DECEMBER

The Ritz Fashion Shops, Jackson Building, Bank Street, Ottawa, opened on December 8th with a Grand Fashion Pageant in the Rose Room of the Jackson building, when a rare display of the latest in women's and misses attire delighted the ladies of the capital.

MADOC MERCHANT DEAD

Benson O'Hara, a Madoc dry goods merchant for many years, died at the age of 68 on October the 25th.

Well-Posted Salesman Help to Dealer

Leading Dry Goods Manufacturers Have Circularized Their Salesmen on Present Market Conditions—Splendid Value for Retail Merchants if Matter is Properly Dealt With —Tips for January.

CANADIAN manufacturing concerns have found it very necessary to keep their salesmen and representatives posted right up to the minute on general conditions during the past few months; for, besides having to meet a cold and unresponsive trade the salesmen have had to present a pretty sound argument before getting their orders placed even when a proposition took on a semblance of certainty. With a full appreciation of the obstacles which have had to be met by their representatives the leading firms went to great pains to introduce various forms of posters, bulletins, circulars, etc., for the information and guidance of their forces. The idea was, of course, twofold: to keep the salesmen posted on market conditions, and also to make suggestions that might assist the merchant to make the best possible turnover of his present stock.

The Toronto offices of one of the Dominion's largest manufacturers in dry goods lines has been issuing one of the best series of circulars which has come to the notice of Dry Goods Review, and on investigation it has been learned that these bulletins have been arranged only after the closest survey of conditions, and according to the firm's representative interviewed are based upon information of an authoritative nature furnished by well-known wholesalers and jobbers in Canada and the United States (where conditions similar to those being met at present by the Canadian trade have had to be dealt with).

It is Dry Goods Review's desire in offering the excerpts which follow to enlighten the dealer further, and to be of use by laying before him facts which will give him a clear idea of the program which he might find advisable to follow at this time of uncertainty.

The substance of the advice to the retailer as a means by which he may liquidate his present stock in order to have sufficient capital to carry on business during the coming year is as follows:

"Make a rapid turnover of stock at the lowest possible price, as we feel it is better to take a short, sharp loss now than to spread his losses over the coming year, when there is always an uncertainty that business will fall to a lower level, which would leave the retailer in a bad fix indeed.

"The present season is probably the most opportune time for quick action by the dealer, as the five or six weeks immediately following Christmas are always slow, and if the dealer takes advantage of his opportunity now and puts on sales at attractive prices, merchandising certain of his lines as special on which he is quite apt to lose money, he is almost sure of turning over the greater part of his stock, and repricing that which is left at replacement values which will be much lower than the cost of merchandise on hand. In so doing he has on hand ready capital to start in his 1921 season.

"A number of large stores throughout the country, particularly in the United States, have been putting on special weeks in certain lines; for instance, they might stage a week or ten days' sale of silks, or if their stock of woolens happened to be particularly heavy this same plan would of course apply. These merchants have been able to dispose of thousands of yards of merchandise in this manner, which will, it is believed, have a tremendous stabilizing effect on the market."

This plan, according to one of the statements issued, is approved by a number of leading department store buyers, and if all the stores in the country could be induced to follow a similar line of action, it should result in the moving of considerable merchandise. The report continues:

"We believe that every wholesaler who will co-operate with his dealer in giving him friendly advice and authentic information as the market changes will not only be a great assistance to the merchant but will materially help himself in keeping up in the channels of trade, for as surely as the dealer loses confidence in the wholesaler, business in that particular line will stagnate and the manufacturer will have to close down.

Buy Small Quantities

"We have advised our merchant to carry a complete assortment of our goods, but have suggested that he buy in small quantities that will be sufficient for his immediate requirements. In this way he takes less chance of losing in case the market takes a further drop. As we said before, replacement values will be lower than the cost of the merchandise he now has on hand, and the wise merchant is one who will take his losses now; in fact, the retailer who wishes to get business is practically forced to take this step, as all manufacturers and jobbers agree that retailers must reduce prices if they expect to get business.

"The public are certainly not willing to pay at the prices being generally asked. They are not only advising the retailer to take his loss but in the majority of cases the manufacturer and jobber themselves are selling to the retailer at the lowest prices possible; in many cases taking considerable loss in order to keep their stock moving.

"One leading manufacturer states that he has cut his price on staple weaves until all his profit is gone, and that he was obliged to draw on his funds for running expenses. The manufacturer who is affected by these conditions might obtain better co-operation from the dealer if he let him have the facts as they stood. This might be done by sending all this information direct to the salesmen in order that they would be conversant with the details and could in turn discuss them with the retailer, at the same time offering suggestions as to how he could best clear out surplus stock."

Spring Buying Policy

"Our buying policy for spring 1921 is not the same as it was for fall, 1920" stated the head of a large Ontario dry goods store, discussing the firm's plans for the New Year with regards to stock taking. "We are buying smaller quantities for immediate use and will continue this policy for spring where practical. Of course where it is necessary to place we have done so, but in every instance the manufacturers have guaranteed to protect prices."

Asked as to the Winter's business to date and embracing the weeks just prior to Christmas this merchant said:

"Business has been fairly good. In our smallware section they have enjoyed substantial gains over last year. The men's furnishings, staple and dress goods departments have done well. In ladies' ready-to-wear September was better than in 1919 but October and November have not measured up quite as well. Our sale of coats particularly are not up to last season. Wool dresses have been quiet.

"We have cut prices on coats and suits between twenty and twenty-five per cent. (here our mark on is not as high as city stores) and under present weather conditions they are not moving as fast as we should like them. Furs have been very quiet.

"We find locally and no doubt the same feeling in general that people expect a tremendous drop in prices after the New Year."

This merchant also stated that special sales were the order of the day in his town. All the merchants were announcing attractive reductions in their daily newspaper ads. During one week even Wilton, Axminster and Brussels rugs were offered at 12½ per cent. reductions.



Taking care of special sales

YOUR store is crowded with attractive holiday merchandise. Suppose you have advertised a special sale. The counter where the sale is held, almost as soon as your store is open, has twice as many customers as its two saleswomen can handle.

Your obvious remedy, of course, is to double the selling force at that counter.

But, unless your store has a centralized method of handling the cash that comes over its counters, this is not easy.

Particularly when goods are being rapidly exchanged for money, must change be made quickly, accurately, and with the individual responsibility of salespeople definitely fixed.

With Lamson Improved Service, you can put eight girls behind a counter instead of two, if need be, without disturbing the smoothly-running routine of your store, and without affecting each clerk's individual responsibility.

You can do this because every Lamson Carrier Station is a complete, established service unit, which can be used by one girl, by four, or by a dozen, if necessary.

Ask any user what he thinks of Lamson Improved Service. Mr. E. D. Lang, of Lang, Treacy Co., Kitchener, Ont., says: "Since installing our new system of Lamson Improved Carriers, we have very satisfactory service. Your system enables our clerks to handle our trade in a very satisfactory manner, especially during busy periods."

Lamson Improved Service multiplies the efficiency of your sales force. It means uniformity, safety, speed, economy, dignity, and flexibility in all your store transactions. Ask your nearest branch to show you.

THE LAMSON COMPANY

100 BOYLSTON, BOSTON, MASS.

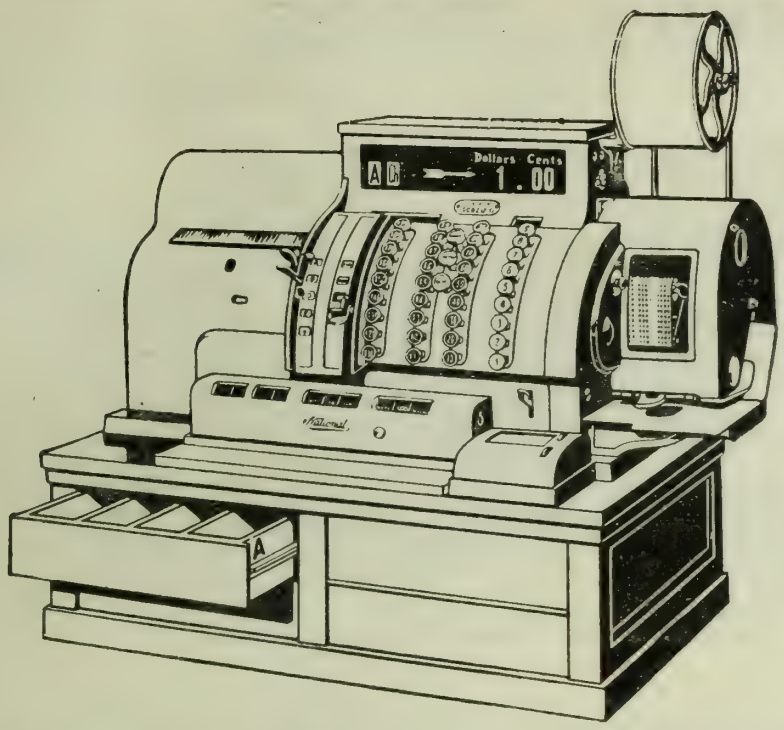
Branches and Service Stations

Boston	100 Boylston St.	Detroit	97 Woodward Ave.	Los Angeles	221 San Fernando Bldg.	Toronto	136 Simcoe St.
New York	9-11 East 37th St.	Cleveland	2063 East 4th St.	Chicago	6 North Michigan Ave.	Vancouver, B.C.	603 Hastings St.
Philadelphia	210 North Broad St.	Cincinnati	119 East 5th St.	Omaha	418 McCague Bldg.	Dallas	905½ Elm St.
Pittsburgh	319 Third Ave.	Indianapolis, Cor. Washington and Illinois		Minneapolis	320 Tribune Annex	Seattle	215 Stewart St.
Baltimore	Equitable Building			San Francisco	617 Mission St.	Washington, D.C.	426 Colorado Bldg.
Rochester	194 East Main St.			St. Louis	709 Pine St.	Atlanta	30 Moore Bldg.

Additional Service Stations

New Orleans, 227 Bourbon St. Albany, 22 So. Pearl St. Buffalo, 194 Main St. Kansas City, 210 New Ridge Bldg.

Lamson Speed Protection **IMPROVED** Flexibility Economy **Service**



This National Cash Register Shows

1. The business handled by each clerk
2. The business in each department

With this register you know which clerks are the most valuable. You can fix wages on actual selling records.

It gives you printed and added records which you need for a profit-sharing or bonus system. This makes your employees vitally interested in increasing your business.

This register tells which departments of your business are making the most profits.

It tells when a department is not producing as it should. You know when to start a selling campaign to put any department back on a paying basis.

It is the best way to get the facts you must have about your business

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

PALMER'S STORE

DANFORTH AVE., TORONTO



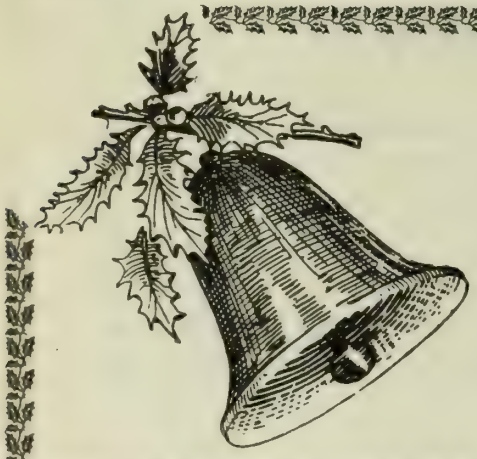
Note the broad lines of this Zouri Safety Set Front.

On a nominal frontage of 20 feet, Mr. Palmer has window display space of 48 lineal feet. Are you getting proportionately the same value from your windows?

THE BEST P&G IN GLASS

The CONSOLIDATED PLATE GLASS COMPANY
OF CANADA LIMITED
TORONTO - MONTREAL - WINNIPEG

THE BEST P&G IN GLASS



Greetings

and Best Wishes both now and for the year ahead.

Dale Wax Figure Co., Limited

Canada's Leading Display Fixture House

86 York St., Toronto

Try this as an INVESTMENT

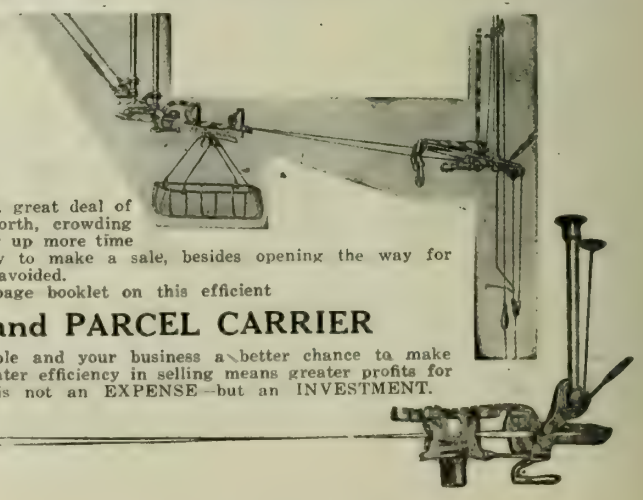
You are interested in increasing your profits. You realize that any WASTE of time and energy—that COULD be directed to advantage in your establishment—is a distinct loss.

Then why go on day after day with the same old cash system? The old system involves a great deal of running back and forth, crowding in your aisles, taking up more time than really necessary to make a sale, besides opening the way for errors that could be avoided.

Write for our four-page booklet on this efficient

CASH and PARCEL CARRIER

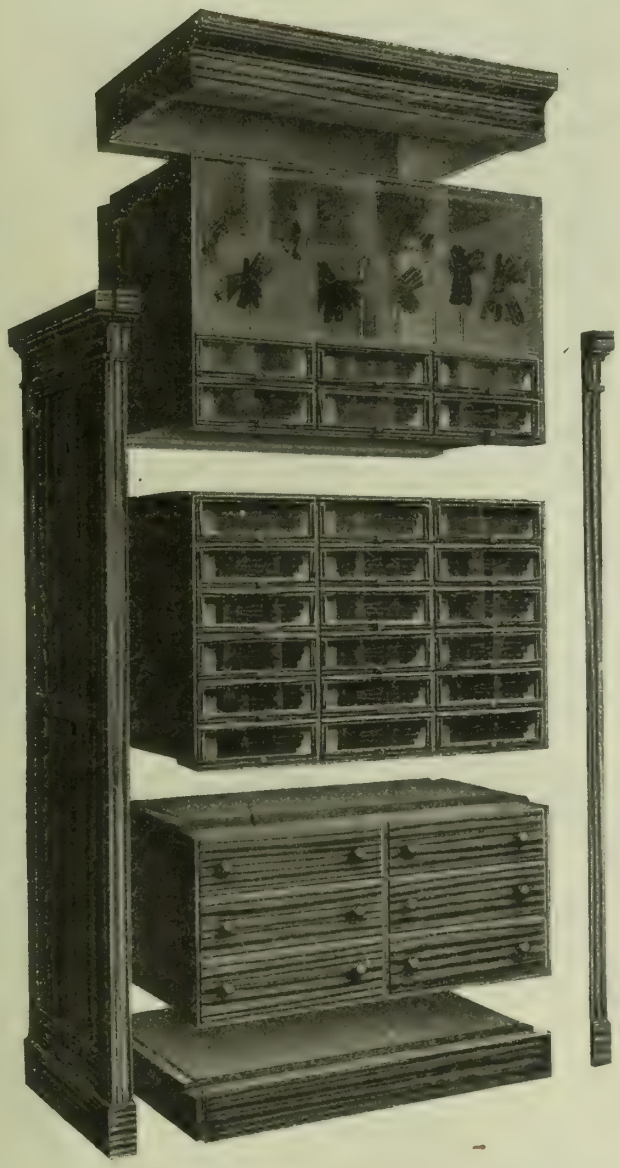
Give your sales people and your business a better chance to make profits for you. Greater efficiency in selling means greater profits for you. This Carrier is not an EXPENSE—but an INVESTMENT.



Gipe - Hazard Store Service Co., Ltd.

113 Sumach Street

Toronto - Ont.



A Seasonable Suggestion

In wishing the merchants of Canada a Merry Christmas and a Happy and Prosperous New Year, we would suggest that one road to such prosperity is the reduction of selling expense and overhead, elimination of waste, increase of efficiency, service and sales by the installation of the New Way system of unit store equipment, which we will positively guarantee to accomplish these necessary aims.

Let us explain.

The New Way system is a new method of merchandising by means of scientific units, storing and displaying under glass every item in the smallest or largest dry goods store, these units being entirely manufactured in Canada under the patents and in affiliation with the Grand Rapids Show Case Co., and can only be obtained from—

JONES BROS. & CO., LIMITED

29-31 Adelaide St. West

TORONTO



Greetings!

That you may enjoy A Merry Christmas and Prosperity throughout the New Year is our Christmas Wish to all our friends

CLATWORTHY & SON, Limited

Mfrs. of DISPLAY FIXTURES of all kinds

Established 1896

161 King Street West
TORONTO

Incorporated 1908



Wishing our Friends Christmas Joy

The moonlight shines on the landscape fair,
And Christmas Joy is in the air;
A generous share be yours this year,
Bringing you happiness and good cheer.

J. B. HENDERSON & CO.
Limited

DRAPERIES — TAPESTRIES

80 BAY ST., TORONTO

Simple cut
and dainty
finish
mark

REID'S CHILDREN'S DRESSES

as the obvious line for your Children's Dept.

G. F. REID & COMPANY

Specialists in Children's Dresses
BRAMPTON, ONT.



1920

We extend to you our best thanks for your liberal patronage, and sincerest wishes for

A MERRY CHRISTMAS

1921

May the New Year be one of continued prosperity to all. We will do our part to make it so by giving you the best of service, as in the past.

We have prepared a specially unique and elegant line of curtains for the Spring and are confident our samples will convince you that we are doing our utmost to make the New Year one of big business for you. We take this opportunity of announcing that our prices are reduced but our quality maintained.

THE BILTMORE CURTAIN CO., LTD.

332 CRAIG ST. W., MONTREAL



Our Heart

is with you in the celebration of this

Festive Season *and* Our Best Wishes

for a

Happy *and* Prosperous New Year



Hamilton Carhartt Cotton Mills, Limited

Montreal Toronto Winnipeg Vancouver



Art in the Use of Cretonne

A charming breakfast room showing a dainty treatment of cretonne draperies and also illustrating its effectiveness as chair coverings.

Accessories De Luxe

Marvelling throngs of passers-by congregate in front of the large stores this month to admire the numberless displays of exquisite gift articles which are expressive of the last word in luxury and delicate workmanship. Fairweathers' display of French novelties is especially noteworthy and includes many examples of hand work which rank among the finest seen this season. Taffeta hand bags of voluminous design and in such attractive colorings as henna, navy and reindeer, are decorated with delicate hand-painted designs such as conventional flowers, kitten's heads, and geometrical patterns. The frames are usually of white ivory or tortoise shell, and favor the oblong or large square shapes. Lovely little square card-cases are also shown, made of metallic brocades in such shades as turquoise, rose, emerald and orange. These are just large enough to hold one's cards and open in envelope style with a pointed flap.

Among the more intimate accessories were noted filet lace sets in ecru linen thread, including dainty slippers of the lace trimmed with tiny French flowers in pink and blue. Boudoir caps of the filet had inset portions of blue satin and were further beautified by the addition of the little floral trimmings. But the newest of the new, by all odds, were the wonderful pillows and cushions which were piled hap-hazard about the window and which were decidedly more like the ornaments of a Turkish harem than for use in the average home. These cushions, formerly so simple in design, now occupy a very prominent place in the furnishings of the up to date home. They provide a charmingly gay and fantastic note which sets off the conventional sombre household setting in a manner strongly appealing to modern decorators. One such noticed was developed in nigger brown Liberty satin with great circles of vivid blue satin appliqued at the corners and centre, and outlined with orange. Bunches of orange and blue fruits hung at the corners, simulating tassels.

Another was in oval shape in dull blue brocade heavily embroidered with a life size design of a rooster in scarlet and silver. Large wool tassels were placed all round the outer edge. It is said that animal patterns are enjoying a tremendous vogue in Paris just now, both embroidered and appliqued. A fourth pillow was also oval in shape, but smaller, and made of turquoise blue satin with odd floral motifs in round shapes made of orange satin with centres of black velvet and stalks of violet chenille. Narrow ribbon was shirred round the outer edge. The circular cushion was quite as much in evidence as the oval and oblong. One such was composed of a circle of metallic fabric entirely surrounded by a large gathered portion of panne velvet in a harmonizing tone, fulled on to simulate flower petals, and the effect was remarkably beautiful.

WANT HALF HOLIDAY

St. Catharines.—The agitation among the dry goods salesmen of the city for a Wednesday half-holiday is to be renewed after the Christmas holidays, and it is likely something will be done. At present the groceries, meat stores and barber shops are closed every Wednesday the year round. This being a market town, the Saturday half-holiday can scarcely be considered, though some of the business men would favor it.

Cretonne and Its Many Uses

Fabric Most Used for Drapery Requirements—Charming Designs and Coloring Lend Themselves to All Types of Furnishings—Now Used in Sunrooms and as Coverings on Reed Furniture.

PROBABLY the foremost line of drapery material in use to-day is that of cretonnes; the demand for this fabric is ever on the increase. It is not a material confined to one class of customers or to one use, but because of the big range of both price and pattern can be adapted to every style and class of home.

In no other fabric is it possible to get such wonderful variety of design and coloring. In the draping of the living room for instance, no matter what style of pattern is needed, it can be obtained in cretonne. The tapestry effects are splendid copies of designs which until the last few years could be got only in very expensive materials. Then there are the quiet conventional designs which give the living room that comfortable and restful appearance which should be the first point considered. Shadow cretonnes are also used very largely in connection with this room, and are not confined to the draping of the windows only, but are used as a covering for easy chairs and chesterfields.

For The Sunroom

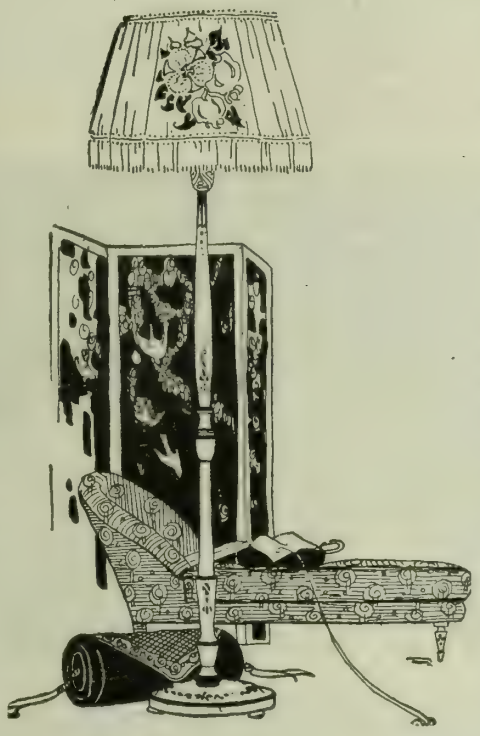
As a drapery fabric for the sunroom, cretonnes are somewhat newer, but there is no doubt that they will be in greater demand than ever during the coming year for this purpose. We have secently seen a sunroom, the windows of which were draped with this material, and the effect was remarkably good. The cretonne used in this case was a putty colored ground with a large, bold, floral and bird design in shades of green and very soft rose, intermingled with black.

Floral Designs

A bedroom should always be bright and cheerful, and here again these effects can be best brought out by the use of cretonnes as a drapery and upholstering material. Dainty floral designs are great favorites, and pleasing results may be obtained by using the same material as in overdrapes for the making of dresser scarfs.

For Furniture Coverings

As a covering or upholstering material there is also a big demand for cretonnes. For wicker and reed furniture it is practically the only material used. Then for the making of slip covers, owing to its being easily washed, it is hard to beat. Bedroom chairs covered with the same material as is used in the curtains give an added charm to the bedroom.



There is a multitude of other uses to which this material is put. In the making of cushions, lamp shades, trays, bags, etc., it is used extensively, and even for the upholstering of motor cars, such as sedans and limousines, it is acquiring a big field.

Cut Designs

Designs cut from cretonnes are frequently used as an applique border on curtains of a plain material and floral groups are cut out and applied to cushions of velours with very artistic results.

The many uses of cretonne are sufficient evidence of its popularity and the buyer to-day can make no mistake in the purchase of this fabric.

The illustration shown gives a good idea of the effect of cretonne as a drapery material for the sunroom which in this case is also used as a breakfast room.

CREDITORS TO MEET

London.—A meeting of creditors of A. & W. Nesbitt, Ltd., fur dealers, who have gone into voluntary liquidation, has been arranged by Deloitte, Plender, Griffiths Co., chartered accountants of London, to be held on Dec. 15.

C. W. Lampson, head of Lampson's, states that trade interests will not be affected by the Nesbitt liquidation, beyond a market slump.

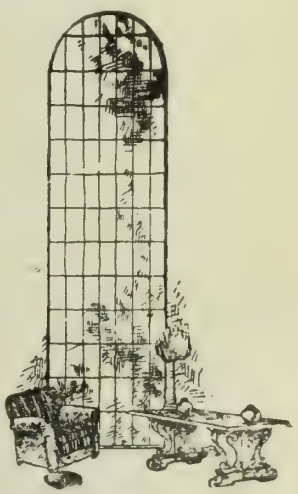
Prominent Citizen Passes Away

Geo. Kippax, Associated With Big Dry Goods Firm in Brantford, Dies Suddenly

Death came suddenly to Mr. Geo. Kippax, a prominent resident of Brantford early in the evening of December 8th as the result of an attack of heart failure. Mr. Kippax had resided in Brantford all his life, and was formerly identified with the Frank Cockshutt Dry Goods Company, retiring from active business about twelve years ago. He was vice-president of the Stedman Company, a governor of the Brantford General Hospital, a leading member of the British and Foreign Bible Society, and identified with many philanthropic movements in this city. He was also a prominent member of Farrington Independent Church. Mr. Kippax leaves two daughters, Helen and Mrs. S. W. Stedman, two brothers, Dr. J. R., all of Brantford, and Hargreaves Kippax, of the Department of Interior, Washington. He was predeceased by his wife a few years ago, formerly Miss Cockshutt, and member of the well-known Brantford family of that name.

OPEN OFFICE IN WINNIPEG

H. S. Dunton, representing Hawthorn Mills, Limited, Carleton Place, Ontario, has opened an office and sample room at 810 Confederation Life Building, Winnipeg. Mr. Dunton will cover the Western Provinces.



GEO. H. HEES, SON & CO. LIMITED

MANUFACTURERS OF

Monarch Linen Tint, Royal Standard, Colonial, Acme and Alberta Window Shades
York Draperies, Sleepwell Comforters, Pillows, Davenport Brass Goods



On December 1st we reduced our prices on Window Shades and Shade Cloth. Our new prices are based on to-day's values, and, bearing in mind the fact that your orders will be guaranteed against a decline in our prices, you may confidently place your Spring Orders with our travellers in January. The above conditions apply also to all other lines we sell—Tapestries, Casement Cloths, Cretonnes, Velours, Scrims, Nets, Novelty Curtains, Pillows, Comforters, etc.

GEO. H. HEES, SON & CO., Limited

TORONTO and MONTREAL

GEO. H. HEES, SON & CO. LIMITED

CREX
GRASS RUGS
TRADE MARK REG. U. S. PAT. OFF.
MADE IN AMERICA

DIG! DIG!! DIG!!!

ALONG the sluiceways of trade herculean efforts are being made to dislodge the underpinnings of uncertainty — the structure on which rests the buying "lid" of fear.

Like the old fable of:—

"The man who dug in a ditch
To get more money;
So that he could buy more food,
And thus obtain more strength.
So that he could dig some more * * * "

To-day Manufacturers are:—

"*Digging* for *orders*
To give them more *courage;*
To turn out more merchandise,
So that they can make more *attractive prices,*
And thus secure *still more orders.*

Thereby making possible an ***early*** return to ***more normal conditions.***

This, however, can only be accomplished by labor sharing part of the responsibility and realizing that their success, if not their livelihood, too, is dependent on a readjustment in wage, commensurate with efficiency.

We have kept our plant running, at reduced capacity, and are, therefore, able to make immediate shipments. But when the flood of orders begins to rush in — as they surely will — it will be a case of "first come first served."

Who are going to be "The Wise men of the East," and anticipate their requirements?

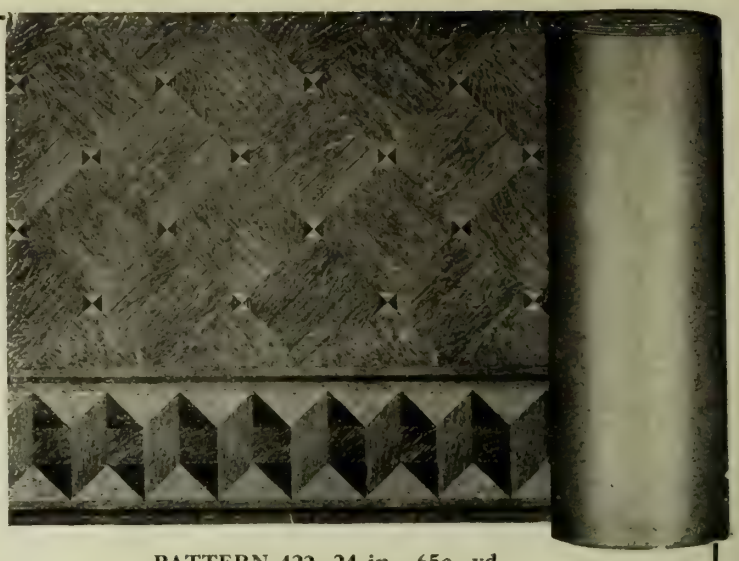
CREX CARPET COMPANY
212 Fifth Avenue New York

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Originators and Manufacturers for 20 Years of Wire-Grass Floor Coverings

Cott-A-Lap Rug Borders

Surrounds and Floor Coverings in stock.



PATTERN 422, 24-in., 65c. yd.

Samples of the latest patterns—in widths 24 in., 36 in. and 72 in.—are shown by all our salesmen. This is a growing trade, and it is for the welfare of your business to be able to meet the increasing demand. Inquiries solicited and samples cheerfully submitted.

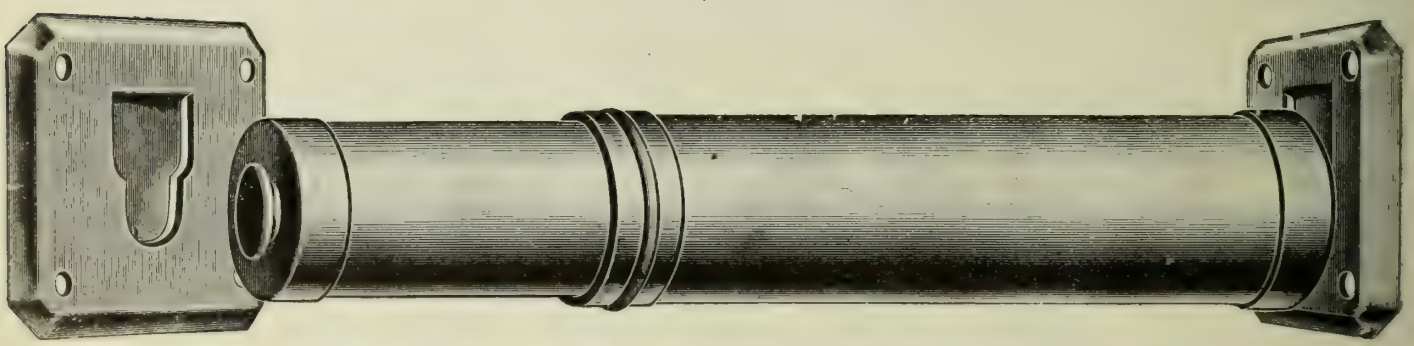
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GREENSHIELDS LIMITED

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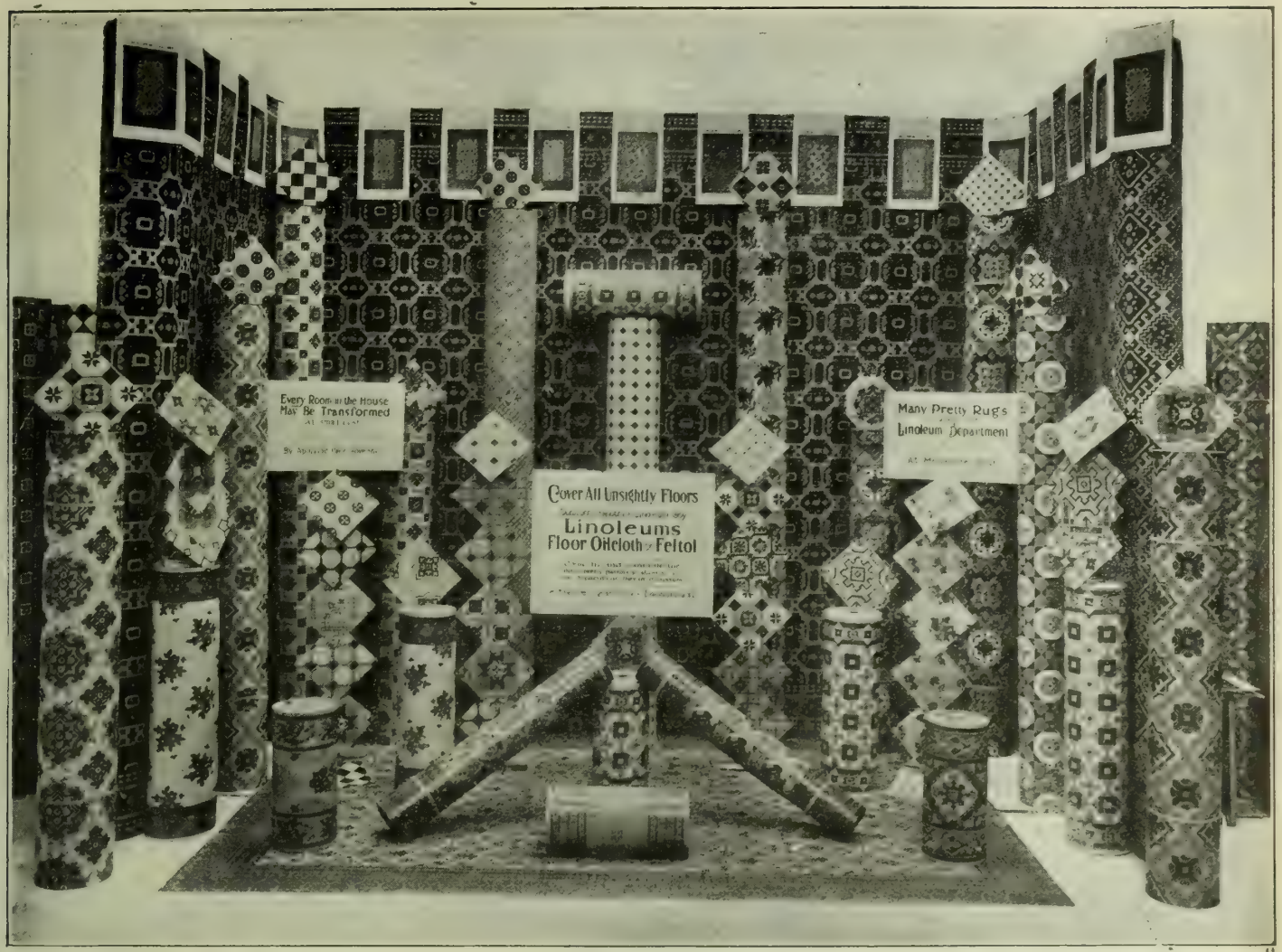
	1 doz. lots	½ gro.	1 gro.
No. 9118—30″ to 54″ Extension, 1″ Heavy Brassed Tubes, Polished	$12.00	$134.00	$126.00
No. 9118—43″ to 72″ " 1″ " " " "	15.60	174.00	166.00
No. 9118—54″ to 102″ " 1″ " " " "	20.50	218.00	204.00

A new Catalogue is in the hands of our Printers, and we will be glad to put your name on our mailing list upon request.

DRAPERY, UPHOLSTERY, CABINET and CARPET HARDWARE

DALY & MORIN, LIMITED

Montreal and Lachine



WINDOWS LIKE THESE STIMULATE YOUR SALES

Well-dressed windows sell your goods, increase your customers and swell your profits.

LINOLEUMS, FLOOR OILCLOTH AND FELTOL

will sell increasingly if properly displayed. Hundreds of people pass your windows daily. What do they see? Are your displays so arranged as to arrest their attention and compel them to stop? That is the kind of display that is worth while, and once your arrangements are planned, it will take no longer to make the winning display than the poor one.

Windows such as the above are not difficult to plan nor are they difficult to dress. They do accomplish one important end—an increase of business in the floor covering department. This soon leads to augmented profits and that is what business men are ever striving for.

Dress up your windows to-day with Linoleums, Oilcloth and Feltol, Linoleum and Floor Oilcloth Rugs. Arrange a convincing sales argument for your local newspaper. Rearrange your floor covering department and

WATCH SALES GROW

NOW— while National Advertising is creating the buyer's desire, is the time to get this profitable business, Mr. Merchant.

Made in Canada for Canadian Climate by Canadian Workmen.
Distributed by the Wholesale Trade.

DOMINION OILCLOTH & LINOLEUM CO., LIMITED



Superb Wrap From Drecoll

This superb and sumptuous wrap reveals a gorgeous red chiffon velvet embroidered with star-shaped motifs in scintillating beads. The soft collar and banding are of grey squirrel.

Reductions Have Stimulating Effect

Retailers in Position to Hand on Excellent Values to Customers Owing to Policy of Manufacturers—Novelties for Spring Slow in Making Appearance — Imported Models Being Reduced This Month—Forecasts.

WHETHER it may be due to the prevalence of social events of all sorts which characterizes the month in Montreal, or whether the attractive sales and price reductions on smart ready-to-wear apparel have been the cause, the fact remains that clothes are the main topic of interest to shoppers just now.

The manufacturers are not as yet showing anything which might be termed a definite pronouncement on Spring styles, and up to the present have been busy disposing of their present stock. Retailers in consequence have been in a fortunate position in being enabled to pass on some attractive reductions to their customers and have thereby stimulated the somewhat flagging interest which dominated the ready-to-wear field through the Fall months.

From all accounts it seems probable that the policy of cautious buying will continue until the Spring. This plan will have the effect of preventing large stocks from accumulating with manufacturers, who will not make up unless to specific orders. Surplus jobs will therefore become less common as time goes on. As regards the fancy lines, which include more novel and dressy models, this tendency will be welcome to the makers, as risks will be minimized, and it will no longer be necessary for them to keep on hand large stocks from which buyers can select twice a year as in the past. Staple merchandise will be the line which will feel the effect of changed conditions most quickly, and may, in the long run, suffer badly if buying is too sparing and uncertain.

When one considers how prices mounted in moderate degrees from year to year, it does not seem possible that business could be transacted upon a stable basis when prices come tumbling down overnight and furthermore do not correspond fairly with manufacturing costs or replacement values. While a further drop in the cost of raw materials may yet occur, such a drop is not likely to make a difference in the price of manufactured garments to the retailer if merchandise is to be scarce and quantity production done away with by the makers. It is the ability to run plants at full capacity which enables the makers to sell goods at a lower price, and part time and changing labor conditions are fatal to good production.

The question which is concerning the buyers of the large Montreal department stores at present is how to regain the public's confidence and put business back upon its proper basis. One aspect of the situation which should be checked at the beginning is the tendency upon the part of the public to bargain for merchandise and to beat down the price until they consider that they have got their money's worth. One Montreal store buyer stated that she found this condition to be a serious factor in the ready-to-wear department, and to make matters worse, if she remained adamant and refused to sacrifice her stock, her nearest competitor would probably sacrifice the same model for whatever the purchaser would give for it, and in consequence the custom of that purchaser would be lost to the department store in future. In this buyer's opinion the time has come for retail stores to stand together and not to cut one another's throats. She does not believe in advertising pre-war prices as such, because few garments are being sold at what is actually a pre-war price.



When the World Looks On

This unusually attractive restaurant gown leaves nothing to be desired. It is of softest black satin embroidered in silver and exploits an under bodice of silver lace veiled with chiffon. The high rolling collar and pointed panels falling a little below the skirt are noteworthy features.

One Montreal store is making a practice of pricing its goods in the windows with a card, which sets forth the present price, the regular price, and the pre-war price, and the latter is stated to be considerably higher than the present price. Whether such methods as these are really legitimate or not is a question. As a matter of fact the public remembers pre-war prices very well and knows that they were much lower than prices are now. When one considers that an average garment in an average store sold for about $15 during the early part of 1914 and the same thing is now about $40, it is easily seen that the public cannot be duped into believing such statements unless the merchant is prepared to live up to the letter of the contract. By so doing the merchant is not only doing himself an injustice but also his fellow-merchants and is endangering the confidence of his customers as well.

The present situation does indeed seem difficult of solution. As a contemporary puts it: "Consumers are not buying; stocks are not moving, and production is curtailed. Many manufacturers are overloaded with Fall fabrics just as merchants are with finished garments. Rather than shut down factories and carry over this season's goods these producers are making up stock in great quantities and offering it to the merchant at almost his own price, in many cases at a 50 per cent. reduction from the early season's price. These manufacturers figure that fabrics which cost them $6 per yard this season will not bring over $3 by next Fall. Therefore they consider it better business to aid the merchant in bringing about a readjustment of prices at this time by offering him garments that they can sell at a price which will attract the public rather than carry over their stock. Careful advertising will overcome any impression in the customer's mind that the merchant has not been dealing on a strictly fair basis when he offers a garment at a price at least half of what he asked two months ago. With a few figures showing the prices of fabrics, the cost of labor, and overhead expenses at the time of production no one could dispute the fairness of the first price or the genuineness of the subsequent bargain. This is not the time to demand big concessions of the manufacturer without being prepared to share such benefits with the consumer. Price is uppermost in the public mind to-day and merchants can render the most important service to their customers by offering style, fabric and workmanship of undisputed quality at the closest figures possible. The concern that follows this course will

reap great rewards in the garment field."

No better policy could be adopted by retailers in general, and the emphasizing of values rather than comparative prices will go far to regain the wavering confidence of the buying public.

To New York for New Styles

As regards what the Spring fashions will be, it is necessary to look more than ever to New York, as Canadian manufacturers have not shown any decided and definite novelties for the coming season. There are one or two houses in Montreal which are showing some smart tailored suits and some new ideas in dresses, but these have not as yet received the stamp of fashion's approval and are intended to be more in the nature of feelers.

The present season has been notoriously poor in so far as suits are concerned. Nearly every store interviewed stated that never had they remembered such a dull season. This is the more remarkable in that the weather conditions were ideal for the wearing of suits rather than for the heavier separate coats which, strange to say, have sold almost as well as in the best of years. The values offered in this line have been truly remarkable. Sumptuous fur-collared wraps which were originally priced at $89.75 are now marked $39.95. Even with these drastic cuts, it is said that business is only just fair. The higher priced lines on all classes of merchandise are going best, which sounds paradoxical in view of the tendency on the part of the buying public to beat down the sales clerk. This time last year, according to several buyers, repeat orders for ready-to-wear had been placed in triplicate by the month of December, but this year no one even thinks of repeat orders, much less of anything else but jobs and sales. One store buyer stated that she had sold out all her coats and had done a wonderful business, considering conditions, but this was not the general opinion. She believed that the buying public have been "saled to death" and in her opinion, the competition from privately owned specialty shops was the main difficulty in present day merchandising.

Dress Fabrics in Vogue

As far as dresses are concerned, the buyers stated that there was little demand for silk, the most call coming for tricotine, velours and velvet. All the imported lines are being offered at considerable discount and many wonderful designs are on exhibition this month, featuring authentic conceptions of the famous Paris houses. Serge and crepe de chine seem to be enjoying a well deserved rest from all accounts, while satin is called for in plain, tailored lines simply trimmed and in dark colors. The day of the ultra-elaborate garment seems to have gone and conservative designs and colorings will undoubtedly prevail during the coming season.

In separate skirts, the prevailing tendency is for sports models, developed in large plaids and heavy English worsteds and tweeds. Business in skirts has not been up to the average this fall and many sales are being featured in order to stimulate a demand for these really useful and attractive models. The English models with their vivid colors and odd woolen embroideries are a striking feature of the display in Henry Morgan's mantle department.

Buyers in general are not keenly interested in the separate skirt as a merchandising proposition and according to one man, it will be necessary for the makers to offer extremely attractive prices in order to tempt the retailers to handle them. While no one will deny that the plaid skirt is certainly catching whatever trade there is, yet the most profitable business is undoubtedly done on the staple navy or black skirt in the majority of stores.



A Smart Effect

This jaunty little trotteur is characterized by collar and pipings of a brilliant plaid and provides a cosy little suit for Spring days.

As far as colors are concerned, the leaders this season, to judge by what the public asks for, are for navy and browns for day time wear in suits, wraps and dresses. It seems useless to stock other shades this season, since the general taste seems to run in conventional channels. Tricotines and duvetyns are shown in a charming range, both in suits and dresses, and satins and georgettes for afternoon gowns.

Imported Models

At Henry Morgan's many luxurious imported models are on view among which were noted several wrap coats of exquisite design. One wrap was of crayon check veldyne in a deer shade, lined throughout with navy taffeta. Another was of deer silk duvetyn made in double effect with a huge overhanging cape, tying in front and with a high collar of heavy silk braid and fringe. A third model, an authentic "Madeline" creation, was of rose taupe llama combined with tan. Many of these wonderful garments were trimmed with rich furs and are so designed that they are equally suitable for street wear as for evening wraps. During December these wraps are being featured at a 33 1-3 discount.

At Morgan's also were seen many delightful suits, made of the softest of velvety duvet de laines, chiefly on strictly tailored lines with a single button fastening and ultra narrow belts of the fabric. Straight skirts of moderate width completed the costumes, which were absolutely devoid of any elaboration whatsoever. The suede-like finish of these fabrics is unusually lovely and we shall undoubtedly hear more of it as time goes on. Among the more elaborate models was noticed "Lalla Rookh," in tobacco brown color, closely resembling a very soft, fluffy corduroy. Another remarkable model was beaded in bugle beads, after the manner of frocks and was exceedingly effective. Another navy duvet de laine model boasted a vestee of metallic brocade in Roman stripe effect edged with brown fur.

Among the dresses shown were several clever designs in pastel shades, made in the prevailing chemise lines and edged with mole fur; other plainer models in the all-fashionable tricotine were embellished with steel application work which closely imitates nail head beads, but is infinitely more durable and effective. The range of frocks in varying shades of brown and the new shade of pine needle green was a delightful novelty.

A very fine display was also noticed at Almy's Limited, where French models are also a feature of the mid-winter showing. Many stunning wraps in the softest of velvety fabrics were noticed, featuring enormous fur collars and

Continued on Page 146

Nothing New that is Not Old in Paris

Inspirations for Most Dignified and Attractive Models Sought by the Modern French Designers From the Work of Their Forbears Sheltered in the Old World Museums —Spring Promises a New Interest in the Suit Costume—A Revue.

By Jeanne Farmant (Translated from "Femina")

PARIS, Dec.—At the commencement of each season many Parisiennes lament their disillusionment upon beholding the usual offerings of the "grands couturiers." "Nothing is changed," say some, while others assert "There is nothing new." But is there really such a thing as a new fashion in clothes? Is it not rather the constant reappearance of an older fashion, almost forgotten yet potent with charm and the latent possibility of present day interpretation? Is it not so? One of the most precious advantages of the fashion of today is their eclectic and all-embracing character. It is possible to find in the brief space of a season such apparent anachronisms as the crinoline and the Grecian tunics, mediaeval stiffly-boned gowns and military trappings, narrow skirts and wide skirts, long sleeves and short sleeves, and no one can truly say, "This is being worn more than that."

To be strictly sincere, however, one must admit that certain frocks of yester-year are not the slightest bit out of date and that novelty reveals itself, in reality, only in the tiny details of the costume. This is a feature which may well rejoice the heart of those whose dress allowance has not, alas, pursued the same upward progression as the cost of clothes.

Distinction Marked By Simplicity

In the collections shown this Winter are indeed many sumptuous gowns the price of which amounts to a figure equivalent to the total cost of a wardrobe in pre-war days, yet in society, at the races or in town, the great majority of smart Parisiennes dress very simply, almost all in the same way but with most exquisite taste. I could give dozens of names of those women who select, out of these collections of today's fashion, only just what is required to be considered up to date, and what will be easily within their means. This is not always easy, I admit, but now is the chance for those clever designers who can adapt the clever detail of a model gown to the simplicity of the ordinary frock. Their chances of success are unlimited. Most of the models which are accompanied by the signature of a world-famous dressmaker are never priced under three figures or even four, and so it is well for the designers of to-day to observe carefully the placing of seams, the cut of sleeves, the detail of an embroidery or the shape of a collar, which after all, are the principal signs patent of novelty in fashion. Consider for a moment how long we have worn chemise-dresses. This style is so old, it is hard to say when it really originated. It has constantly been modified, but how many women there are who will admit to owning one at least five years old which has only required the slightest alterations to keep it up to date! The models which come from certain Parisian dressmakers I know of, never go out of style because their designers study them down to the last detail, and as they are well designed and perfectly proportioned, such models are never ridiculous, never extreme, and therefore never noticeably out of style.



In Black and Grey

This delightful model designed by Drecoll and shown exclusively in Dry Goods Review displays many smart features which will characterize Spring models. The fur hem is of grey fur, the frock is black satin piped with mousseline and touched with grey embroidery.

It is more than ever necessary now, with the cost of even a scrap of ribbon a considerable item, to reflect carefully before choosing one's clothes. Few women are able to afford the luxury of an amusing and fantastic collection of garments now; rather do we select the gown which has no date and can be worn to any number of functions.

The Suit Costume for Spring

For this reason, we may take it, is due the return of the tailored suit, that most practical of costumes, and which is cast for an important rôle in the parade of Spring fashions. Just now, the coat of mannish cut and fit with smart fur choker is extremely good but the favorite style is made on more elaborate lines with longer skirt, in the Russian style. Made of fine wool velours, a costume of this type is practical for one's morning promenade and extremely smart for visiting or for receptions. The fur choker collar, not necessarily a pelt of costly price, is considered just as smart as the expensive silver fox or sable formerly considered the "ne plus ultra" of correctness. Tailor mades this season are of chestnut brown, black or gray. The latter effect is universally becoming, very distinguished and elegant, but black, trimmed with a gray fur such as astrakan, carakul or lamb is more novel and practical. Coats just now tend toward three-quarter length and are usually worn over a chemise dress of which the lower part matches the vest, while the top part is of brocaded crepe de chine, cashmere, or one of the silk jersey variations with embossed patterns. Such gowns as these give an impression of a separate waist and skirt, yet without any bulkiness at the waistline or any of the disadvantages of the separate garments. Separate blouses and skirts are undoubtedly most practical, for in changing one's blouse one obtains a new aspect in one's appearance. But the blouse of to-day must be made tunic-effect worn over the skirt and matching it in color, so by this means the wearer is assured of a dress equal to an afternoon gown; here is truly a mode at once practical and economical which we will not abandon quickly.

The coat-dress is another practical costume; made of fine serge, velours, cashmere,—it is as easily worn under a wrap

as with merely a fur neck piece. There is little embroidery used on these gowns; they are generally on chemise lines with lowered waistline, plain in front and back, with just a hint of amplitude at the sides by means of a fold, a panel or a draping attached in a variety of novel ways. The skirt is noticeably wider at the hem and somewhat longer, but the hip-line is no longer concealed under spreading pockets but conforms to the natural lines of the figure.

At the Autumn races, at Longchamps, Auteuil, etc., velvet carried off all the honors; however, this fabric requires the shadowy obscurity of Autumn or a gray Winter's sky in order to appear at its best and when the sun shines it loses the greater part of its charm. Under a brilliant light, no matter how fine its quality or even its surface, it appears dusty and of poor quality. Therefore its popularity will cease with the Spring.

Fabrics Stamped With Approval

For tailor mades, the preferred fabric is the heaviest velvet, but velveteen is also seen; for evening wear, the softest chiffon velvet, or else Panne velvet in its newest variety called "panécla," which is irresistibly lovely. In light colors, white, mauve, coral, these fabrics appear altogether new, for until now the thing most appreciated about velvet was the richness of its sombre folds. Still, we have the classic black velvet ever with us and it retains its beauty for day or evening wear, and is used by every dressmaker in Paris for quiet, practical gowns, no less than with beautiful combinations of Chantilly, or festoons of jet beads, draped in chapelet style or resembling immense neck chains in cascade effect.

Draped Evening Gowns

The newest evening gowns this season are cut in draped sheath-like effects with narrow train. One such noted at Jenny's was of jade green cire velvet, trimmed with hanging chains of crystal beads reaching almost to the knees and caught over the right shoulder. A huge lace scarf was caught to one wrist by a bracelet and another end to the back corsage. Few evening gowns have skirts entirely of one fabric. Sometimes it is a tunic which falls in pointed side cascades below the skirt hem, or else large loops are folded panel-wise on each hip, one side trailing off into a train.

The décolletage of this season's evening gowns is very moderate but they are frequently made minus sleeves, which permits the wearer to indulge her fancy for scarves of many sorts. Trains are almost always on the side; sometimes they are attached to a fold of drapery or again they fall quite free. A charming idea recently seen of Paquin's creation was a train of wide black satin ribbon embroidered in gold and crystal which was draped around the bodice over a Chantilly foundation and fell from a knot on the left hip to the floor. The narrow girdle has entirely disappeared from the



For Early Spring

The Redingote frock is expected to enjoy quite a vogue during the coming season. This is a decidedly new idea—the straight tunic posed over a finely pleated chemise slip and opening from throat to hem. A seal collar closes at the base of the neck, but the throat is left bare for several inches. The slip is of satin, the over sections of navy blue tricotine. Note the new wrinkled sleeves with tiny bands of seal. This model may be worn beneath the fur wrap during very cold weather.

evening gowns of this season, but a charming variation is noted in one of Jenny's models, whereon a heavy chain composed of jade squares encircles the hips, edges the hem and forms the supporting shoulder straps. The dress fabric was rose panne velvet.

Some of the wraps of to-day with their straight yet ample lines are a compromise between the cape and the coat with sleeves. They have the great advantage of being adaptable for day or evening use according to the fabric utilized in their construction. The newest fancy is to have the seams arranged from neck to cuffs along the outer arm, the material being all gathered into a trimming band outlining the arm. No other seam is necessary.

In summing up the present day fashions, a word about their inspiration is not out of place. A journey, a visit to a museum, the discovery of an old book or a forgotten print, even current events of the present year are, for the designer always upon the alert for something new, sources of inspiration. Instinctively, when we view the collections of the dressmakers and hear the quaint historical titles given by them to the products of their genius, we recall the shadowy outlines of the austere and unbending figures of the god-parents of these modern garments destined to be worn by Parisiennes of 1921. The designer's main trouble is to create a costume adapted to our modern life and our ideas of beauty. This year we have borrowed most extensively from the middle ages, but there is more than a hint of memories of Egypt and Persia, and their draperies and seductive colorings, in the pageant of evening models.

Whither shall our fancy lead us during the coming months of Spring? Who knows?

REDUCTIONS HAVE EFFECT

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charming softly draped folds. The afternoon dress collection deserves especial comment, especially the models of silk duvetyn de laine which are shown in such lovely shades as Malay brown, gray-blue and pearl-gray, and feature convertible collars of a contrasting shade. Especially smart were several models of navy velours, simply trimmed with dull blue facings at hem, sleeves and neck. The slight fullness in the skirt was caught into the hem by side plaits.

Herringbone tricotine is a pretty variation on the popular fabric, and is featured in several smart models in Almy's showing, both beaded and plain.

Lovely Evening Models

In spite of the assertion that silk dresses are not selling so well just now, an exception must be made in the case of the evening gowns whose season is at its height. St. Catherine St. shops are ablaze with all the colors of the rainbow, and feature the widest variety of delicate conceits upon waxen models, which realistically imitate the debutante or matron. Black and white effects are perhaps the most greatly favored this season by Montreal women and the silver and black metallic or lamé brocades are easily the most distinguished fabrics of the season. Their cost and the necessity for making them up with exceeding care successfully prevents their becoming copied with wearying frequency. One such gown is at present the chief object of attention in Morgan's French Room, and features the newest draped lines without any seam at waist, and with just enough black to suit the most conservative matron. A bunch of shiny black grapes of natural appearance forms the unusual corsage ornament, while tiny sleeves of tangerine tulle provide the color note.

Fashions to Charm the Younger Set

Shops Are Resplendent With Delightful Frocks and Suits for Juveniles—His Majesty the Baby Claims Holiday Honors and Provides Inspiration for Many Practical Modes.

NO matter whether it be a plain, sensible little every-day garment or a fluffy, frilly party dress the youngster of to-day has a delightfully wide range to choose from. This opinion is the result of a protracted tour of the larger Montreal stores, which included both infants' departments and those for older youngsters.

In each of the stores visited, the usual spotless white equipment greeted the eye and by means of a lavish use of all sorts of nursery furniture and novelties an atmosphere reminiscent of the home nursery is created. In most cases the infants' department is situated on one of the upper floors where lots of sunlight and space is available, and where the hub-bub of the main store does not penetrate. In each case the departments are in charge of an older woman who has had a wide experience in the care of children, and to whom a mother's problems are second nature. In departments concerned with the appointments required by children, it has been found that much of the success achieved is due to the selection of the right salespeople, and that sympathetic and tactful clerks are of more value than the variety and quality of the merchandise. The personal element enters more fully into the selling of children's apparel than in any other department, and it is therefore not surprising that department managers select their staff for this section with exceeding caution.

In the case of Almy's Limited, of Montreal, the department for infants is under the supervision of Madame Lachance, for whose skilful knowledge of children's wants many a mother has reason to be thankful. Everything for a child, from birth to 6 years of age comes under the head of infant's wear, and many exquisite little novelties are being shown, primarily for the Christmas trade, in their honor.

Almy's Nursery

The usual baby weighing scale ornaments the centre of the department, which is abundantly lighted with many large windows. The entire woodwork is white, so that the effect is like a charming and up-to-date nursery in a private home. The very latest designs in wicker basinettes, out-door baskets on wheels, and indoor sleeping baskets, wardrobes and clothes trees are shown with the fittings appropriate to their design. The finish in all cases is white enamel with hand made wreaths in rose color, representing chains of roses festooned about the exterior. The usual finish of the outdoor crib is a dainty silk coverlet veiled with white point-d'esprit and finished with enormous silk bows of smart crispness.



For the Young Athlete

A charming maid who revels in skating and tobogganing will appreciate just such a cosy set as this. It is of brushed wool entirely in white with the blocked trimming in cherry red.

Just at present the demand seems to be for knitted goods of all kinds for His Majesty the Baby, and wool overalls to be worn with coats, angora bonnets and mittens to match form a dainty and useful set. The majority of the knitted goods are the products of Montreal makers, principally women, and the standard of quality is superlatively good. A line of hand crocheted jackets was shown which were beautifully made with colored borders, and the line of hand made wool booties, which came in three different lengths, was also attractive. The headgear offered featured many original and bewitching designs, with distinctive patterns for boys and girls. The predominating note was a touch of marabout or angora wool, or else a knot of dainty satin ribbon. Shetland and silk face veils are also shown for winter wear, but it is stated that these are very difficult to procure at present.

The usual accessories—bibs, rubber goods and other toilet accessories are given more than usual prominence just now on account of their suitability as gifts, and all the playthings, teething rings, rattles, water-bottles are displayed under glass in order to keep them the more hygienic.

For Dress-up Occasions

In the dress section the daintiest of hand embroideries are found. Madeira work is the leader this season, but a strong rival is found in the white silk frocks in high-waisted styles, trimmed with the sheerest of filet laces, and which are quite the most beautiful of babies' wear. Blanket-cloth coats lined throughout, and daintily trimmed with silk braid or fur, are very smart and cosy for winter wear, and of course, the color preferred is pure white.

However, when the baby is not going visiting, but is simply having his daily siesta out of doors, the latest thing in sleeping robes is at his disposal. This is made of rose colored velours in a heavy quality buttoned down the side front. The bottom hem turns up about six inches and buttons across, and the cuffs are provided with a long flap which buttons over the hand, completely sealing it up from cold draughts. With this, a robe of heavy rose polo cloth, bound with satin, is shown, and if a lighter coverlet is desired, a quilted down puff of pale tinted silk, embroidered in forget-me-nots is offered. Quilted silk coats are also a feature of every up to date baby's wardrobe and are adorably soft and warm. The old-fashioned, but ever useful white shawl is not forgotten and comes in the honeycomb and fancy-knit styles in white and cream.

The gap between babyhood and childhood is not so great after all, and it is not surprising that little tots should still cling to baby clothes even at the walking stage. A very useful garment which is invaluable for mothers of children of this 'tween age is the knitted suit of dress and bloomers which is in one piece and solves the intricate problem of what to wear in cold weather. These garments come in a large range of colors and have contrasting bands of white, and large pompoms of wool to finish the neck. These come in sizes up to 6 years and are reported to be very popular with Montreal mothers.

Style changes in apparel for children are so slight from season to season that it is possible for designers and manufacturers to bring out their lines very early and show them, while designers of styles for older people are merely playing around the edges of the problem of what is to be what for the season immediately ahead. Simplicity of style line and a leaning to vivid colors is noted in the latest frocks for little girls and this tendency is especially apparent in the imported models. In the color range rose is a great favorite. It appears in dresses for day-time wear as well as in many of the charming little party frocks. One such noted was of rose colored crepe de chine smocked in French blue and had a little blue velvet ribbon belt drawn through and tied at the side. A bit of

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Blouse Business is Big

Gift Blouses for Christmas Trade Selling at Sight—Many Unusual Ideas Developed in French Imported Designs—Beads Are Generously Used.

THE Blouse business is better than ever," is the report from all the buyers in the large department stores in Montreal, and from all appearances this would seem to be the case in general, for everything in the shape of a blouse, from the most elaborate and luxurious of Parisian hand-made models down to the simplest of voile shirt-waists, seems to be selling at sight.

The causes for this optimistic outlook on the part of the buyers is probably attributable to the drop in prices in the raw materials and to the demand for gift blouses for the Christmas season. So far as styles are concerned, the demand is entirely for the over-blouse, and any and every fabric is pressed into use to satisfy the demand. The latest comer to win favor is the knitted wool slip-over blouse in belted or tie-back styles, which comes in a variety of colors such as tans, browns, blues and grays. The necks are usually low and circular and the sleeves are either long or elbow length. Brilliant wool embroideries in a style reminiscent of the Balkan colorings usually ornament these models, which are both dressy and serviceable besides giving the necessary warmth so important in Canada.

A new line of heavy silk-knit waists is also being shown by the ready-to-wear shops which are decidedly better in every way than the cheap tricolette blouses which flooded the market last summer. These models are usually shown in darker shades only, and are trimmed with braiding, chenille or self-tone embroidery.

So far as the ever-popular georgette crepe is concerned, it would seem as though the only demand was for the very elaborate models in the more expensive styles, and even $35 and $45 are not considered out of the way for imported models of clever design and elaborate workmanship. One such collection which also included stunning taffeta and crepe models was noted this month at Ogilvy's, and it has aroused much comment. An oddly cut blouse of black georgette boasted two oval shaped sections in back and front with narrow borders of white. The body was heavily beaded in jet and a narrow ribbon girdle encircled the waist line. Another model in white georgette was daintily beaded all over with the tiniest of fine jet beads and silk chain-stitching and had a simple straight narrow band of navy taffeta to outline the neck and waist line. A black georgette model was accordeon-pleated in the tiniest of tucks and relieved by a wide girdle of heavily brocaded gold and black ribbon. Gold tassels hung from each sleeve. A cerise georgette was enhanced



by fine rows of navy blue stitching, which was a novel change from the ever present bead trimming. Taffeta was largely featured in pullovers, simply trimmed with fine knife pleating at the waist, neck and sleeves.

Among the collections of more tailored blouses on view in the St. Catherine street stores is prominently featured the georgette model with high neck and long sleeves, usually trimmed with fine ecru filet lace and with tiny bows of black moire silk at neck and cuffs. Irish lace is also much used upon georgette just now. It is prophesied that the tailored style will be pre-eminently popular during the coming Spring months, and soft crepe-de-Chines with pleated bosoms, and the fine hand-made blouses will come into their own once more. Manufacturers are already talking of smocks and these will probably be shown in sheer colored crepes with pretty touches of hand embroideries. Wash silks of all kinds will be in great demand for Spring for the plainer blouses, as they go well with the plaid sport skirt, which is so extensively worn at present.

Paris Novelties

Apropos of blouses, the latest dictum from Paris states that the chemise blouse in heavy satin or crepe de Chine is tremendously popular when simply trimmed and cut on severe lines, suitable for wear with the tailored suit. For the more elaborate models, Paris prefers velvet, knitted wool and even certain soft leathers which are developed in such a way as to simulate the top portions of frocks, with extensions from the skirt which overlap the blouse, or vice versa. The blouse which finds most favor at present is the one which shows no girdle whatever, but which closes outside the skirt in such a way that it defines the waist line without accenting it. French women have been very enthusiastic over the heavy tricot sweaters which they wore all last Summer and are continuing to wear this Winter. Embroidered bandings are much favored as trimmings for the plainer blouses, but the more decorative fabrics are left quite plain. Some of the newest models shown in the shops of the Rue de la Paix this month are modelled after the quaint spencer-like bodices of the Second Empire in black velvet, with vests of white leather or velvet. Vivid blue stitching is used to outline the edges of the blouse. Another very popular type of blouse is made of satin cire in slip-over style, tying on the hip in a huge loop. Steel application work is a favorite way of trimming the dull surface of the satin. Nickel gray is in high favor in satin for blouses and when worn with a fine white organdy collar and embroidered with fine steel beads the effect is most unusual. A white satin slip-over is shown, embroidered in vivid green floral motifs with two narrow waxed ribbons outlining the waist line and above the hips, in peplum effect, combined with folds of the satin. Fichus are growing in popularity in Paris as blouse trimmings and are worn with simple dark materials in both sheer and heavier qualities.

Low Necklines

Among the new blouses recently seen at one of the manufacturers' there appears a noticeable tendency to favor the low V-neck. Some women are not so fortunate as to be blessed with necks that deserve exposure to the public gaze and the addition of removable vestees or pleated frills will prove a boon to many. Manufacturers are also recommending the sale of suitable camisoles as adjuncts to the sheer blouse, and in several cases are manufacturing camisoles which are to be worn expressly with the blouse in question.

Reductions in prices and genuine sales are keeping popular interest up to the highest pitch in blouse departments and it is expected that by the New Year retailers will be ready to go into the market for the new lines which are being opened up by the makers this month.

OTTAWA FOLLOWS SUIT

With profits knocked out of sight in many of the goods sold by the dry goods stores, department heads are getting busy in order to secure as much trade as possible from other more remunerative sources. Toy-land is being pressed into service as never before by almost all the Ottawa stores with extra floor space and a real campaign of publicity both by early advertising and display. It seems certain that mechanical toys will be big sellers this Christmas and demonstration will be made of toys in action by several firms who had devoted necessary space for this purpose.

Outlines of the New Bankruptcy Act

No One Will Go so Far as to Say That Every Man Who is Unable to Meet His Obligation is Dishonest—New Bankruptcy Act Will Accomplish Much Good for the Trading Public—How It Will Work Out

Written by A. E. NASH, for Dry Goods Review

A GOOD DEAL has been said in past years of the man who is unable to meet his obligations, and a good many unnecessarily hard things have been said. The number of men who are unable some time in their lives to meet in full all of their obligations is much greater than many of us realize, but the number of men who cannot tide over a difficult period and eventually pay their debts in full is small. There is always a hard feeling towards the man who cannot do so. While it is a wise thing to be cautious in extending credit to the man who fails to pay all his debts promptly, there are very many cases where a hardship is performed through a too-ready suspicion. No one will go so far as to say that every man who is unable to meet his obligations is dishonest, because of the inability to meet one's obligations comes from a number of sources, of which circumstances beyond the control of the person affected and hard luck are two.

The Bankruptcy Act.

Much will also be said in the next few months about the new legislation covered by Chap. 36 of 1919 and its amendments, officially called "An Act Respecting Bankruptcy" and commonly called "The Bankruptcy Act." This Act has been designed by the Government to take care of the procedure previously covered by the Assignments Act and similar acts and which have failed to entirely meet the necessities of the trading public. The Act as it stands is moulded very much on the English Bankruptcy Act and all the principal points, with the necessary alterations to meet the special requirements of this country, are taken from the English Act. The interpretation of the word "Bankruptcy" is that it is a proceeding under which the Government takes possession of the debtor's property, when the debtor cannot pay his debts or when the creditors of that debtor cannot obtain satisfaction of their claims, by the appointment of a trustee. The property of the debtor is realized and the proceeds distributed among the creditors in proportion to their claims, with the necessary provisions to cover any legal preferences given previous to the date of bankruptcy, and during the proceedings, and, as will be shown, subject to vertain exceptions. Forever afterwards, the debtor has complete protection from any legal procedings that can be instituted by any of his creditors, and can finally obtain a complete discharge of all obligations and debts, and recommence in business under his own name. The exceptions which are spoken of above, are covered in Section 59 of the Bankruptcy Act, and are briefly as follows:—

The Exceptions Outlined

1. That the assets of the bankrupt do not realize 50c on the dollar of his unsecured liabilities, but this does not apply when the Court can be satisfied that this position has arisen from circumstances for which the debtor cannot justly be held responsible.

2. That the debtor has not kept proper records for three years preceding the date of bankruptcy.

3. That after becoming insolvent and knowing himself to be such, the debtor has continued to trade.

4. That the debtor has not accounted satisfactorily for a loss or deficiency of assets.

5. That the bankruptcy has been brought on by rash and hazardous speculation or unjustifiable extravagances or culpable neglect.

6. That the debtor has not dealt properly with his creditors, but has put them to unnecessary expense by frivolous or vexatious causes.

7. That the debtor has incurred unjustifiable expense by engaging in frivolous or vexatious actions.

8. That the debtor has given undue preference to certain of his creditors within three months of the date of bankruptcy.

9. That the debtor has previously deliberately incurred liabilities in order to affect the creditors' standing.

10. That the debtor has previously made an arrangement for extension with his creditors, or previously been declared a bankrupt.

11. That the debtor has been guilty of fraud or a fraudulent breach of trust.

Not a Dishonest Action.

The above exceptions have been specially mentioned here, because the object of this article is not to describe the Bankruptcy Act in its dealings or workings, but to try to show that an Act of Bankruptcy in itself does not constitute a dishonest action. First of all, if none of the above eleven things has happened, then any time after the adjudication of bankruptcy, the debtor may, upon proper application obtain a discharge, and such discharge in the eyes of the law, is equal to stating that the debtor is once more free to trade, that he is considered to be an honest man and that he has to the best of his ability discharged his liabilities; that he is a fit and proper person to again receive from the public a share of their confidence. If, on the other hand, he has done any of the eleven things mentioned above, a full investigation as to his integrity is made and the onus is on him to prove that he has acted honestly. He may fail to satisfy the Court that circumstances for which he cannot be justly held responsible have caused his assets to realize less than 50c on the dollar, and for this technical reason he may fail to obtain his discharge at first. He may through circumstances which he has been unable to control, be unable to produce proper records of his business transactions, and by this, his discharge may be delayed, although, provided he can satisfy the Court that the failure to keep the records was no fault of his or that it was an oversight through ignorance, he eventually would obtain his discharge. If, on the other hand, it is proved that he has acted dishonestly, his discharge would be difficult to obtain, and rightly so.

May Examine Affairs of Debtor.

The intention of the Government in providing for exceptions to the discharge of the bankrupt is to assure itself of his honest intentions, and that if he has done any of those things, that they have been done through ignorance and not by deliberate act, so that when the debtor obtains his discharge he may be able to hold up his head and say to the public, "While it is true that I became a bankrupt, it is also true that I have done everything in my power to meet my liabilities, that I unfortunately failed and that my assets were not sufficient to pay everybody in full, but the Court has satisfied itself that I have done nothing wrong, fraudulently or otherwise, and that my bankruptcy was the result of bad luck or misfortune, and has satisfied itself that I am a fit and proper person to continue in business, and, therefore, that I am an honest man." The assumption here is reasonable. The British law treats every man as honest until he is proved dishonest, and through the medium of the Bankruptcy Act, the Court has in its power the means of thoroughly examining the affairs of every debtor in bankruptcy, and the Court will not grant to a debtor a dis-

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charge from bankruptcy until it is satisfied that everything in the power of both the debtor and the Court through the trustee has been done.

Obtaining Discharge Not Easy

The obtaining of a discharge from bankruptcy is not quite as easy as a lot of people may think, and the reason is that the Court is supposed to satisfy itself as to the future bonafides of the debtor before it allows him to again commence trading. He may at any time after he has been adjudged a bankrupt apply for his discharge. First of all, he must get a certificate from the trustee, giving full details of the creditors, to whom notices will be sent that the application for discharge will be heard in Court, and the trustee will appear and present his statement of the conduct and affairs of the bankrupt. There is no reason to suppose that when no good purpose can be obtained and no additional benefit accrue to the creditors by keeping a man in bankruptcy, that the discharge will be refused, because the State holds that the refusal of a discharge or the granting of it subject only to almost impossible conditions, imposes too great a burden and discourages the man to a degree where it would not be in the interests of the country. For certain reasons the discharge may be suspended instead of being altogether refused, and either the refusal or the suspension must be given if any of the above eleven things have been committed, and the suspension may be for a period of two years, or it may be for such time until a dividend of not less than fifty cents on the dollar has been paid to the creditors, or it may be provided the bankrupt agrees to allow a judgment to be registered against him for the amount of the unpaid balance of his debts.

A discharged bankrupt is, therefore, in the eyes of the law and must be in the eyes of the public, an honest man, but an undischarged bankrupt may in the same manner be just as honest, for the discharge may in some cases be delayed only for the purpose of further investigation and more complete particulars, and if he is honest he will eventually get his discharge.

Will Accomplish Much Good

On the whole the Act will work a wonderful good for the community. It is severe on the debtor who does not intend to meet his obligations, but while appearing to be hard on the debtor who is trying to do his best, it is not unjust, and we must remember that the Government should protect the trading public. If legislation such as this Bankruptcy Act was not introduced, business would suffer very materially on account of the dishonest trader. Not only does the Act take care of the creditor by giving him the power to make a debtor a bankrupt and thus enables him to obtain some return for the goods he has supplied, but it will also have the effect of curtailing the dishonest practices of men who intend deliberately evading their just obligations. The Act is hard, and justly so, on the dishonest man, and this very fact will keep men from dishonest trading in the future.

The Bankruptcy Act coming into force at a time when credits are not easy to obtain and when it looks as if we might be about to pass through a period of tight money, and when prices have reached the highest point they are likely to reach, and we may expect a reduction in almost every line, is a fine thing for the future business stability of the country. It will have the effect of creating much needed caution in many of our business men and will restrict foolish and speculative buying, and the over-loading with stocks. The Act, indeed, could not have come at a better time, and one effect of it will almost surely be that additional care, which is so much required during a period like the present, will creep into our business methods.

Acts of Bankruptcy Defined.

For the benefit of our readers, the following are acts of bankruptcy:—

1. The making of an assignment for the benefit of the creditors.
2. The making of a fraudulent conveyance of property.
3. The creation of a charge on property which would be a fraudulent preference.
4. Absconding with intent to defeat creditors.
5. Allowing an execution in the sheriff's hands to remain unsatisfied, subject to certain limitations.
6. Exhibiting by a debtor to a meeting of creditors a statement of assets and liabilities showing that the debtor is insolvent.
7. Assigning, removing, secreting or disposing of any goods with intent to defraud, delay or defeat any creditors.
8. Making a sale in bulk of one's assets without complying with the Bulk Sales Act.

Results of Order Serious.

The results of a Bankruptcy Order are immediately very serious. For three months after the order is made, the trustee, who is appointed, will receive all the bankrupt's mail, telegrams, etc., and the bankrupt is restricted in his business dealings so that he can do very little without a heavy penalty being imposed in the event of his doing anything contrary to the Act, which includes the inability to borrow more than $50.00 or obtain credit for five hundred or more without disclosing the fact that he is an undischarged bankrupt. I doubt if any one carefully reading through the Bankruptcy Act will not come to a very sane conclusion, and that is, that the punishment meted out to a man who has committed grave acts of indiscretion, and has thereby got himself into a position where he is unable to carry on any further, while appearing to be severe, is very just, and moreover that the Act affords as full a measurement of protection as possible to creditors. Another conclusion that I think we will all agree in is that bankruptcy is a thing to be avoided, wherever possible, for the stigma naturally attaching to it must be difficult to overcome.

Editor's Note—Questions on the Bankruptcy Act will be promptly answered to the best of our ability. While not guaranteeing that our opinion will be upheld at law, we have on our staff men qualified to give an opinion. Questions should be addressed to the Editor.

FASHIONS TO CHARM

(Continued from page 147)

the ribbon was used to gather the cuffs. Royal blue embroidered in gold colored silk was also a charming novelty. Velveteen, duvetyn and fine broadcloth in vivid shades, including turquoise and Copenhagen blue, rose and Chinese green, are fabrics used for very smart coats for little girls. The model with a shoulder yoke and smocked on skirt is a favorite, the finishing touch usually being a little round fur collar. Ermine, beaver, coney and other short-haired pelts are used.

The style trend in frocks for every day is more to plain fabrics than to plaids, so that a plaid frock stands out as more of a novelty than otherwise, a condition of affairs that is really somewhat unusual. Girls who are taking gymnasium work at school very strongly approve of the separate skirt and middy type of outfit because the skirt may so easily be abandoned for bloomers. A new dress of this description was made of plain and plaid material combined. The skirt was pleated with an attached lining waist and was worn with a middy or smock with a tie of plaid ribbon. A scarlet middy is greatly favored at present, worn with a navy skirt. A very ornate variation on this theme was a black velveteen middy worn over a wool skirt of vivid plaid. And another had a pleated skirt of tan colored wool jersey with dark brown middy embroidered in red and tan wool.

For boys, the choice is very wide, too. The Oliver Twist suit leads this winter for dressy wear and is shown in velvet, Shantung and heavy corded fabrics. The combination of white pique blouses with navy serge knickers is a good idea, as it permits of a semi-dressy appearance with no fear of damage to perishable material. Brown corduroy is also very smart.

The navy reefer with brass buttons, embroidered emblems, etc., is far and away the leader. With it is shown the regulation sailor suit with long naval trousers or short knee pants. Nothing ever supplants the sailor suit in the favor of the small girl or boy and the demand for these seems to increase instead of diminish.

BRITISH TRADE NEWS

Welcome Canadian Business

British Firms Endeavoring to Give Best Possible Satisfaction to Dominion Customers—More Canadian Representatives in England Would be Appreciated.

"WHATEVER Canada wants she shall have," is the motto of British manufacturers today, according to W. Lord, representing the Dunfield Hall Company, Limited, of Leeds, England. During an interview with Mr. Lord a representative of Dry Goods Review was impressed with the spirit of optimism and progressiveness which characterized his views, and it is a matter of considerable importance to Canadian trade in general to hear at first hand a report so encouraging relative to industrial conditions.

"No matter what Canadians want, we are going to see that they get it." That point was reiterated again and again, and the point of the argument is that British manufacturers realize that the time has come for them to consolidate their industrial relationship with Canada and strengthen their connection with the colonies in general, in order that the constantly increasing menace of foreign trade shall not preponderate in either country.

Not only in the realm of textiles and clothing, which lines Mr. Lord speaks of with authority, is the situation encouraging overseas, but in other lines as well, and the fact that outside competition is assuming proportions considerable enough to cause labor to exert every effort is having an appreciable effect upon production. In the textile world, according to Mr. Lord, matters were somewhat upset recently by the coal strike, but even this was only a matter of some three weeks' delay and after its settlement deliveries went on as usual.

Enormous orders are being received by the various Leeds firms for clothing for the Soviet Government in Russia, and recently an equally large order for blankets was despatched to the west of Africa. Western Canada, according to Mr. Lord, has placed orders with Yorkshire manufacturers for something over £180,000 only lately, and what with similar orders for export to Australia, it is small wonder that British firms find themselves in a flourishing condition. Prices, according to Mr. Lord, are picking up and buying in a general sense is excellent. In fact, there is no reason to regard the future outlook with uncertainty or any degree of pessimism.

Want More Canadians

One point emphasized was the fact that there are altogether too few Canadian representatives of Canadian industries over on the other side. "The field for the Canadian commercial traveler is practically an untilled one," said Mr. Lord, "and in my opinion, it is high time that Canadian manufacturers realized the opportunities waiting for them, even with the exchange question confronting them. London is full of American agents of one sort or another and all sorts of American goods are finding their way into our markets. There was a striking exhibit of Canadian made articles in hardware displayed not long ago in one of the immigration offices in London, and if you could have seen the number of interested spectators you would realize how intensely interested England is in Canadian products. They are going still farther and are adopting your methods in improving public utilities, such as the telephone service, etc. Altogether they are wide awake to the points in which Canada excels her in efficiency methods. On the other hand, Canadians must admit that in many respects England is still leader, particularly in regard to standard quality staple fabrics. Take for instance, raincoats which I understand are not very much in demand in Canada. No one will deny that English raincoats are superior to all others, for we undoubtedly understand the process of waterproofing better than any other country. British rain coats are unique in their construction and defy serious competition with products of other countries.

"We manufacturers find," continued Mr. Lord, "that Canadians want the very best we can produce, together with the smartest styles. Therefore the goods which British manufacturers are sending out now combine all the smartness and fine quality of British clothing, but are cut to Canadian specifications, so that they shall compete with the finest products of your own factories. We intend in future to send representatives out at least twice a year to keep in touch with your requirements and the trend of prices and demand from coast to coast, and in this way we hope to cement a strong bond of commerce in the near future."



Dolls From England

A group of quaint novelty dolls with moveable joints, which are a contribution for the Christmas trade from Great Britain.

NEWS OF THE TRADE

E. J. Campbell Guest at Banquet

Popular Representative of Greenshields, Ltd., in Ottawa, Receives Presentation on Departure for California

Mr. E. J. Campbell, formerly Ottawa representative of Greenshields, Limited, who is leaving for California, was tendered a banquet at the Chateau Laurier, by the wholesale and retail dry-goods men of the city. Many kind words were said and a happy time spent during which the guest of honor was asked to accept a token of remembrance in the shape of a silver cigarette case and a set of pipes.

CELEBRATE OPENING OF NEW FACTORY

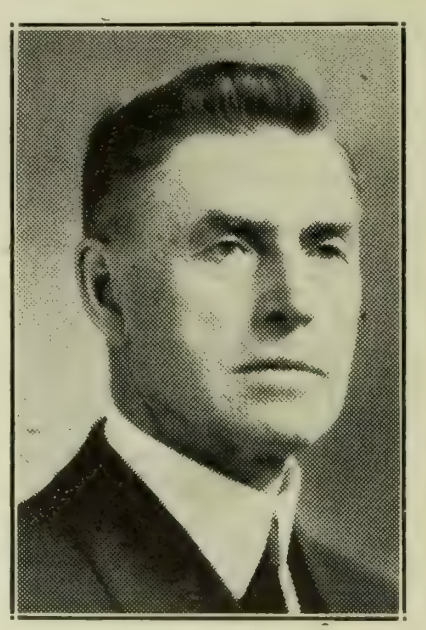
The management of the Perrin Kayser Company held a formal reception in honor of the opening of their handsome new plant at Sherbrooke recently when members of the city council and prominent citizens were guests of honor. Dancing was provided for the guests and the employees, who were present in large numbers.

The many processes necessary to convert the raw silk as it comes from Japan were explained to those present, and each step demonstrated. Altogether forty-six operations are necessary to the manufacture of raw silk into a pair of gloves or stockings, and when it is realized that 25,000 dozen pairs of gloves leave the factory each week, the magnitude of the work carried on by this new plant can be better understood.

A splendidly equipped welfare department is operated in connection with the factory and includes a night school, hospital and doctor, entertainments in a social club, etc. The management are to be congratulated on this addition to their many important branches of the silk manufacturing industry.

FURRIERS FORM COMMITTEE

Mr. W. F. C. Devlin has been appointed chairman of a committee of furriers who, in co-operation with the Retail Merchants' Association of Canada, will do all in their power to assist the furriers to better conditions, and to watch over the interests of the trade from every angle. Mr. R. F. Nolan, F. D. Burkholder, A. E. Alexander and W. Bingham, of the Sims Co., will assist Mr. Devlin. It is understood that the secretarial work will be undertaken by Mr. Trowern, popular Dominion Secretary of the Retail Merchants Association of Canada.



J. O. GAREAU

Montreal Retailer Opens Movie Theatre

J. O. Gareau, president of the Mount Royal Stores of Montreal, has recently added another enterprise to the varied list of his activities in the successful launching of the St. Lawrence Amusement Company and the opening of the new Belmont Theatre, under his presidency. Mr. Gareau intends to erect a chain of high class motion picture and vaudeville houses in Montreal in the course of time. In addition to his theatrical enterprises, Mr. Gareau is also president of the E. T. Corset Co. and an active participant in many other public organizations.

WILL TOUR DOMINION

Captain W. C. Chandes Innes has taken up duties with the staff of the Dominion Board of the Retail Merchants' Association of Canada and will attend to special work that will take him all across the Dominion, in the interests of the retail trade.

Outlook Favorable For Spring Business

Chicago Firm Predicts Big Business for 1921 in Newsletter to Trade.

A cheerful sentiment is expressed on the business outlook for 1921 by Henri, Hurst & McDonald, of Chicago, from whose newsletter the following is quoted:

"The consensus of opinion of bankers, big business men, manufacturers, retailers and others, is that 1921 is to be a great year for business. Everywhere is utmost confidence that within a few months—perhaps less—a decided improvement will manifest itself. Without minimizing the seriousness of general conditions, bankers say that any fear of panic or anything in the nature of a panic is absurd. Enormous cash resources, wonderful crops, rapid recovery, curtailment of production and general distribution of immense buying power cannot but result in a healthy stabilizing of business and prices generally. Just at what point, as compared with pre-war prices, a resting spot will be found, is not possible to be determined now. That such a point may be 50 per cent. above pre-war prices is freely stated. Others think a more or less substantial recovery of prices will place the settlement point somewhat higher. In any case it is generally believed that not later than the first months of the New Year will see substantial recovery. In the meantime Christmas trade promises to be liberal, and the release of a large volume of cash through buying at this season will go far toward sweetening December business."

SEEKS MUNICIPAL BONUS

McCarthy Lace Company, of Port Hope, has asked for a bonus of $1,500 from the council of that municipality. The company wishes to secure larger quarters. Repairs are needed for the larger building they have in view and this will cost $1,500. The company agrees to employ 20 persons for ten months of the year for a period of ten years. The Port Hope council will deal with the request at its next meeting.

RESPONSIBLE SALES ORGANIZATION OPEN TO REPRESENT reliable manufacturers and exporters in British Guiana, on a commission basis. All Canadian manufactures and products. Correspondence and samples with quotations invited. C. E. Gabriel, New Amsterdam, Berbice, British Guiana, S.A.

READY-TO-WEAR INDEX

High in Quality but— *Not High in Price*

"Garments of the Better Kind"

ANNOUNCING our complete line for Spring 1921 will be ready for inspection both at our salesrooms and with our salesmen on the road on JANUARY 1ST.

SEE OUR DRESSES

207 St. Catherine St. West **Bishinsky Bros** CLOAKS & SUITS MONTREAL, QUE.

The McElroy Mfg. Co., Ltd.

MAKING

Royal Garments

FAMOUS FOR THEIR

Fit, Cut, Style, Hang and Finish

HEAD OFFICE:

47 Simcoe St. - Toronto

You have our sincere wishes for a Merry Christmas and a Happy New Year.

Our travellers will start about the 20th of December with the new Spring range of Cloaks and Suits, which will be in keeping with our efforts in the past.

LAZARE & NOVAK

Cloaks and Suits

Cor. St. Catherine St. West and Mountain St.

MONTREAL

DRESSES

Silks, Tricotines, Tricollettes, Georgettes, Serges, and all latest fancy materials.

Prices to meet competition

Majestic Dress Mfg. Co.

Read Bldg., 45 St. Alexander St.

MONTREAL

Genuine Leather Novelty Coats

IN LADIES' and MEN'S

Write for Samples

VICTORY BRAND

VICTORIA RUBBER COMPANY

437 St. Paul St. West, Montreal.

Waists and Skirts

Try us for your rush orders for Voile, Crepe, Silk and Georgette Waists, also Wash Skirts. Samples sent prepaid upon request.

D. H. Cummings

EVERYTHING IN WAISTS

1187 Mt. Royal Ave., Montreal

La Mode Dresses

are hand-made and right up to the minute in style and material.

The latest creations in evening, semi-evening and afternoon dresses.

Salesmen now on the road. Be sure and see our line and convince yourself.

La Mode Dress Co.

Room 200, 591 St. Catherine W.

MONTREAL

J. W. JOHNS

Manufacturer and Exporter of IRISH PATTERN CROCHET LACE WORK

Doylies of all sizes, Duchess Sets, Table Centres, Table Runners, Tray Cloths, Tea Cosey Covers, Collars of Different Patterns, Camisole Tops, Yokes, Dressing Sacques, Jackets, Night Gown Yokes, Hand Bags, Babies' Bonnets, Medallions, etc., etc.

Liberal Discounts

Write for Samples and Prices.

J. W. JOHNS, P.O. BOX 836

Rangoon, Burma

BOYS' and GIRLS'

SPRING COATS

in all colors and styles, ages 3 to 10 years, in

TRICOTINES, GABARDINES, CHEVIOTS, ETC.

Special line **Navy Blue Cheviot Reefers** with **Naval Trimmings.**

IDEAL DRESS CO.

1488c St. Lawrence Boulevard, Montreal

Compliments of

THE SEASON

to our

Many Customers and Friends

The S. & D. Dress Co.

142 PEEL STREET

(A few doors above Windsor Hotel)

MONTREAL

THE HOUSE OF YOUTH

feels gratified that it has added one more year to its short history---a year of increased good-will that has added to mutual confidence and loyalty between The Counter Costume Co. and their many customers and friends---and takes this opportunity to wish them---

A Happy Christmas *and a* **Prosperous New Year**

COUNTER COSTUME COMPANY
LIMITED

Designers and Makers of Distinctive Dresses for Misses and Juniors
— Exclusively —

131 Spadina Ave., Toronto



Mr. Dealer—

There's PROFIT for you in this Labor Saver for Mothers and Delight of the Kiddies!

A one-piece combination suit buttoned up to the neck, long sleeves, long legs. Practical—sturdy—and presentable at all hours of the day.

The original garment of its kind, the Haugh Brand Kiddies' garment, will prove a quick seller in your store, just as it is in so many others throughout Canada.

For Boys and Girls 2 to 7 years.

This Original Garment made ONLY by

The J. A. Haugh Mfg. Co. Ltd.
Toronto, Canada

Manufacturers of the famous "Arm & Hammer"

Shirts, Overalls
Bloomers

ARM & HAMMER BRAND
SHIRTS PANTS
J.A. HAUGH MFG. CO. LTD.

Trousers and
Shopcoats

Greeting

We thank our many customers for their liberal patronage and extend sincerest wishes for

The Compliments of the Season

We trust we will merit your orders during the coming year for "Art" *Dresses and Skirts,* the best to be obtained.

Our travellers will leave early in January with a full line of samples of our Spring range.

Remember, we have a good selection of Dresses and Skirts for immediate delivery.



Art Cloak & Suit Co., Ltd.

WILDER BUILDING
MONTREAL



To our many customers throughout Canada, we express our

BEST WISHES

for

CHRISTMAS

and the

NEW YEAR

Our Spring line of coats will be ready early in January and our travellers will be pleased to show *you* samples of superior range

"National Brand" Coats

Manufactured in latest styles and materials.

We have a full stock of staple lines of Raincoats of our usual high quality always on hand.

National Rubber Company of Canada

Cor. Bleury and St. Catherine Sts.

Toronto MONTREAL Winnipeg

IMPORTERS *and* MANUFACTURERS

Art Needlework *and* **Fancy Goods**

"Peri-Lusta" *Mercerized Cottons*

"Crystal" *Artificial Silk*

Embroidery Materials

Fancy Linens *and* ***Piece Goods***

MADEIRA HAND EMBROIDERED LINENS *and* HANDKERCHIEFS

Campbell, Metzger & Jacobson

932-938 Broadway New York Cor. 22nd St.

Canadian Showroom and Factory:

Bay and Wellington Sts., - Toronto, Canada

When answering advertisements please mention *Dry Goods Review*

Money-Saving Information

"The most useful information contained in any paper I get"—so a Western banker writes in to-day's mail, renewing his subscription for FINANCIAL POST.

"Very often," his letter goes on to say, "I am called on to suggest investments for small amounts, sometimes as low as a few hundreds, and I find your Investors' Inquiry Service a reliable partner to consult. If every investor knew there was such a service at his call it would surely lessen the losses of many of these people."

The Investors' Inquiry Service fills just that need. Unless you are perfectly sure of your investments, write us before you buy. It costs FINANCIAL POST subscribers nothing to be sure before placing hard-earned savings in stocks that may never have a chance of paying dividends.

Trained service men will give you the benefit of keen analysis based on the facts behind the securities you are considering. This is one of many features enjoyed by our readers.

THE FINANCIAL POST

143 UNIVERSITY AVE., TORONTO, CAN.

Send me for one year (52 issues) The Financial Post. I attached $5.00. Commence at once.

WESTERN BUYERS' MARKET GUIDE

CLEAT & CO.

Representing J. O. Bourcier
Silks, Linings and Velvets.

Moulton Mfg. Co.
Braids, Tassels, Trimmings.

P. A. Alain
Furs.

708 Builders Exchange
WINNIPEG

MANUFACTURERS

We especially desire the selling agency to cover the three Prairie Provinces for a line of

Laces--VEILINGS and
MILLINERY TRIMMINGS
ETC.

Write Us

The James B. Carter Co.
Winnipeg : : Canada



Star Shirts
Fownes Gloves
Delpark Productions
Liberty Blouses
Clinton Hosiery
Kaynee Wash Togs
Boys' Shirts and Blouses
Pauline Bonnets
Bradford Wools

Lehmann Sales Co., Inc., New York, U.S.A.

Geo. G. Smith, Winnipeg
403 Canada Bldg

Regina L. M. Day | Calgary J. Bartle | Vancouver H. S. Elliott

BANK OF SPAIN REPORTED AIDING WOOLLEN INTERESTS

Paris.—The Bank of Spain is reported to be helping the Spanish woollen interests, thereby averting a panic in that country.

BRITISH TEXTILES FALL IN NOVEMBER

London.—The Economist Index for November shows a decline of 581 points from October figures, making a total at the end of the month of 6,954. Textiles declined 300½ points, totalling 1,651. The widest fluctuation occurred in the textile group. Silk and flax were unchanged, cloth fell 29 to 24 pence. American cotton fell nearly six pence and Egyptian cotton 12 pence per pound during November, while yarn is nine pence lower. Wool fell further, due to the scarcity of new orders. Hemp and jute fell heavily.

BANQUE OF FRANCE READY TO AID TEXTILE INDUSTRY

Paris.—According to an authoritative source, the French Government Banque de France is ready to assist the textile industries by co-operating with houses financially through the present crisis. The bank is said to be trying to avoid further unemployment. M. Isaac, the Minister of Commerce, is on a trip through the Roubaix district to investigate conditions there.

The opinion is unofficially expressed in banking circles that the value of the dollar will rise to 20 francs by the end of the year.

W. J. COLLETT
Manufacturers' Agent
302 Hammond Bldg. 63 Albert St.
WINNIPEG

Distinctive Women's and Misses'
DRESSES
SKIRTS
COATS
SUITS
SILK WAISTS

Spring Range---Ready December 27th
Write for Appointments



Handkerchiefs, Camisoles, Neckwear, Boudoir Caps, Baby Yokes, Spats, Accordeon Pleating, Fancy Dry Goods and Smallwares, Veilings, Quick-on-Veils, Cap Shape Nets, Knitted Scarfs, Baby Bonnets, Coats, Ribbons, Necklaces, Laces and Nets, Embroideries, Buttons, Beads, Braids and Tassels, Marabou Trimming, etc., etc.

We can give immediate delivery

WESTERN VEILING COMPANY
222 McDermot Ave. WINNIPEG

Paris.—There is a persistent rumor here that the large Paris stores have entered into an informal agreement not to buy in the market until present stocks are reduced.

It is impossible to obtain a confirmation of this report, but it is a fact that none of the principal stores are doing any buying now.

WESTERN BUYERS—ATTENTION!
WE HAVE THE LINE YOU ARE LOOKING FOR!

Our men are now on the road with complete lines of :

Wegler Skirt Co. (Montreal)
LADIES' SKIRTS
Tip Top Manufacturing Co. (Montreal)
LADIES' DRESSES
The Bowmanville Glove & Mitt Co. (Bowmanville)
MEN'S GLOVES AND MITTS
Firth Bros. (Hamilton)
MEN'S CLOTHING
Brampton Hosiery Co. (Brampton)
MEN'S UNDERWEAR AND SOCKS
Western Waterproof Co. (Montreal)
MEN'S WATERPROOFS

W. J. STEPHEN CO. LIMITED
125 Phoenix Bldg. — Phone A. 9613 — WINNIPEG

WESTERN TRADE NEWS



Wool Display at Exhibition

Above is a cleverly executed display of knitting wool arranged by W. Ramsay and R. B. Rice for W. S. Collister & Co. as an exhibit entry at the provincial exhibition which took place recently in New Westminster, B.C. The wool was mounted on beaver board, each ball being taped and tacked to hold it in position. The display represented all shades of the different kinds of wool that this firm carries in stock and the full range of the different brands were displayed with the names in the centre or underneath. The edges of the beaver board mounts and the written names of the wools were air brushed. The knitted suits and sweaters on the forms were hand-knitted, while the Georgette waist shown displayed handsome wool embroidery worked by the head of the wool department. The name sign was constructed entirely of wool, each letter being made of a different color. The display claimed considerable interest at the exhibition and gained a large increase in the business done in the wool department of the enterprising Western firm.

Vancouver Stores

Main Street Merchants in One Block Co-Operate to Boost Business.

Every Saturday is a Dollar Day in South Vancouver. Parker's Dry Goods Store, H. Kinnear, also dry goods and six other merchants, all between 25th and 26th on Main St. co-operate in getting out a hand-bill measuring 12 x 16 inches, wherein each merchant makes special offerings for Saturday only. These bills are distributed to every householder within several blocks of these stores.

The Saturday business is greatly increased, and much business secured that would otherwise certainly "go down town." They call it community advertising, and it is certainly "selling" this district to the shoppers therein. The slogan is "Buy in your own district."

Western Trade Briefs

C. W. Savage has opened a dry goods store at Victoria, B.C.

M. Semaka has opened a dry goods store at Drumheller, Alberta.

Max Faurer has opened a dry goods store at Sturgeon Creek, Manitoba.

Edith Fox has commenced in the dry goods business at Winnipeg, Manitoba.

Smith's, Ltd., wholesale dry goods, etc., Vancouver, B.C., have assigned.

Ruddel & Company are commencing in the dry goods business at Winnipeg, Manitoba.

McCullough & Lay, Ltd., who operate a dry goods store at Calgary, Alta., have had their assets transferred to the Traders Trust Co.

McIndoe & Redding, who operated a dry goods store at Victoria, B.C., have dissolved partnership, Mrs. Ethel McIndoe continuing the business.

SELLING OUT IN OTTAWA

Nolan's, Furriers, Rideau street, announce that owing to great increase in rent and their inability to secure a suitable location, they will dispose of their entire stock of furs, hats and caps, at generous reductions.

Basis of Objection to Tax Stamps

Involve Considerable Capital Expense to Merchants — Difficulty Over Returned Goods—Encourage Sharp Practice—More Clerical Help Required—Color of Stamp Increases Likelihood of Confusion—Ask Return of Old System Temporarily.

MANY of the difficulties faced by the retail merchant in the collection of the luxury taxes by means of stamps were outlined by the Quebec branch of the R. M. A. in Montreal before the Tariff Commission. R. A. Nixon, speaking for the association, stated that a fortnight's experience had been enough to convince them that the plan was unsatisfactory even to the point of being unworkable.

It involved a large capital expense to the merchant for revenue stamps, in addition to the capital needed for the carrying on of his business outside of the stamp feature. It led to considerable difficulties because of the custom of the trade to take back goods which proved unsatisfactory to a customer after getting them home. The cost of the stamps in purchases had to be refunded and no allowance could be obtained from Ottawa for three months.

It often happened as well that only part of the goods would be returned, but the customer would have to bring back the whole receipt in order to get credit, and in such a case a dishonest merchant might ask for a refund of the whole amount without the department being able to check the matter.

Encourage Sharpsters

Merchants found guilty of sharp practices could also get refunds from the Government by keeping back the receipts from the customers, of whom a majority did not care whether they took away the receipts or not. It was even possible for enterprising rogues to gather up all the receipts given customers, allowing them something for the privilege, and then collect on them from the Government.

As Mr. Nixon claimed that one store calculated that it needed $50,000 extra capital to finance the purchase of stamps for its business, Sir Henry checked down all the expenses of purchasing stamps for this company, which had to have about $5,000 worth on hand all the time, and $10,000 worth for the Christmas trade, in addition to the extra expense for help at each cashier's desk, the amount lost through clerks failing to understand that a harmless little stamp on a worthless-looking receipt might be worth $10 in refund money to the company and in other ways.

Receipts Thrown Away

These receipts were being thrown away, dropped behind counters and otherwise destroyed every day. Strained relations were often produced between merchant and customer because it was difficult to get the latter to see that the merchant could not take back goods and make a refund without the stamped receipt. At the end of the first three months' work this store would have an accumulation of $67,000 worth of stamps to make a claim for at Ottawa.

In the largest stores in Montreal from thirty to sixty cash registers are employed. Before the advent of the new method of collecting the tax two or three cashiers were enough, but since the inauguration of the new system the staff had to be doubled in some cases in order that the sales could be handled expeditiously. There were two extra clerks in the office as well to look after this work alone. In theory the company was paid by the customer for the stamps, but on charged goods the stamp went into the account, and there was no allowance for the interest on the money tied up until refunds could be made.

Balance on Wrong Side

In addition to the other difficulties mentioned, this meant that the balance was always on the wrong side for the honest merchant. There was, in addition, the factor that numerous mistakes were being made by the clerks, in affixing stamps, and that service to customers had been slowed up all around by the new system in spite of every effort to prevent it.

In support of their contentions, Mr. Nixon produced a paper box full of stamped receipts which had come back to the store because of goods being returned. One small receipt for $4.20 attracted the curiosity of Sir Henry Drayton, who wondered why 38 stamps had to be used on this bill. The bill was almost entirely covered by the multi-colored stamps, and it was evident that it must have taken considerable time and patience to attach them all.

Need to Alter Color of Stamps

"Why put so many?" asked Sir Henry.

"The bookkeeper did not have the right denominations in order to put the fewest possible," was the reply.

The chairman agreed with contentions made by the merchants that some change must be made in the color of the stamps, because a one-cent stamp and a $10 stamp looked so much alike in color that there is a great chance now of somebody losing or making money.

The $5 stamp and the 25-cent stamp also look a good deal alike. With thirty-seven varieties of stamps in different colors, it was obvious that a color-blind bookkeeper would have his or her troubles. It may be a difficult matter to rectify the colors of these particular stamps without getting into trouble with other denominations.

Many of the receipts were badly mutilated. One small receipt with one small stamp had been picked off the floor where it was thrown by a clerk, who could not be made to understand that it was worthy $10 in refund money to the company.

Want the Old System

In conclusion they suggested to Sir Henry Drayton that they would like to return by December 1 to the old system. Sir Henry said that this matter rested with the Inland Revenue Department, but that he would bring the whole question before the Minister.

It is possible that the merchants will send a delegation to Ottawa in order to have this matter cleared up by December 1 before the Christmas trade gets brisk. It was evident, however, that the Minister was greatly impressed by the arguments made before him.

Advertising Advantages Dealing at Home

A number of potent arguments in favor of dealing at home in place of mail order are outlined in an ad by A Minnedosa firm, as follows:

Get Into Line;
Join the Trade At Home Movement
WHY?

See the quality of goods you are buying before you hand over your good money.

Mail order houses do not give accommodation when you NEED it.

Mail order houses do NOT help support your schools, churches and hospital.

Mail order houses are drawing big interest on your money before you get your goods. That is, you are helping other communities and strangers with no returns to yourself.

Spend your cash in your home town, build up your town. When your town merchant gets all the cash business he will be able to buy his goods for cash and sell to you at lower rates.

Build up your home town and your property will advance in price whether it be town or farm lands.

BUYERS' MARKET GUIDE

The Thompson Lace & Veiling Co., Limited

Laces, Veilings, Georgettes, Ninons, "My Lady" Silk Hair Nets, Princess Pat Human Hair Nets, Sport Veils.
Cor. Wellington and York Sts., Toronto, Canada.

Real HARRIS, LEWIS and SHETLAND HOMESPUNS

Direct from the makers. Special lightweights for Ladies' wear—all shades. Patterns and Prices on Application.

S. A. NEWALL & SONS, Stornoway, Scotland
State shade desired and whether for Ladies' or Gents'

Infants', Children's, Girls' and Misses' Dresses

We are Specialists in these lines

H. L. WATTS, LIMITED
400 Richmond St. W., Toronto

T. H. Birmingham & Co.
LIMITED
93 to 99 Spadina Ave., TORONTO
Makers of
Women's High Grade Neckwear
"The Exclusive Neckwear House"

"EVERYTHING IN SILKS"

M. Ascher Silk Corp.

Distributors—Iroquois Silk Mills

102 Madison Avenue, New York

Sho-cards will Clear

Your left-over stock

Send order to
G. L. Wooding
P.O. Box 62 - - Salmon Arm, B.C.

SILKS

I represent in this country some of the most reliable Manufacturers of High-Grade SILKS, in plain, fancy weaves.

Quality and Novelty is my motto.

J. H. GAGNON
108 Dandurand Bldg. Montreal

GERSTENZANG BROS.
Popular Priced Flowers and Feathers
670-674 Broadway, NEW YORK CITY

SWISS BUREAU FORMED

In order to prevent the emigration of unemployed embroidery workers and to reduce the actual want due to the shutting down of business, a number of the Swiss cantons have decided to create an embroidery bureau which will employ the workers and handle their product. Branch houses are to be founded in Thiume and Dudingen in the canton of Berne. Fifty communes have declared their readiness to take part in the new industry, and 2,000 workers are already enrolled.

ITALIAN EMBROIDERY INDUSTRY REVIVING

According to a report which appeared in the "Uberseedienst," Italy has recently made every effort to restore as far as possible the embroidery industry in Upper Italy. Since 1918 there have been in this region more than 350 embroidery looms with shuttles. New establishments, provided with the most modern equipment, are to be erected soon in the vicinity of Milan.

New York.—Following advices received from the Drapers' Chamber of trade of the United Kingdom, Lew Hahn, managing director of the National Retail Dry Goods Association, has announced that the trip to Great Britain will be undertaken by about 50 representatives of the association on April 20, 1921.

The committee which is to determine who shall go on this trip will, Mr. Hahn hopes, have made the final selection by Dec. 15.

PARIS FIRM EXPANDS

The ready-to-wear house, Etablissements Henri Touraille, with headquarters in Paris, recently increased its capital from 2,800,000 francs to 3,500,000 francs. This company has completely reinstated its factory in Roubaix, which was stripped of its working material by the Germans. At present about 250 machines have been remounted, and about 300 employes. A special fabric factory has also been opened in Roubaix.

The Paris offices of the company have also been much enlarged and improved with a view to exportation. Two branches have been opened, one in Brussels and one in Amsterdam, and agencies are being opened in the principal foreign cities, both in Europe and America.

Kent-McClain Again

Holt, Renfrew & Company, Limited, Montreal

The work of installing the new fixtures in the Montreal store of Holt, Renfrew & Company, Limited, is now completed. These fixtures comprise complete new outfits for many of the store's most important departments. Nothing was spared in the designing and workmanship of these fixtures with the result that the Holt, Renfrew store is now one of the finest on the continent. The entire contract was entrusted to Kent-McClain, Limited (Toronto Show Case Company).

FOR HONEST VALUE AND SATISFACTION

CROWN PANTS

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LONDON MAYOR TO OPEN EXHIBITS

London.—The Lord Mayor of London, accompanied by the sheriffs, has promised to open the Drapery, Textile and Women's Wear Exhibition on Monday, April 4, 1921, as well as the Clothing Outfitting and Woollen Trades Exhibition on Tuesday, March 8, 1921.

London.—The proposal of British manufacturers to form an Anglo-Chinese Industrial Corporation for the industrial development of China outside the limits of the treaty ports to which British activities have hitherto been confirmed, has aroused tremendous interest in Great Britain.

At a meeting called by the Federation of British Industries to discuss the proposal, there were present representatives of all the leading British manufacturers, including Sir John Jordan, formerly British Minister at Pekin, and officials of the Government.

Considerable pressure is being put forth by the Silk Association of Great Britain and Ireland to have the Government include silk in the anti-dumping bill being introduced in the House of Commons this coming February. The object is to prevent America and other countries from overselling British manufactured silk in this market.

London.—Three English delegates have been appointed to attend the American International Silk Exposition in New York in January, 1921. They are: H. O. Hambelton, of H. O. Hambelton & Co., Macclesfield; Major G. H. Heath, of G. M. Heath & Co., Macclesfield; and A. Walters, of Stephen Walter & Co., Cheapside, London.

London.—Dates for the winter and spring fur sales to be conducted in London have been fixed and are as follows:

China goods, Jan. 24 to 26; sealskins and Australian furs, Jan. 27 and 28; Hudson's Bay Co. collection, and American staples and other merchandise, in order, beginning Jan. 31.

China goods, April 11 to 13; sealskins and Australian furs, April 14 and 15; Hudson's Bay and other furs, April 18 and following days.

Kent-McClain Again
The British Canadian Co-operative Society Limited, of Sydney Mines, N.S., have recently made extensive improvements in the matter of store fixtures. They have installed Inter-place-able Unit Fixtures for the display of gent's furnishings, special units being designed for collars, gloves, hosiery, etc. They have also adopted the "Bradford" garment cabinet for clothing display. "Bradford" cabinets and Inter-place-able Units are built by Kent-McClain, Limited (Toronto Show Case Company).

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A new company with a capital of 2,000,000 francs has just been created in France under the name Industrial Union of Credit for Reconstruction (Union Industrielle de Credit pour la Reconstitution). It is the result of the deliberations of the Central Association for the Resumption of Industrial Activity in the Invaded Territory, concerning the best methods of applying the law of July 31, 1920, which provided for credit to the victims of war devastation whose loss exceeded 1,000,000 francs.

The body in question considers it desirable that the law should be interpreted as broadly as possible, and it is the aim of the new company to facilitate the application of existing laws, to effect speedy repairs of war damaged property.

The French Government has adopted a vigorous financial program to insure continuous improvement in the financial situation and to provide for the necessities of recovery from the effects of the war, according to advices just received from Paris by Jean de Sieyes, representing the French Financial Agency in the United States.

The outstanding elements in the new program and the progress accomplished and that expected, as explained by Mr. de Sieyes, follow:

"1. To balance by as great fiscal effort as necessary the State's normal expenses, including the entire debt service, and meet by loans where necessary extraordinary expenses due to concluding the war and those having a counterpart in the Peace Treaty's financial clauses.

"2. To hold down the public debt and redeem and consolidate the floating debt as rapidly as possible.

"3. To reduce and suppress as soon as possible all refunding of the foreign debt and begin paying it off.

"4. To confine the issue of bank notes to the necessities of industry and commerce; to cease borrowing from the Bank of France and redeem the State's debt to the bank."

Kent-McClain Again

The Sussex Mercantile Company

Among recent purchasers of new display fixtures are the Sussex Mercantile Company, of Sussex, N.B. This firm has installed new wall fixtures and have added to the notion department. These fixtures were supplied by Kent-McClain, Limited (Toronto Show Case Co.).

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FRENCH BRAID DIVIDEND

The braid and textile company "Manufacture de Tresses et de Tissus," which has its place of business in Paris, recently declared a net profit of 873,483 francs, out of which a five per cent. dividend was declared. The St. Quentin factory of the company, which was completely destroyed by the Germans, is in process of reconstruction and will be greatly enlarged by the acquisition of two adjacent buildings.

The factories at Bohain and Ribemont, which were partly destroyed, are rebuilt, and that of Bohain has been working for several months. During the war, the company purchased a factory at Nogent-sur-Marne and later one at Lyons, where it conducted a passementerie business, pending the return to the invaded district.

PARIS UNEMPLOYMENT LESS THAN WAS FEARED

The mixed Commission of Labor reported recently to the Paris Board of Aldermen on the unemployment in the Department of the Seine. According to the findings of the commission, the situation, while more than usually pronounced, is not nearly so bad as was feared. It affects chiefly the textile and metal workers, and also bears rather heavily on certain classes of clerical workers.

MANCHESTER TO ACT ON AMERICAN CANCELLATIONS

Manchester.—United action against American cancellations has been proposed by members of the Manchester Chamber of Commerce and a meeting has been called for the discussion of the matter.

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BRITAIN WILL ADVANCE 100 PER CENT. OF EXPORT BILLS

London.—The Board of Trade announces an export credit scheme by which advances to exporters will be increased from 80 to 100 per cent. of the invoiced value of their shipments, as suggested by the Federation of British Industries.

A "MOON" DRESS

A "moon" dress was one of the remarkable models seen in Morgan's French Room this month, and very clever was its design, which, as the name indicates, was a silvery iridescent sequin affair, with a black panne velvet foundation of wonderful shadowy softness. A magpie effect in black sequins and white crystal beaded lace was another unusual model bearing a French name, and a cinnamon brown tulle gown was heavily beaded in steel and was quite the smartest and most novel of the season's showing. Several models in tangerine georgette and cerise tulle, made in pretty, soft and puffy designs, were offered for the consideration of those whose taste runs towards colorful effects.

Chicago.—In reference to spring buying, Marshall Field & Co. say:

"Orders placed with us now for Spring, 1921, shipments are protected against a decline in our prices up to the date of shipment." An official of the company said that if there was an increase in prices the selling price of the day of sale would be given, thus protecting the merchants against wide fluctuations in the market.

London.—The International Advertising Exhibition, promoted by 30 clubs to demonstrate the quality of British goods to the world was opened November 29th by Sir Robert Horne, president of the Board of Trade. That successful advertising promotes both trade prosperity and cheapness is what this exposition seeks to prove.

A stupendous success seems indicated. Three queues of two miles long awaited admission at 2 o'clock.

The arrangements for the public's convenience and entertainment are of unusual interest and the exhibits outrival anything previously attempted in Great Britain.

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"Made-in-Canada" Raincoats

are a Family Affair



You can sell Dominion Raynsters to every member of the family because they are made in pleasing styles for men and women, boys and girls—for business, shopping and school, for everyday and dress needs.

The Dominion Raynster line offers the dealer a wide variety of models in patterns that are noticeably attractive. More than this, DOMINION RAYNSTERS give the dealer a line of absolutely waterproof raincoats that are unconditionally guaranteed. Every DOMINION RAYNSTER bears the guarantee label as an assurance of style, quality, workmanship and satisfaction.

When you stock DOMINION RAYNSTERS you have behind you the largest rubber organization in Canada to back up your store with the right styles and right quality, and to back up your sales force with persistent advertising.

Write the nearest service branch for the latest styles and price list.

Dominion Rubber System Service Branches

are located at

Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, Hamilton, Brantford, Kitchener, London, North Bay, Fort William, Winnipeg, Brandon, Regina, Saskatoon, Calgary, Lethbridge, Edmonton, Vancouver and Victoria.

CANADIAN CONSOLIDATED RUBBER CO. LIMITED
DOMINION RUBBER SYSTEM
AND ASSOCIATED COMPANIES


A VERY
MERRY
CHRISTMAS
TO ALL
OUR GOOD FRIENDS
Belding-Corticelli
Limited
MONTREAL ~ TORONTO
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